

United States Department of the Interior
National Park Service

946

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. 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.

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Nat. Register of Historic Places
National Park Service

1. Name of Property

Historic name: Braastad-Gossard Building
Other names/site number: Gossard Building / Pioneer Square
Name of related multiple property listing:
N/A

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 308 Cleveland Avenue
City or town: Ishpeming State: MI County: Marquette
Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X 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 X meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ national ___ statewide X local

Applicable National Register Criteria:

X A X B ___ C ___ D

<u>Brian D. Lantry</u>		<u>11/4/15</u>
Signature of certifying official/Title:		Date
<u>MI SHPO</u>		
State or Federal agency/bureau or Tribal Government		

In my opinion, the property ___ meets ___ does not meet the National Register criteria.	

Signature of commenting official:	Date

Title :	State or Federal agency/bureau or Tribal Government

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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:)

for Elisha H. Beall
Signature of the Keeper

12-29-15
Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

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Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u> </u>	buildings
<u> </u>	<u> </u>	sites
<u> </u>	<u> </u>	structures
<u> </u>	<u> </u>	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

Commerce/Trade: Department Store

Industry/Processing/Extraction: Manufacturing Facility

Current Functions

(Enter categories from instructions.)

Commerce/Trade: Business

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7. Description

Architectural Classification
(Enter categories from instructions.)
Late Victorian

Materials: (enter categories from instructions.)
Principal exterior materials of the property: Brick, Sandstone

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Braastad-Gossard Building is a four-story painted red sandstone-trimmed brick building standing at the southeast corner of Cleveland and Second Streets at the east edge of Ishpeming's downtown. It housed a department store and then a factory in the 1888-1976 period. The 150 by 97-foot-footprint building was constructed in 1888 as a two-story building occupying half of the present site and expanded in 1903-04 into a three-story block of Late Victorian design, with a pressed metal cornice, rock-face stone trim and an arched entryway suggestive of Richardsonian Romanesque, and a square clock tower at the corner facing the intersection. It was remodeled largely in its present form in 1948, with a fourth story added by slightly raising the side and rear walls and installing a flat roof in place of the former one that slanted gently toward the rear, the front modernized with the cornice removed and a new recessed center entry with curving walls and glass block windows installed, and steel interior posts and beams installed replacing the timber posts and beams supporting the wooden floor system.

Narrative Description

The surrounding neighborhood contains smaller one and two-story commercial buildings to the west and north, housing to the east and south, and a church and school building. The Braastad-Gossard Building stands directly on the sidewalk lines at its street corner and by its bulk visually dominates this eastern edge of downtown Ishpeming. The heart of the city's downtown, Pine Street, is located two blocks to the west.

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The building's 150-foot long north front facing Cleveland Street is divided into six three-window wide bays by raised piers, faced in rock-face sandstone in the ground story and in brick, with rock-face sandstone trim pieces, above. These rise to a broad plain brick frieze/parapet, which spans the bays with corbelled and raised brickwork forming three horizontal panels in each bay below the frieze. The front façade displays rock-face sandstone beltcourses at the second and third-story window-lintel levels, with the piers marked by similar rock-face blocks at these beltcourse levels, midway between them in the second story, and midway between the top of the first story's rock-face piers' finish and the second-story lintel-level blocks.

The front's primary entrance is in the third bay from the west end. This 1948 feature has wooden double doors, each with a single large light, set into a recess between curving glass block finishes above a similarly curving brick bulkhead that continues across the entire façade in both directions. An additional, older double-door entrance, leading to interior stairs, at the far east end of the north front is outlined by original rock-face sandstone piers and topped by a tall arched transom capped by more rock-face stonework.

The front displays a general pattern of three square-head window openings in each story within each of the six bays, with the ground-story central window in each bay generally slightly broader than the rest. The building's ground-story north front originally contained a broad nearly floor-to-ceiling storefront window each in the first, second, fourth, and fifth bays from the west (the third containing the main entry, the sixth the east entry), and the second story's west three bays each contained two large nearly floor-to-ceiling windows separated by a pier (there was another large display window near the corner on the west side's ground floor as well). These areas of broad windows were rebuilt in the present form sometime prior to 1959 after the building was converted from a department store to a factory, most likely in 1948 when other major changes were made – a post-1948-renovation photo shows non-matching brick infill across the ground story front and in the three western bays of the second-story front. Most other windows were and remain of the double-hung one-over-one type. In more recent years some windows were partly closed in with siding or paneling of various types, leaving smaller window openings, or closed in entirely, and four second and third-story windows were expanded into doorways (with two of them later partly or completely closed in). The low fourth-story front also displays two low horizontal windows with clear glass centers outlined by glass block and there were also until recently two low doors in adjacent bays flanking a pier in the center of the facade. These added, vertically aligned pairs of second, third, and fourth-floor doors all led to a now removed metal fire escape structure.

During the latter half of 2014 the exterior of the two street-facing elevations of the building (north and west) were renovated to remove several of the more recent changes (Photos 9 and 10 show these elevations as they were before the 2014 renovations; Photos 1-8 illustrate the exterior as it presently exists). Four doors and siding that partly or fully infilled two additional former door locations in the second to fourth stories in the two center bays (above and slightly left of the main entry) were removed and the former openings bricked up to match the surrounding historic brickwork. Window openings in the second story in the west half of the north (front) façade and in the west façade that contained small single-light windows below siding or that were entirely

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filled with siding were reopened and double-hung windows installed matching those in the rest of the building. A canopy that spanned the main central front entrance and displayed the building name used in recent years, Pioneer Square, was removed and replaced with a simple sign displaying a new name, Gossard Building, installed in its place.

A large square-plan pyramid-roof clock tower originally projected from the building's north and west facades above the third story at the northwest corner of the building and rose above the main roof so that its four clock faces were visible in all directions. The wooden structure displayed the date of construction, 1904, and paired, arch-top louvered openings below the clock faces (allowing the chimes to be widely heard) in its two street-facing sides. This feature survived the 1948 renovations and modernization, but was removed in 1959 due to deterioration. The metal frame that once supported a wooden water tank for the building's sprinkler system remains in place on the roof just southeast of the clock tower location.

A beefy pressed metal cornice, with a raised central section over the two center bays and finials aligned with the piers separating the bays, rose above the main north-facing façade. This decorative cornice was removed as part of the 1948 modernization work, leaving the present flat-topped frieze and parapet. The frieze's west two bays until recently displayed the building's most recent previous name, PIONEER SQUARE, in large painted letters. This signage has been removed or painted over and is no longer visible.

