

RECEIVED 2280

National Register of Historic Places Registration Form^{3 2015}

This form is for use in nominating or requesting determinations for individual properties and districts. See Natural Confectional Register of Historic Places Registration Form. If any item does not apply to the groperty beneficial documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

 Name of Property Historic name: <u>La Crosse Plow Company Bu</u> 	ilding
Other names/site number: <u>Allis-Chalmers Man</u> Name of related multiple property listing:	ufacturing Company Building
Name of related multiple property fisting:	
(Enter "N/A" if property is not part of a multiple p	roperty listing
2. Location Street & number: _525 North Second Street	
City or town: La Crosse State: WI Not For Publication: Vicinity:	County: <u>La Crosse</u>
3. State/Federal Agency Certification	
As the designated authority under the National His	storic Preservation Act, as amended,
I hereby certify that this X nomination red the documentation standards for registering proper Places and meets the procedural and professional r	ties in the National Register of Historic
In my opinion, the property X meets does recommend that this property be considered significance:	
national statewide X Applicable National Register Criteria:	local
<u>X</u> ABCD	
James Joseph	12/16/15
Signature of certifying official/Title:	Date:
State Historic Preservation Officer - Wisconsin	n
State or Federal agency/bureau or Tribal G	overnment
In my opinion, the property meets doe	es not meet the National Register criteria.
Signature of commenting official:	Date
Title:	State or Federal agency/bureau or Tribal Government

National Park Service / National Register of Historic Places Registration Form NPS Form 10-900 OMB No. 1024-0018

a Crosse Plow Company Build lame of Property	ding	La Crosse Co., WI
4. National Park Servi	ce Certification	
I hereby certify that this	property is:	
k entered in the Nation	7. 7. 7.	
70	or the National Register	12
7	le for the National Register	
removed from the Na	tional Register	
other (explain:)	2)	
Signature of the Keep	a Weptt	2-8-16 Date of Action
5. Classification		
Ownership of Property		
(Check as many boxes as Private:	apply.)	<u>.</u>
Public – Local		
Public – State		
Public – Federal		
Category of Property (Check only one box.)		
Building(s)	х	
District		
Site		
Structure		
Object		

a Crosse Plow Company Building ame of Property		La Crosse Co., W County and State
Number of Resources within (Do not include previously list Contributing 1		buildings
		sites
		structures
		objects
1	0	Total
6. Function or Use Historic Functions (Enter categories from instruction) INDUSTRY/PROCESSING	tions.) G/EXTRACTION: manufacturing	facility
NOCSTRI/TROCESSING	JALATRACTION. manufacturing	racinty
Current Functions (Enter categories from instruct VACANT/NOT IN USE	tions.)	

Crosse Plow Company Building	La Crosse Co., WI
me of Property	County and State
7. Description	
Architectural Classification	
(Enter categories from instructions.)	
Late 19 th and Early 20 th Century American Movement	
Materials: (enter categories from instructions.)	

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.)

Principal exterior materials of the property: Brick, Stucco, Concrete, Glass

Summary Paragraph

The La Crosse Plow Company Building is a large astylistic industrial building, located at 525 North Second Street, in La Crosse, La Crosse County, Wisconsin. It spans over two blocks, oriented on a northeast/southwest axis, on the west side of North Second Street between the intersections of La Crosse and Pine streets. The northern half of the building, built in 1914, is a one story, stucco clad building with a gabled, iron truss roof which features a monitor along the roofline. The southern half of the building was built in 1937-38 after the company was purchased by Allis-Chalmers of West Allis, Wisconsin. It is a three story, brick clad, reinforced concrete building with large, industrial window openings and a flat roof. This industrial building housed first the La Crosse Plow Company agricultural implement manufacturing operations, then after 1926, was operated by Allis-Chalmers Manufacturing Company, with the continued function of agricultural implement manufacturing. The building is located in an urban setting surrounded by other institutional buildings. Typical of industrial manufacturing buildings in active use over a long lifespan, the building has been expanded with additions, and altered with changes to windows and some exterior finishes. However, the remainder of the building retains sufficient integrity to understand the building's industrial use.