The west side facing Second Street and the south (rear) façade lack the front's raised piers. These facades contain square-head double-hung windows with sandstone slab sills and low segmental-arch heads formed of triple courses of rowlock headers. Some of these windows in the second story were also partly or completely infilled and one west-side first-floor window expanded into an entry, recessed into the façade – this entry constructed in the early 1980s. The second-story windows now contain double-hung one-over-one windows installed in 2014. The building's south side displays a one-story flat-roof brick garage, located at the south end of the building's west side facing Second Street, and adjoining brick and concrete block elevator shafts in the center, with a deep flat-roof one-bay brick enclosed loading dock shed to their south. The east façade, originally adjoining a (now gone) large theater building, has no fenestration. The former theater site serves as a parking lot.

The east and west side facades once stepped down toward the south in low steps as the roof slanted gently downward toward the rear. These were raised slightly to have level caps at the height of the front portion of each side wall as part of the 1948 work when the fourth story was added and the roof made level. These facades contain no fourth-story windows. In the south or rear façade the added fourth story is visible in a row of low square-head windows plus a now bricked in entry. This entry and aligned ones in the second and third story – also now bricked up as part of the 2014 renovations – led to what was until 2014 the last surviving of several steel fire escapes (additional ones on the north and west façades had been removed in previous years).

The building interior contains a full basement and four stories. Its original timber posts and beams that supported the wood floor on two-inch thick joists were replaced with steel wide flange posts at the basement and ground-story levels, steel pipe columns in the second to fourth

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stories, steel beams supporting the wood floor joists and flooring, and steel joists supporting the metal deck roof as part of the 1948 work. The interior space is divided in half by a two-foot thick brick fire wall – the east wall of the 1888 part of the building that occupies the west half of the site – with a fire door at a single opening on each floor. Until after the factory's 1976 closing the interior was mostly open floor plans, with some offices and storage areas and an employee cafeteria in the basement. Maple floors remain in place, some showing the shape of women's footprints worn into the wood over years of work at the garment factory's machines that occupied most of the floor space. Some areas of wall and ceiling retain ornamental pressed metal paneling installed during the 1903-04 remodeling and expansion, some of these ceilings concealed beneath drop ceilings.

In early 1981 the building was purchased by a local development group and renovated into its current state. The building exterior was painted, entrance doors replaced at the front and rear and a new exit to the west was added along with an interior stair. The fire escapes to the north and west were removed. On the north (front) façade's ground story globe light fixtures were added on each of the sandstone piers. Some of the windows were replaced, some filled in, and others framed into smaller openings. A concrete block passenger elevator tower was added to the south side of the building adjacent the older brick freight elevator tower; this only reaches to the third floor.

The interior of the first floor was renovated into an interior mall with glass-fronted office and shop spaces. The arched opening in the fire wall forms a centerpiece in the lobby space. In the second and third stories office lease spaces of various sizes have been created, with the circulation in each story making a T-footprint corridor connecting the two staircases at the east and west to the south-side elevators. The fourth floor is unused except for some storage and had deteriorated from exposure in past years.

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for 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



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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 grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

Areas of Significance

(Enter categories from instructions.)

Commerce
Industry
Social History

Period of Significance

1888-1965

Significant Dates

1888, 1903, 1904, 1948, 1949

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Significant Person

(Complete only if Criterion B is marked above.)

Frederick Braastad

Cultural Affiliation

N/A

Architect/Builder

John Simon Wahlman, designer; J. Wahlman & Son, contractor

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Braastad-Gossard Building was erected in 1888 and remodeled and expanded in 1903-04 for Frederick Braastad as the home of his F. Braastad & Co. department store and then remodeled and modernized in 1948 while it housed the H. W. Gossard factory. The building meets national register criterion A and B because of its direct association with Braastad, who was an early, long-time, and leading Ishpeming businessman, and with the Braastad department store, a leading commercial institution in Ishpeming until its closing in the early 1920s. The building also meets criterion A under Industry and Social History for housing the Ishpeming plant of the H. W. Gossard Co., a Chicago-based women's undergarment manufacturer, from 1920 until 1976. Gossard was for a time the leading employer in Ishpeming, with more than 500 employees on its payroll. Secondly, the firm's presence in Ishpeming relates to a broad Upper Peninsula mining town – and also national – industrial pattern of textile plants setting up shop in mining towns to take advantage of a potentially large and low-cost labor force of women from the mining families who would be willing to work to supplement the family income. In addition, Gossard's Ishpeming plant operating out of this building was the site of a strike in 1949 that is important in Upper Peninsula history for the leading role played by women in beginning and carrying out the strike.

Narrative Statement of Significance (Provide at least one paragraph for each area of significance.)

Ishpeming

Michigan's huge nineteenth and twentieth-century iron mining industry began in 1844 with the discovery of iron ore deposits by federal surveyors near the future sites of Negaunee and Ishpeming in the Upper Peninsula's Marquette Iron Range. An exploring party sent by investors

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in Jackson, Michigan, located the Jackson Mine site in 1845. The Jackson Mining Company was established in that year. The first ore was mined there in 1846 and the first ore smelted into iron in 1847 at a forge constructed on the Carp River three miles east of the future site of Negaunee. The Cleveland (originally known as the Little Mountain) was the first mine at the future site of Ishpeming. It was opened in 1849 by the Marquette Iron Company.

Development of the industry on the Marquette Range was stymied by the difficulties in transporting the ore from this isolated inland wilderness location to a shipping point to downlake smelters and of transshipping the ore around the falls of the St. Mary's River at the outlet of Lake Superior. Both problems were solved in 1855, when a primitive horse railroad connecting the mines with ore docks in Marquette and the first locks at Sault Ste. Marie were completed, so that ore could be hauled to the dock in Marquette, loaded on ships, and sent directly to Cleveland. Construction of the Iron Mountain Railroad from the mines to Marquette in 1855-57 and of the Peninsula Railroad from Negaunee to Escanaba, on Lake Michigan, in 1863-64 further facilitated the shipment of ore, the Peninsula by avoiding altogether the perils of Lake Superior navigation.

With the transportation problems solved, exploration and development of the area's rich ore deposits proceeded rapidly, resulting in the development of the boom town settlements of Ishpeming and Negaunee around the mines. Negaunee contained a population of 5000 by 1880, Ishpeming about 6500. The boom continued, and Ishpeming reached a peak population of 13,255 in the 1900 census before a gradual decline set in.

Frederick Braastad and the F. Braastad & Co. Department Store

Born in Ringebo, Guldbrandsdalen, Norway, in 1847, Frederick Braastad helped out on the family farm and then clerked in a store for five years before coming to the United States in 1868 and settling in Marquette that October. He moved to Ishpeming the following year, briefly working as a "salesman" (clerk?) in the "New York store," apparently the company store for the New York Mine (*Memorial Record*, 37). After a brief period in Kansas, he soon returned to Marquette County, to Negaunee around 1871, clerking at the J. P. Pendill general store there, and then back to Ishpeming about 1873. The 1883 Upper Peninsula history lists 1873 as the store's founding date, and the "Braastad's Opening" article celebrating the 1904 department store opening reports the firm's founding date as being then thirty-one years ago – around 1873. But the story of Braastad's store is not quite so simple.

When Braastad returned to Ishpeming c. 1873, he initially became manager or "agent" of the Nora Store Company store (*Memorial Record*, 37). The 1873 Marquette directory lists the Nora's or Noras Store Co. general store, located on Cleveland near 1st. Five years later, according to his biography in the *Memorial Record*, "the business became the property of F. Braastad & Co." (37). The state gazetteer and business directory lists the Braastad & Co. general store and meat market for the first time in 1877, and the above biography lists the location on the southwest corner west of the present site. In the business' early years Braastad had several partners – the 1879 gazetteer lists Haagen Asgaard, Svend Johnson, Ole Walseth, Jens Lereggen, Lars Jensen, Ole Ekre, and Anders Belsaas, and the 1881 and 1883 editions still list Asgaard, Johnson, and Lereggen. Johnson, Lerregen, another one-time partner, Marthinus Peterson,

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identified in the 1883 Western Historical Co. Upper Peninsula history – perhaps all the others as well – were Norway-born like Braastad (Western Historical Co., 447-49). The 1885 gazetteer lists both a Fred Braastad meat market and a F. Braastad & Co. general store (groceries, dry goods, boots and shoes, hats, caps, furs, clothing and gents' furnishing goods). Subsequent directories list only the F. Braastad & Co. general store.

When Braastad established his own store about 1877, he occupied as store quarters a wooden building at the southwest corner of Cleveland and Second directly west of the nominated building. That building burned during the winter of 1903-04 ("Braastad's Opening"). In 1888, according to the 1895 biography, he built a new store building at the site of the nominated building. The biography described it as "a fine two-story brick building..., having two departments and carrying a full line of dry-goods, clothing and gents' furnishing goods" (*Memorial Record*, 37). This building, remodeled and enlarged, forms not quite the west half of the present building, with frontage of about seventy-two feet.

The F. Braastad & Co. store prospered, and as it did Frederick Braastad became a leading businessman and citizen in the Ishpeming area. By the late nineteenth century the store operation offered dry goods, clothing, and boots and shoes; groceries and meat market; wholesale and retail bakery; farm produce; flour, hay, and grain; and a coal and wood yard. John Bartlow Martin's *Call It North Country* quotes Cal Olson, who drove one of the Braastad delivery wagons that served outlying areas, including logging camps, as stating, "You could buy anything in that store ... Flour, straw, hay, salt, furniture, toys, fruit, butter, watermelon, carpets, clothes, shoes ... grapes, pins, needles, I guess you could buy a mine in that store if you wanted to." The wholesale grain and produce business and coal and wood yard operated out of a separate location several blocks away that included a massive stone warehouse – still a key downtown landmark. In the 1890s the firm also operated a general store at the Winthrop Mine near Ishpeming and "a large general store at Alcester, South Dakota" (*Memorial Record*, 37). For a time there was also a store in Negaunee – in 1918 the Negaunee store was badly damaged by a fire in the opera house upstairs (Dobson, *City ... Shiny Mountain*, 126). In 1901 Braastad converted to cash sales only (Dobson, *Early History ... Mining Town*, 77). Subsequent advertising typically called the store "Braastad's Cash Department Stores."

In addition to the F. Braastad & Co. store, Braastad also had mining interests. In 1888 or 1889 he partnered with Mark A. Hanna (1837-1904), the Cleveland, Ohio-based iron, steel, and coal entrepreneur and U. S. Senator (1897-1904), in acquiring the Winthrop and Mitchell Mines, adjoining iron mines located near Ishpeming that had been operated since around 1870. Their Winthrop Iron Company, with Hanna as president and Braastad as vice-president and general manager, owned the two mines, together called the Braastad Mine in the 1889 state *Mines and Mineral Statistics* report (13-31). During most of the years 1889 to 1899 or 1900, when U. S. Steel's Oliver Iron Mining Company subsidiary acquired it, the mine was a substantial producer, shipping from 143,000 to 192,000 tons of ore per year (*Mines and Mineral Statistics*: 1890, 130-31; 1895, 26; 1897, 52-53; 1898, 59-60; 1900, 58; 1901, 28-29). The F. Braastad & Co. store at the Winthrop/Braastad Mine location apparently operated during the years Frederick Braastad had partial ownership of the mine. An item in the *Iron Ore* of February 20, 1904, reported that

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“Mr. Frederick Braastad and John P. Outhwaite had their flags at half mast yesterday in token of their regard for the late M. A. Hanna, who was a personal friend of both.”

The Braastad or Winthrop and Mitchell Mines were Frederick Braastad's most successful, but not his only, mining interests. Braastad also invested in another local iron mine, the Platt. This first produced ore in 1892 and shipped until 1896. The 1900 *Mines and Mineral Statistics* report noted that the Platt was in 1899 “held under option” by Braastad and Charles L. Sporley of Negaunee, who were having exploratory work done to locate useful deposits. Evidently none were found; later reports contain no further mention of the Platt (1900, 28-29). Fountain's *Michigan Gold & Silver* states that Braastad also made investments in the gold and silver mines that developed west of Ishpeming in the nineteenth century. He with others invested in two separate gold mines in the area in the 1888-89 period, but neither produced much, and he, with former store partner Sven Johnson, also held a mortgage on the Ropes Mine, another Ishpeming area gold and silver mine, and made an (unsuccessful) bid on the property at an 1899 receiver's sale (80, 111, 123). The Ishpeming weekly newspaper, *Iron Ore*, also noted trips Braastad made in 1903 to Minnesota and to the Bisbee, Arizona, area to look at promising mining lands for investment (*Iron Ore*, 3/28 and 4/11/1903). In 1903 *Iron Ore* contained extensive coverage of the copper boom in the Bisbee area that was then attracting so many investors from Michigan and other states (for example, “Bisbee, Arizona, Copper Deposits” and “The Huachucas and Their Ores,” 3/14 and 3/28/1903). *Iron Ore* noted that Braastad had “extensive investments” in the Bisbee area, but no details are provided. Whether he made investments in ore lands in Minnesota is not clear.

Braastad served as director, and presumably an investor in, the Negaunee & Ishpeming Electric Street Railway Company which in 1891-92 built a trolley line connecting the two nearby cities (Dobson, *Early History ... Mining Town*, 54-55; *Memorial Record*, 37). Prior to his resignation in late 1902 he was president of the Consolidated Fuel & Lumber Co., a coal, lumber, and firewood operation that had lumber and “wood-chopping” firewood camps and operated twenty teams of wagons (*Iron Ore*, 12/20/1902). He was a director of the Peninsula Bank of Ishpeming in the 1890s and then, from about 1900 to about 1914, president of Ishpeming's Miners' National Bank. He served as Ishpeming's first ward alderman in 1882-85 and as mayor of the city in 1900-01.