La Crosse Plow Company Building	La Crosse Co., WI
Name of Property	County and State

Narrative Description

See Continuation Sheet, Section 7

La Crosse Name of Pro	Plow Company Building erty	La Crosse Co., WI County and State
	atement of Significance	
	able National Register Criteria "x" in one or more boxes for the criteria qualifying the property f)	or National Register
X	A. Property is associated with events that have made a signification broad patterns of our history.	ant contribution to the
	B. Property is associated with the lives of persons significant in	ı our past.
	C. Property embodies the distinctive characteristics of a type, property construction or represents the work of a master, or possesses or represents a significant and distinguishable entity whose individual distinction.	s high artistic values,
	D. Property has yielded, or is likely to yield, information important history.	rtant in prehistory or
	a Considerations "x" in all the boxes that apply.)	
	A. Owned by a religious institution or used for religious purpos	ses
	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

La Crosse Co., WI
County and State

С	rosse Plow Company Buil	lding
ne	of Property	
	Areas of Significance Enter categories from in Industry	nstructions.)
-		
]	Period of Significance 1914 - 1969	
	Significant Dates	
_	1929	
_	1937-1938	
	Significant Person (Complete only if Criter	rion B is marked above.)
-	Cultural Affiliation N/A	
F	Architect/Builder unknown	

La Crosse Plow Company Building	
Name of Property	

La Crosse Co., WI

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 La Crosse Plow Company Building was constructed in 1914 and expanded through 1938 as a manufacturing building. Its continued expansion created a large multi-part building and adjacent were ancillary support buildings and sheds utilized by the La Crosse Plow Company, and later the Allis-Chalmers Manufacturing Company. The building is eligible for the National Register at the local level under Criterion A, in the area of Industry, for its association with the early history of manufacturing in the Mississippi River city of La Crosse, Wisconsin, more specifically it is significant for its association with the agricultural machinery and equipment manufacturing industry, a leading industry in La Crosse, that developed to become regionally influential. The agricultural machinery and equipment manufacturing industry was important in La Crosse as the city's dominant industry and largest employer. The La Crosse Plow Company, which incorporated in 1893, quickly grew from its blacksmith shop roots to become the region's largest producer of plows and other agricultural implements. As part of its nation-wide expansion, the Allis-Chalmers Company, of West Allis, Wisconsin, purchased the La Crosse Plow Company in 1929, making the La Crosse facility one of nearly a dozen such facilities around the country. Allis-Chalmers was, throughout the mid-20th century, one of the largest tractor and agricultural implement manufacturers in the country. The period of significance for this building is from 1914, when the construction on the original section began, to 1969, when Allis-Chalmers stopped production and sold their holdings in La Crosse.

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

See Continuation Sheet, Section 8

La Crosse Plow Company Building	La Crosse Co., WI
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9. Major Bibliographical References	
Bibliography (Cite the books, articles, and other sources used in p	preparing this form.)
See Continuation Sheet, Section 9	
Duraniana da aumantation en fila (NDC).	
Previous documentation on file (NPS):	
X preliminary determination of individual listing (36 CFR 6	7) 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:	
X State Historic Preservation Office	
Other State agency	
Federal agency	
Local government	
University	
X Other	
Name of repository: <u>La Crosse Public Library Archives</u>	
Traine of repository. <u>La Crosse r done Elorary Menives</u>	
Historic Resources Survey Number (if assigned):AHI #_32	053
10. Geographical Data	
Acreage of Property 3.6 acres	