Braastad seems to have been generous in his support of various civic improvements. One such activity was the construction of an opera house for Ishpeming. In 1903 the local Elks initiated planning for a building that could be used as a theater and gathering place for events adequate to Ishpeming's growing size and civic aspirations. A committee appointed by the Elks to investigate costs and develop plans came up with an estimate of costs of \$25,000 for building and furnishings. At this point Frederick Braastad offered the committee a site for the building located directly east of his store on Cleveland, the committee to establish the price for the lot and offer him the equivalent value in stock in the opera house, and made an additional donation of \$1000. In the end, it appears, the site was given outright. Braastad's offer was made early in 1903, and the opera house was planned, built, and opened before the year ended (*Iron Ore*, 1/24, 3/28, 4/25, 5/16, 5/23/1903; Dobson, *Early History ... Mining Town*, 82). The opera house site now forms a parking lot directly east of the Braastad-Gossard Block.

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Ishpeming, with its Norwegian community established in the 1860s and 70s, has an important place in the history of skiing as a competitive sport in the United States, and Frederick Braastad took a great interest in the sport. Local Norwegian skiers founded the community's first ski club, the Norden Ski Club, in 1887, and in November 1890 founded an Ishpeming Ski Association to sponsor and carry out a ski tournament. Braastad was elected president of the association. The following month a Central Ski Association of the Northwest, representing clubs in St. Paul, Minneapolis, Red Wing, and Stillwater, Minnesota, and Eau Claire, Wisconsin, as well as Ishpeming, was established – the first regional ski association in the nation – and their first tournament scheduled for Ishpeming in January 1891. Braastad served as one of three judges for the event (the others from Red Wing, Minnesota, and Eau Claire, Wisconsin). The day after the tournament Braastad entertained the skiers at his farm, “where many of them demonstrated again informally” (Suicide Hill national register nomination, quoting White, 144). Braastad was elected vice-president of the National Ski Association when it was established in 1904 (Suicide Hill national register nomination, 10, 18-19, 22).

Braastad Building

As of 1902 the site of the nominated Braastad-Gossard Building contained four buildings – the 1888 building – a brick two-story building occupying the west half of the present site – and three other buildings on the site's east half, identified as the “old mine office,” crockery store, and a barn behind the crockery store. The November 22, 1902, *Iron Ore* contained the first announcement of new building operations at the site of the present building: “F. Braastad & Co. will put up a new store building, commencing the work soon after the new year. This will occupy the alley recently purchased from the city and will also take the place of a portion of the old store adjacent. ... With this new store ready the Bank Street store [several blocks away] will be discontinued and will be offered for sale or rent. Mr. Braastad finds the cash business steadily growing in volume and needs more room to accommodate it.”

The January 24, 1903, *Iron Ore* reported:

Mr. F. Braastad will build an important addition to his business places on Cleveland avenue, beginning at once. He will utilize the alley purchased from the city last year, will take down a portion of his bakery building, replacing same with a solid brick building. He will also put the structure upward another story, making three, and in the top will have a hall 80x100 feet. In the basement of the building will be bowling alleys. The big hall will be used for club purposes, dances, indoor base ball and other things needing large space. The buildings of the firm will all be steam-heated, a plant to be put in the coming summer. This will be a great improvement to Cleveland Avenue, and will give Mr. Braastad a very complete block. He will bring all his business under one roof, cheapening the cost of heating and operating.

Contractor J. Wahlman & Son began demolition work at the site during February 1903 (*Iron Ore*, 2/14/1903). A February 28 story reported that the three buildings on the site had been or were being demolished and described the new building as a three-story building with ground dimensions of seventy-eight feet across the front by 100 feet in depth. The exterior would be constructed of pressed brick with Marquette sandstone trimmings. The basement would be used

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for storage, the first floor for the grocery and crockery departments and a meat market, and the second for the clothing department. The third story would contain a large hall, 54 x 98 feet in size, plus a lodge room, with ante room and kitchen (*Iron Ore*, 2/28/1903).

Rock for the new building's foundation was brought from the abandoned New York Mine site and construction began during April. Charles Johnson was given the contract for excavating for the basement, J. Wahlman & Son received the carpentry contract, and Gus Lindbom the masonry contract (*Iron Ore*, 3/7 and 4/25/1903). The new east building was completed during October. Braastad's "Grand Opening" took place November 16, 1903 (*Iron Ore*, 10/24 and 11/21). The building's third story contained Braastad's Hall plus space intended to be rented out as quarters for a lodge. The hall, described as ninety-eight feet deep by fifty-four wide, with a platform for musicians at its north end, was finished with pressed steel panel walls and ceiling, the ceiling finished in yellow and cream, the walls in maroon and gold. The first event held there was the annual Ishpeming firemen's ball, held on Thanksgiving (*Iron Ore*, 2/28 and 11/28/1903).

With the east addition completed and occupied, Braastad's moved forward with remodeling and expanding the 1888 west building. On December 5 *Iron Ore* reported that the company "will resume their building operations the fifth of next month. Wahlman & Son will have charge. This will take in the remodeling of the present dry goods store, bringing it to the height of the new building alongside and just completed." A story in the January 9, 1904, edition noted the beginning of work and stated that the plans and specs were prepared by Simon Wahlman [of the J. Wahlman & Son firm].

The J. Wahlman & Son firm that built the 1903 addition and carried out much of the 1904 remodeling and expansion of the 1888 building was a long established Ishpeming building firm. John Wahlman (1837-1928), who founded the firm, was born in Sweden and came to the U. S. in 1865. First settling in Chicago, he moved to Ishpeming in 1872, and "since then, has been engaged in building here, and has been the leading contractor, and has erected a large number of the best buildings..." (Western Historical Co., 451). In the 1875 and 1879 editions of the state gazetteer and business directory, the firm of Wahlman & Fredlund, "carpenters," and in the 1877-79 editions, "carpenters and builders," is listed (the 1875 edition lists them as Wahlman & Friedlund), with partner John F. Fredlund. The 1881 and 1883 editions list Wahlman on his own, as a carpenter, but then the 1885 and 1887 editions list the firm of Wahlman & Grip, with John F. Grip (the 1880 census lists John F. Gripp as a boarder in Wahlman's household - he soon married the Wahlmans' daughter, Esther E.). By 1890 Grip separated from Wahlman, founding his own building firm, E. E. Grip & Co. Wahlman & Grip built the courthouses for Houghton County in 1886-87 and Gogebic County in 1887-88 (Historic Sites Unit, 40-41). John Wahlman likely continued in the building trade in the 1890s, but is not listed in the directories. John Wahlman & Son, contractors and builders, comprising John Wahlman and son John S. or J. Simon Wahlman (who did at least some of the design work on the Braastad Building), is listed in the city directory beginning in 1901 and through at least 1910. John Wahlman's obituary states that the firm continued until his retirement; this may have been about 1916, when he moved to Minneapolis (*Iron Ore*, 3/31/1928). Son J. Simon Wahlman (1875-1934) learned the carpentry trade working for Wahlman & Grip and later ran the firm under the Wahlman Construction Co. name. Wahlman Construction is listed as late as 1925. J. Simon Wahlman was elected mayor of

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Ishpeming in 1915 and served three years and also served as city assessor from 1922 until his death in 1934 (*Iron Ore*, 2/24/1934).