La Crosse Plow Company Building

Name of Property

2. Zone:

3. Zone:

4. Zone:

Use either the UTM system or latitude/longitude coordinates			
Latitude/Longitude Coordinate Datum if other than WGS84: (enter coordinates to 6 decimal) 1. Latitude: 2. Latitude: 3. Latitude: 4. Latitude:			
Or UTM References Datum (indicated on USGS map): NAD 1927 or × NAD 1983			
1. Zone: 15 Ea	asting: 640589	Northing: 4853063	

La Crosse Co., WI

County and State

Northing:

Northing:

Northing:

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

Easting:

Easting:

Easting:

Part of Lots Eight (8), Nine (9), and Ten (10) in Block Ten (10), all of Lots Six (6), Seven (7), Eight (8). Nine (9), and Ten (10) in Block Eleven (11), all of Lots Six (6), Seven (7), Eight (8), Nine (9), and Ten (10) in Block Twelve (12) all in the Original Play of the Town of La Crosse, City of La Crosse; Part of Lots Eleven (11), Twelve (12), Thirteen (13), Fourteen (14), Fifteen (15), Sixteen (16), Seventeen (17) and Eighteen (18) in Block Two (2) of River Addition and Part of Government Lots Two (2) and Three (3) of Section 31, Township 16 North, Range 7 West, including part of vacated La Crosse Street, vacated Badger Street and vacated Pine Street, all described as follows: Commencing at the intersection of the north line of La Crosse Street with the West line of Second Street thence South 27°36'35" West along said west line 12.67 feet to the point of beginning of this description; thence South 27° 00' 00" West, along said West line of Second Street, 787.94 feet to the south line of Vacated Pine Street; thence N 63°58'04" W along said south line 172.36 feet; thence N 27°00'00" E, 33.26 feet; thence S 63°58'04" W, 39.7 feet to the former easterly right of way line of the Chicago. Milwaukee. St. Paul and Pacific Railroad; thence North 06° 03' 00" East, along said right-of-way line, 34.35 feet; thence North 64° 02' 00" West, along said right-of-way line 8.44 feet; thence North 11° 43' 00" East, along said right-of-way line, 62.16 feet; thence North 27° 00' 00" East, along said right of way line, 307.00 feet; thence North 64° 02' 00" West, along said right-of-way, 90.85 feet to a point on a curve; thence continue 165.35 feet along said right-of-way line on the arc of said curve having a radius of 659.31 feet, concave to the Southwest, the chord of which bears North 12° 05' 33" East, 164.91; thence S 62°42'57", 121.90 feet; thence N 27°08'58" E, 233.06 feet; thence S 62°53'02" E, 256.56 feet to the point of beginning.

La Crosse Plow Company Building	La Crosse Co., WI
Name of Property	County and State

This verbal boundary description encompasses the current legal property description.

Boundary Justification (Explain why the boundaries were selected.) The boundaries encompass the building and some land historically associated with this building, and is concurrent with the tax parcel boundary.

11. Form Prepared By	
name/title: Barbara Kooiman, architectural historian organization:	
street & number: 1932 Cass St.	
city or town: <u>La Crosse</u> state: <u>WI</u>	zip code: <u>54601</u>
e-mail_barbara_kooiman@hotmail.com_	<u> </u>
telephone:608.782.0131	
date: July 13, 2015	

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. See Continuation Sheet Maps
- USGS Map with UTM
- Survey Map showing boundary
- **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.)

La Crosse Plow Company Building

Name of Property

La Crosse Co., WI
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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: La Crosse Plow Company Building

City or Vicinity: La Crosse

County: La Crosse State: Wisconsin

Photographer: Sandra Cleary

Date Photographed: April 27, 2015

Description of Photograph(s) and number, include description of view indicating direction of camera:

See Continuation Sheet - Photos

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.).

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.