The 1904 Braastad store project seems to have included the complete reconstruction of the 1888 west/corner building's front façade. As part of the work large plate glass ground-floor storefront windows and nearly floor-to-ceiling second-story display windows were installed – the March 5 *Iron Ore* makes note of the newly installed windows (these are no longer present). Another important part of the project was the addition of a clock tower atop the building's corner overlooking the Cleveland/Second intersection. Well before remodeling of the 1888 building began, *Iron Ore* celebrated the forthcoming clock: "The clock in the new building to be erected alongside the present big new block will strike the hours, halves and quarters with a bell of different tone for each" (9/12/1903). The pyramid-roof clock tower sported a large clock on each face. The tower and clock remained in place until 1959, when the deteriorating tower was taken down (*Mining Journal*, 10/3/1959).

Braastad's celebrated the completion of its rebuilding project with another Grand Opening, on May 10 and 11, 1904. The opening was a major community event. An opening day story estimated 10,000 customers visited the building that day, with 2-3,000 in the building at various times. "Children from the schools came in crowds of from twenty-five to 100 at a time, whole rooms being dismissed to allow them to go in parties. Visitors were present from nearly every place in the county" (*The Daily Mining Journal*, 5/11/1904).

Completion of the building project would seem to mark a high point in the fortunes of what had become Ishpeming's largest commercial institution. But as the city's mining industry and population both went into the beginnings of a slow decline in the early twentieth century, so too did Braastad's. Frederick Braastad died in 1917. The store had previously, around the beginning of 1913, dropped its clothing business, while expanding its grocery business both at the Ishpeming store and in Negaunee. A few years later the flour, grain, and feed branch of the business that was housed in the stone building on Bank/Front Street was discontinued, with the building itself sold in 1920 (*Iron Ore*, 2/7/1920). In 1919 the grocery business and, shortly after, the dry-goods business was discontinued (Dobson, *Early History ... Mining Town*, 115, 135, 137; *Iron Ore*, 3/6, 3/27). Braastad's continued to operate out of the building's ground story, offering furniture, rugs, china, and toys, into the 1920s (*Iron Ore*, 3/27/1920; and also advertisements, 3/6, 4/24, and 5/15/1920). The store is not listed in the 1925 directory.

The H. W. Gossard Factory

By 1920 the city's population was entering into a slow decline. Community leaders stated that the local youth were unwilling to work in the iron mines, still the city's leading industry, but instead drifted off to other communities to find work. In January 1920 local businessmen formed an Ishpeming Industrial Association to seek new industry for the city. The initial plan was to raise funds through monthly pledges to hire a "secretary" whose function would be "to scour the country for firms that are seeking new locations and do his utmost to attract some of them to Ishpeming" (*Iron Ore*, 1/10/1920). A labor survey the association carried out produced the information that the city had a potential new work force of 2800 who "would accept employment

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in a local factory" (*Iron Ore*, 1/31/1920). At the same time the area's state representative, John Pascoe, made his own exploratory trip "east" looking for new employers for Ishpeming.

These efforts began to bear fruit almost immediately. By the latter part of February *Iron Ore* was carrying regular reports on the prospects of luring two unnamed firms, a wooden toy manufacturer from Ohio (soon disclosed to be the Marion Toy Company) and a corset and other women's apparel manufacturer from Chicago (*Iron Ore*, 2/21/1920). In late March the Industrial Association closed a deal with the corset manufacturer, the H. W. Gossard Co., Inc. (*Iron Ore*, 3/27/1920). The firm had plants in Belvidere and Dixon, Illinois, Elkhart, Indiana, Janesville, Wisconsin, Toronto, and Chicago, but was looking to expand further and, as stated in a 1939 story, "seeking a location outside any metropolitan area where female help would be available" (*Mining Journal*, 3/9/1920; 6/20/1939). The lure small cities such as Ishpeming held for manufacturers was building and labor costs well below those in urban centers. Manufacturers such as textile and cigar manufacturers were particularly looking for communities with large potential work forces of women. By the 1920s mining towns with high unemployment were particular favorites of manufacturers such as textile manufacturers seeking cheap, non-unionized labor because of the large numbers of women and girls from miners' families that were willing to work for low wages to help support their families. In this situation Ishpeming had parallels in anthracite mining towns of northeastern Pennsylvania such as Shamokin and St. Clair where textile mills located (see *Pennsylvania American Guide Series* volume, 537-39) and also as close as neighboring Negaunee, where in 1926 that city's chamber of commerce remodeled a large downtown building to house a glove and mitten factory (Sundberg Block NRHP nomination).

The Ishpeming Industrial Association agreed with Gossard to provide the company a factory building, with the building to be turned over to them free of charge "when the company pays out in wages to its local employees a sum twenty times the cost of the property.... All improvements necessary to fit the property out for its particular use, taxes, insurance, etc., will be borne by the Gossard company" (*Mining Journal*, 3/9/1920). The March 13 *Iron Ore* reported that the association had already obtained an option on the Braastad store building (the nominated property) and was canvassing to raise the \$34,000 purchase price (in 1924 Gossard itself paid off the remaining several thousand dollar balance still owed the Braastad estate (*Mining Journal*, 6/20/1939)).

Manufacturing corsets and brassieres, the H. W. Gossard Co. plant went into operation in this building April 19, 1920, initially reserving the upper two stories while the Braastad store remained in operation on the first floor. Although Gossard stated its intention to have at least 600 employees by the end of the year and as many as 1000 employees eventually, the factory had only about seventy-five workers in its first week of operations (*Iron Ore*, 4/24/1920). A 1939 newspaper story celebrating Gossard's first nineteen years in Ishpeming stated that the plant began "with a staff of 50 girls, none of them experienced in the needle trade. Only the west half of the building was occupied. Some 75 machines were used. The output was less than 2,000 dozen garments the first year" (*Mining Journal*, 6/20/1939). But the plant expanded operations and employment over time and never closed during the hard times in 1922-25 and the early 1930s, according to the 1939 *Mining Journal* story. By 1939 its work force totaled about 500 employees, 450 of them women, and the factory was making between 150,000 and 200,000

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dozen garments per year. The *Journal* article noted the plant “has been one of the great stabilizing factors in the economic welfare of the community, its importance in Ishpeming widely and readily recognized.”