United States Department of the InteriorNational Park Service

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La Crosse Plow Company Building
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La Crosse Co., Wisconsin
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N/A
Name of multiple listing (if applicable)

Description

The La Crosse Plow Company Building is a large, concrete, brick and steel building with a concrete foundation built in three segments between 1914 and 1938. Designed as a manufacturing facility for the construction of steel agricultural equipment, this manufacturing facility is one of the last remaining buildings of a multi-building facility first owned by La Crosse Plow Company, then purchased by Allis Chalmers Company, based in West Allis, Wisconsin. While the site had other support buildings and sheds, as manufacturing processes were improved and expanded those functions were moved into additions to this building. The ancillary buildings did not contain vital manufacturing functions and were eventually unused. The subject building embodies the significant manufacturing functions and represents the history of this locally important industry.

The building spans from northeast to southwest, along Second Street North just north of downtown La Crosse, La Crosse County, Wisconsin. The area where the building is located is a few blocks north of La Crosse's central business district. To the north are the Oktoberfest grounds and the La Crosse River. To the east is a new (2015) Hampton Suites hotel, and the ca. 1971 La Crosse Tribune building. To the south is a parking lot. To the west is a parking lot and southwest is the Freight House, a former railroad freight depot, and currently a restaurant.

At the north end the La Crosse Plow Company building intersects with La Crosse Street. The older, 1914 section (which includes a one story open work space at the north end, and a two story office segment on the south end) terminated one block southwest, at the intersection with Badger Street. It is likely that when the 1938 section was added, Badger Street was abandoned, and the older building was connected to the newer one, continuing as far south as the intersection with Pine Street and thus spanning two full blocks long in length. The building's width is approximately the equivalent of one-half block wide. The entire building has a footprint of approximately 121,578 square feet.

The oldest portion, which is approximately the north half of the building, began construction in 1907 and was completed by1914 by the La Crosse Plow Company. The north facade, which featured large doors on the first floor, as well as some upper windows, exhibits two distinct, side-by-side, northeast facing facades. The easternmost of the two is covered with stucco, and has "Oktoberfest" cut-out letters affixed to the upper level of the façade. There is a hurricane-style fence that encloses the lot segment approximately 50 feet to the north of the front façade of the building. The westernmost north-facing façade is more of a stepped,

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boomtown façade, also covered in stucco. There are three windows on the lower level, and two on the upper level. These are later additions, as this north end would have had a large opening where the railroad spur came through the building. This end of the building faces out toward the space that since the early 1970s has been used for the local Oktoberfest festival. Though there are no known photos showing this façade in its historic form, there are indicators on the inside of the building of what the façade may have looked like (with indications of the railroad spur doorway) prior to enclosing and covering with stucco.

The east façade, which faces Second Street North, is the most public façade. The northern end of the façade, which is the 1914 portion, features two distinct parts. Though the roofline is the same height, approximately the northernmost 30 feet of the north end is divided into two levels on the interior. The most northern section is two stories high. Stucco has obviously covered on the first floor level what were large window openings. The second floor level also has windows; however, they have been altered, though likely within the historic period (pre-1969).

The middle segment of the east façade is clad in darker stucco and is one story tall. Each segment has a pilaster-like column which divides it, and each segment features two small windows. Historically these segments were large, multi-paned industrial style windows, and thus have been filled in, though likely within the historic period (pre-1969) or shortly after. The southernmost section of the 1914 section has a small second story section with an exterior door and window. This upper level housed the company foreman's office at one time.

The southernmost part of the east façade represents the 1937-38, three story section of the building. This façade is covered primarily in brick, with large industrial style windows on the second and third stories. These windows replaced the original windows in 2003; however, they fill the original window openings, and appear historically compatible with the original windows. Although the first floor windows have been infilled with concrete block. The concrete block fills the original window openings and could be reversed. This infill was done sometime after the closing of the Allis-Chalmers plant, thus outside the historic period.