Employment at the Gossard Ishpeming plant reached 550 by 1944 and about 600 during 1946. In 1944 the company introduced free lunchtime meals for all employees in a basement-level cafeteria, a step reportedly done out of consideration for the many married women with families and in response to the difficulties members of the work force who didn't bring their own lunches had in obtaining them (*Mining Journal*, 3/25/1945, 9/6/1946).

In response to the growing level of business the building was remodeled during 1948. A fourth story was added by raising the side and rear walls to the same height as the front and replacing the formerly rearward-slanting roof with a flat one. This allowed the reorganization of the manufacturing process, with the process starting on the top floor and moving downward, rather than in the reverse order (as previously done). An elevator shaft and loading shed were added to the south/rear façade “to permit truckers to back their vehicles, under cover, up to the loading platforms and elevator.” Steel columns and floor girders were installed, replacing the timber posts and beams and supporting the old wooden floor structure. New wider windows were installed in the ground-floor front and a new main front entrance framed by glass block windows installed (*Mining Journal*, 3/26/1948). These changes were made without removing the 1904 clock tower with its chiming clock, but the clock tower was removed in 1959 because of its deteriorated condition (*Mining Journal*, 10/3/1959).

The Gossard Strike of 1949

A key event in the history of the Braastad-Gossard Building and of the H. W. Gossard Co.'s Ishpeming plant was the labor strike of April to early August 1949 (Gossard also had a smaller plant at nearby Gwinn, established in 1947, but it was not struck). In the spring of 1947 the International Ladies Garment Workers Union (ILGWU) sent an organizer to the Ishpeming plant. Geraldine Gordon with two others visited the employees at home over a three to four-month period urging the women to join the union and seek a union shop. A prime issue, according to Gordon, was dissatisfaction “over piece work change” – a 1989 *Mining Journal* story on the strike states that “the company unilaterally abandoned a straight dollars and cents incentive plan for an abstract point system that not only confused workers, but left them earning less,” just as the union began its organizing effort. By the fall of 1948 the union was able to obtain recognition of the ILGWU as the workers' representative through a National Labor Relations Board-sanctioned referendum.

The ILGWU then began to press the issues of higher wages – they stated the average wage at Ishpeming and Gwinn was 80 cents per hour *versus* \$1 to \$1.50 for comparable work at unionized plants – a longer probationary period for new workers, and a union shop. Gossard offered a small wage increase, far less than the ILGWU found acceptable, and rejected a union shop. The company claimed it was facing lower sales and prices because of increased competition. Early in 1949 a state mediator, Dr. R. P. Cranson, attempted to mediate an agreement, but without success. A strike vote Monday, April 4, 1949, resulted in a vote of 335 to 173 in favor of striking. Picketing began on April 12, that day's *Mining Journal* estimating about

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200 women picketers. Gossard attempted to keep the Ishpeming factory open during the first week, but on the strike's second day the women picketers, joined by 300 sympathetic United Steel Workers from the mines, prevented local police from escorting twenty-five non-striking employees and supervisors into the plant. After a week Gossard closed the plant – ILGWU operative Gordon stated that 80% of the Ishpeming workers were on strike by then.

On April 19 the union set up a picket line at the Gwinn plant because they suspected Ishpeming work was being sent there. The arriving women picketers found a hostile crowd of onlookers gathered around the Gwinn plant. Reports of Gwinn employees being laid off “for refusing to work with scabs” reportedly resulted in tensions in that plant since so many Gwinn employees had unionized family members working in the mines and felt uncomfortable working during the strike. Tensions were further increased by an incident at 7:45 a.m. on the 20th when a car passing the Gwinn plant suddenly veered and careened into the picketers, injuring at least seven of the women. An onlooker reported that “It looked like nine-pins dropping as one after another was hit.” Although the driver, a housewife from nearby Princeton, reportedly had no connection with Gossard or the striking workers and was said to have become “excited and stepped on the gas pedal when she thought she was applying the brakes,” many union members and much of the public viewed the action as deliberate and Gossard as responsible (a 1989 *Mining Journal* story suggests many former Gossard workers continued to hold that view years later).

During the strike the union operated a commissary that served three meals a day to an estimated 400 persons, the food provided “at cost plus expenses” by the Ishpeming Co-op Store. *Iron Ore* strongly opposed the strike, stating that “most strikes are inspired by the Communists” (4/23/1949). In response to the developing opposition to the strike from the business community, the union called its own “protest meeting,” with Geraldine Gordon in charge. Gordon stated that the meeting was attended by 1000 people, with speakers including the mayors of Ishpeming, Negaunee, and Marquette – all pro-union – and the Steel Workers union district manager.

On June 1 the Ishpeming Chamber of Commerce presented to the Ishpeming city council a resolution requesting the city to issue a proclamation condemning the strike and requesting Michigan Governor G. Mennen Williams to send in troops to reopen the plant. Ishpeming's Mayor Mark Willey refused to sign the request, but it was forwarded to Governor Williams. The governor took no action on the request.

Beginning on June 2 local police began making arrests of picketers for charges related to mass picketing and conspiracy to prevent entrance to the plant. There followed on June 11 another mass meeting, again attended by Ishpeming's, Negaunee's, and Marquette's mayors and local labor leaders, for the purpose of organizing to “preserve the rights of labor in Marquette County.” It seems clear the striking women had considerable public support.

A new state mediator, James Greenfield, held more discussions in May and June, with no results, but new talks in July that included a conference held under the governor's auspices in Detroit and further negotiations at the Mather Inn in Ishpeming led to a settlement on August 2 that resulted in roughly 5 to 10 cent per hour wage increases and a union shop – a substantial victory for the employees. Workers returned to the Ishpeming plant on August 4. (This account of the

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strike is summarized from Cox, 4-33, and "ON STRIKE! The 1949 Gossard labor action," *Mining Journal*, 3/5/1989. Sources primarily include the Ishpeming and Marquette newspapers and oral interviews with former ILGWU organizer Geraldine Gordon DeFant and various other participants.)

The 1949 Gossard Ishpeming strike seems to have garnered little attention from scholars. The 1989 *Mining Journal* article quotes former Gossard employee Wilma Sparks, who had worked at the plant for thirty-four years, about the strike: "We realized the history of it all. ... We felt like we were probably helping women go on strike later on – kind of pioneers of a sort ... It made us a closer-knit group. After (the strike) you started thinking about the person next to you, the person who would get a bundle after you. Before, it was more or less everybody for themselves." Local Marquette area writer Mikel Classen in an article on the nominated building stated, "Unknown to the strikers at the time, they had earned their place in Upper Peninsula history. This was the first time women had taken up picket signs and went on strike in the U. P."

Subsequent History

A January 13, 1954, *Mining Journal* story stated that the plant's employment had peaked at 659 and currently stood at about 500 women. An October 1962 article reported 389 employees (*Mining Journal*, 10/2/1962). Gossard closed the Ishpeming plant at the end of 1976. It cited "the cost of transportation between Ishpeming and Gossard plants in Indiana and Illinois as well as the 'general business climate in the state of Michigan'" among the factors leading to the closure, while others cited the overall decline in demand resulting from the evolution in women's fashions in the 1960s and 70s. At the time the closing was announced the work force was listed as 160 employees (*Mining Journal*, 11/1 and 11/2/1976).

Following the closure, the Hematite Development Corporation (HDC), a non-profit development corporation comprised of Ishpeming businesspeople, took on the project of redeveloping the building for new uses. Assisted by federal Housing & Urban Development Community Development Block Grant funds, HDC renovated the building to serve as Pioneer Square, a mixed-use development with retail on the first floor. Lincoln Poley served as architect and construction was done by Pajula & Maki. The exterior was given a "facelift," including painting of the masonry, and the first floor renovated. For a brief period a Gossard Outlet Store, several other stores, and a restaurant occupied the renovated first floor, but all had moved out by early 1985 (*Mining Journal*, 4/13/1985). A new developer, Paul Arsenault, purchased the building in May 1985 and remains the owner today (Classen, 26). As of early September 2015 the building contained six ground-floor tenants, two on the second floor, and six on the third floor, including the Ishpeming Historical Society's museum. Additional space has been made ready for tenants.

9. Major Bibliographical References

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Iron Ore. Ishpeming, MI:

- 11/22/1903: "Will Build."
- 12/20/1902: "Mr. Braastad Retires" as president of Consolidated Fuel & Lumber.
- 1/24/1903: "Opera House."
- 1/24/1903: "Will Build," Braastad's addition.
- 1/24/1903: Braastad sells bakery factory.
- 2/14/1903: Demolition work for new Braastad building begun.
- 2/28/1903: "The Work Begun," more about plans for Braastad's building.
- 2/28/1903: Braastad heavily invested in Huachuca Mountains (Bisbee area).
- 3/7/1903: Rock for foundation coming from New York Mine.
- 3/14/1903: "Bisbee, Arizona, Copper Deposits."
- 3/28/1903: "The Huachucas and Their Ores."
- 3/28/1903: Opera House money fully subscribed.
- 3/28/1903: Braastad trip to Duluth to look at Minnesota mining lands.
- 4/11/1903: Braastad in Arizona looking at investment opportunities.
- 4/25/1903: "Contracted the Work."
- 4/25/1903: "Organization Perfected," opera house planning committee.
- 5/16/1903: "New Opera House," architect and contractor selected.
- 5/16/1903: "The Work Begun," buildings to be demolished for Braastad store.
- 5/23/1903: "Elks Enterprise," reiterates previous information about Braastad role.
- 6/13/1903: Braastad store putting on new front to match new building.
- 7/25/1903: "A Fine Building," about new Braastad store.
- 9/12/1903: Clock planned for Braastad store.
- 10/3/1903: Braastad's moving into new store.
- 10/24/1903: New Braastad building about ready, steel walls and ceilings.
- 10/31/1903: Wahlman & Son advertisement (first time it appears).
- 11/21/1903: "Braastad's Opening" (11/16/1903).
- 11/28/1903: Firemen's ball in Braastad's hall.
- 12/5/1903: "To Build," next addition to Braastad store.

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- 1/9/1904: Work of adding another story begun.
- 2/20/1904: Braastad and Outhwaite flags at half mast for M. A. Hanna.
- 3/5/1904: New plate glass windows installed.
- 5/7/1904: Advertisement, Grand Opening at Braastad's 5/10-11/1904.
- 1/10/1920: "Business Men Organize Industrial Association."
- 1/31/1920: "To Represent Association."
- 2/7/1920: "Real Estate Transfer," Braastad stone warehouse.
- 2/21/1920: "New Industries for Ishpeming."
- 3/1/1920: "Toy-Making Machinery Arrives."
- 3/6/1920: "Helping Ourselves Good Business."
- 3/6/1920: Braastad advertisement listing china, toys, furniture.
- 3/13/1920: "Ishpeming May Land Factory."
- 3/27/1920: "Gossard Factory Deal Is Closed."
- 4/24/1920: "Gossard Plant in Operation."
- 5/15/1920: Braastad's Advertisement.
- 3/28/1928: "John Wahlman Dies."
- 2/24/1934: "Death Comes to J. S. Wahlman."

The Daily Mining Journal, Marquette, MI

- 5/11/1904: "Braastad's Opening."
- 6/5/1917: "Frederick Braastad Answers Final Call."
- 6/8/1917: "F. Braastad's Funeral."
- 3/9/1920: "Ishpeming in Line for Plant of Gossard Company."
- 6/20/1939: "Gossard Plant Has Record of 19 Years' Continuous Operation."
- 12/24/1940: "Banner Year for Gossard; Payroll Up."
- 3/25/1944: "Gossard Gives Noon Meals in New Cafeteria to 550 Workers."
- 4/20/1945: Twenty-Fifth Anniversary as Ishpeming Institution Celebrated by Gossard's."
- 9/6/1946: "Employment at Gossard May Reach 600 This Month."
- 3/26/1948: "Remodeling of Gossard's Ishpeming Plant to Begin Next Week; No Shutdowns."
- 1/13/1954: "Gossard Plant Became Stabilizing Factor in Economy of Ishpeming."
- 10/3/1959: "'Big Ben' Atop Gossard Factory Chimes No More."
- 10/26/1962: "Operations at Peak Capacity at Gossard Factory; 389 on Payroll."
- 11/1/1976: "Closing of Gossard area plant confirmed."
- 11/2/1976: "Despondency is the feeling of Gossard workers."
- 3/4/1982: "Contract awarded for Pioneer Square"
- 3/31/1983: "Pioneer Square seeks new businesses."
- 4/13/1985: "Gossard building has many uses."
- 3/5/1989: "ON STRIKE! The 1949 Gossard labor action." In *Superiorland*.

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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 # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - University
 - Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreeage of Property 0.3 Acres

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

1. Latitude: 46.489837 Longitude: -87.666179

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

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- | | | |
|----------|-----------|-----------|
| 1. Zone: | Easting: | Northing: |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

Verbal Boundary Description (Describe the boundaries of the property.)

Lots numbered One Hundred Five (105), One Hundred Six (106), and One Hundred Seven (107) of the Original Plat of the Village (now said City) of Ishpeming, and lot numbered Seventy-six (76) and the West three and seventy-seven one hundredths (3.77) feet of Lot numbered Seventy-five in the Cleveland Iron Mining Company's First Addition to said City of Ishpeming, and all that alley, recently vacated, running north and south, which is bounded on the west by said Lots numbered 105, 106, and 107 of the Original Plat of said City, and on the east by said Lot numbered 76 of the Cleveland Iron Mining Company's First Addition to said City, being the property located on the South side of Cleveland Avenue and extending from North Second Street easterly to the center line of the party wall between the so-called Braastad Building and the so-called Ishpeming Opera House Block.

Boundary Justification (Explain why the boundaries were selected.)

Includes the entire site associated with the building, little more than the footprint of the building.

11. Form Prepared By

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date: March 2014/revised September 2015

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Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Braastad-Gossard Building
City or Vicinity: Ishpeming
County: Marquette State: MI

Photo 1 of 16
Photographer: R. O. Christensen
Date: August 2015
Description: East and north facades
MI_Marquette_Braastad-Gossard Building_0001

Photo 2 of 16
Photographer: R. O. Christensen
Date: August 2015
Description: Central entrance on north façade
MI_Marquette_Braastad-Gossard Building_0002

Braastad-Gossard Building

Name of Property

Marquette Cnty, Michigan
County and State

Photo 3 of 16

Photographer: R. O. Christensen

Date: August 2015

Description: North and west facades

MI_Marquette_Braastad-Gossard Building_0003

Photo 4 of 16

Photographer: R. O. Christensen

Date: August 2015

Description: West and south facades

MI_Marquette_Braastad-Gossard Building_0004

Photo 5 of 16

Photographer: R. O. Christensen

Date: August 2015

Description: South and east facades (blank east wall adjoined the Opera House)

MI_Marquette_Braastad-Gossard Building_0005

Photo 6 of 16

Photographer: R. O. Christensen

Date: August 2015

Description: Doorway detail at east end of north façade looking southwest

MI_Marquette_Braastad-Gossard Building_0006

Photo 7 of 16

Photographer: R. O. Christensen

Date: August 2015

Description: North façade looking southwest

MI_Marquette_Braastad-Gossard Building_0007

Photo 8 of 16

Photographer: R. O. Christensen

Date: August 2015

Description: Detail of central part of north façade looking southeast

MI_Marquette_Braastad-Gossard Building_0008

Photo 9 of 16

Photographer: Kelly Drake

Date: November 2007

Description: N and W facades looking SSE showing appearance prior to 2014 renovations

MI_Marquette_Braastad-Gossard Building_0009

Photo 10 of 16

Photographer: Lisa Wrate

Date: March 2013

Braastad-Gossard Building

Marquette Cnty, Michigan
County and State

Name of Property

Description: N and W facades looking ESE showing appearance prior to 2014 renovations

MI_Marquette_Braastad-Gossard Building_0010

Photo 11 of 16

Photographer: Lisa Wrate

Date: March 2013

Description: 1st floor inside entrance, looking south

MI_Marquette_Braastad-Gossard Building_0011

Photo 12 of 16

Photographer: Lisa Wrate

Date: March 2013

Description: Just inside front entrance, looking west

MI_Marquette_Braastad-Gossard Building_0012

Photo 13 of 16

Photographer: Lisa Wrate

Date: March 2013

Description: Just inside front entrance, looking east

MI_Marquette_Braastad-Gossard Building_0013

Photo 14 of 16

Photographer: Lisa Wrate

Date: March 2013

Description: 3rd floor near NW corner looking east, showing sample of pressed metal wall
Finish

MI_Marquette_Braastad-Gossard Building_0014

Photo 15 of 16

Photographer: Lisa Wrate

Date: March 2013

Description: 4th floor from SW side looking north

MI_Marquette_Braastad-Gossard Building_0015

Photo 16 of 16

Photographer: Lisa Wrate

Date: March 2013

Description: 4th floor looking east at fire door from NW side of building

MI_Marquette_Braastad-Gossard Building_0016

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.460 et seq.).

Braastad-Gossard Building
Name of Property

Marquette Cnty, Michigan
County and State

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

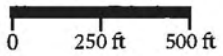


Braastad-Gossard Building

308 Cleveland Avenue, Ishpeming, Marquette County, Michigan

Lat./Long.: 46.489837, -87.666179

one inch = 500 feet





Paul
ER
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YOOPER SHIRTS
yooper shirts
2012-2015
THE Y TEAM

Gossard

2012-2015

Gossard

BUILDING

308

MONDAY-FRIDAY 9-6PM
SATURDAY 10-2PM

Revisions
DESIGN STUDIO





SYMONS

AUCTION
SATURDAY
SEPTEMBER 10TH
10:00 AM - 4:00 PM
908-249-3000
1 HOUR LOTION 8:00

STOP

Symons







PLEASE
USE
MAIN
ENTRANCE
→



Gossard
BUILDING

308

yooper
shirts





Gossard
BUILDING

308

Revision
BY HAND WITH CARE

NO
PARKING
LOADING
ZONE

PIONEER SQUARE

PIONEER SQUARE
NOW LEASING

NOBIE
WOVEN
ORIGINALS





PIONEER SQUARE

STOP

ups





Revisions
DESIGN STUDIO



LITTLE START
READINESS
PROGRAM

WELCOME
TO OUR
PROGRAM

Hand-drawn colorful drawings and text on a bulletin board.

LOVE
CHILD

No smoking sign







UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Braastad--Gossard Building
NAME:

MULTIPLE
NAME:

STATE & COUNTY: MICHIGAN, Marquette

DATE RECEIVED: 11/13/15 DATE OF PENDING LIST: 12/16/15
DATE OF 16TH DAY: 12/31/15 DATE OF 45TH DAY: 12/29/15
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 15000946

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 12-29-15 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in
The National Register
of
Historic Places

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



RICK SNYDER
GOVERNOR

STATE OF MICHIGAN
MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY
STATE HISTORIC PRESERVATION OFFICE

KEVIN ELSENHEIMER
EXECUTIVE DIRECTOR

RECEIVED 2280

NOV 13 2015

Nat. Register of Historic Places
National Park Service

October 15, 2015

Mr. J. Paul Loether, Chief
National Register of Historic Places
National Park Service
1201 Eye Street, NW, 8th Floor
Washington, DC 20005

Dear Mr. Loether:

Enclosed is a national register nomination form for the Braastad-Gossard Building in Marquette County, Michigan. This property is being submitted for listing in the national register. No written comments concerning this nomination were submitted to us prior to the submission of this nomination to you.

Questions concerning this nomination should be addressed to Robert O. Christensen, national register coordinator, at 517/335-2719 or email at christensenr@michigan.gov.

Sincerely yours,

Brian D. Conway
State Historic Preservation Officer