The south façade features eight bays of windows or openings. The two westernmost bays are set back approximately 40 feet from the southern façade. This inset is where railroad tracks once brought cars into the building for loading of materials and machinery for shipment. The first floor has four bays of concrete block infill where industrial windows once were. Like the east façade, this infill was done sometime since the closing of the Allis-Chalmers plant, thus outside the historic period. The western part of the first floor façade features a loading dock

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and awning. This is original to the 1938 building. The second floor panels in the easternmost bays are filled with brick, and according to historic photos, this is original to the building. The four westernmost bays have replacement, industrial type windows. The third floors exhibits all six bays with replacement, industrial type windows, installed in 2003.

The west façade, much like the east façade, is made up of two different segments, constructed in two different time periods, between 1914 and 1938. The 1938 portion at the southern end is clad in brick and set in for two bays, with the 2003 replacement windows on the second and third stories, but original windows on the first floor. North of the inset portion is a brick wall 12 bays wide, with first floor original industrial style, multi-pane windows, and the second and third floor have the 2003 replacement windows. North of the three-story 1938 section of the building is the one story section, constructed between 1909 and 1914. This section is also clad in brick, and features 16 bays of original, large multi-paned windows. Also, visible on the slightly pitched gable roof on this side is a galvanized metal ventilation/clerestory window roof projection, though the windows are currently covered under the metal cladding.

The interior of the northern section of the building, built between 1909 and 1914 by the La Crosse Plow Company is mostly one story tall, with a dirt floor which was concrete at one time. The eastern part of the one story segment is supported by steel gabled trusses. At the top of the trusses, at the peak of the roof, are two bands of windows which are on the sides of the monitor roof at the ridge of the roofline, however, most of the windows have been covered over in recent years. According to the Sanborn Fire Insurance Maps, this segment was used for manufacture of agricultural implements, with spur train tracks that ran through the building from north to south, bringing in raw materials and picking up finished agricultural implements.

At the southern end of the one story segment there is a floor dividing the upper section into a second floor room. This room was reportedly used for foreman office space in the building and features plastered and painted brick walls, part of a clerestory window in the ceiling, and a window and door on the east wall. The door leads to a fire escape which allows the user to descend to Second Street.

It is the outer south wall of this two-story segment that becomes the inner wall for the new section, which was built between 1937 and 1938. The first floor is mostly concrete, though segments of the floor have been removed. In the 1938 section, the support system is made up of reinforced concrete pillars and steel I-beams set upright to support the floors above. Steel I-beams also give the horizontal support of the poured concrete floors above. Steel stairs are set in the northern end of the new building, giving access to the upper floors, as well

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as a basement level. Two 8,000 pound capacity freight elevators are also located in this segment. The floors are poured concrete. The windows on the east, south and west facades had originally been multi-paned large windows, allowing a lot of natural light into the building. In 2003 these windows were replaced with new plate-glass windows. Sandwiched between two panes of glass synthetic material imitates the appearance of muntins.

The third floor, also accessible by a metal staircase on the northern end of the newer section, is virtually identical to the second floor, with I-beam support posts, concrete floor, replacement windows filling the original window frames, and I-beam supports in the ceiling, holding up the flat roof above.

The roof is accessed by a steep, ladder-like metal stair that leads to a metal door onto the roof. The roof material is a black tar with pea pebble. The only elements on the roof are two small brick structures which are the housing mechanisms for the elevator shafts. The cornice of the roof is covered with glazed ceramic tile panels.

Though the building takes up the majority of the parcel that it sits on, a somewhat triangular shaped segment of the current tax parcel includes part of the parking lot to the south. Also, at the north end of the lot, there is approximately 10 to 15 feet in front of the northern end of the building which is part of the current parcel. The lot dimensions hug the edge of the building on the east and west facades.

Overall, the building displays a high degree of integrity. The northern section's façade is covered with an older stucco and while it is not original; it has been part of the façade for probably at least 40 years. The southern, newer section displays newer windows which were installed in 2003 and placed within the original openings. As a manufacturing facility the building retains its large volumes of spaces necessary for manufacturing, offices, its interior structure, its historic plan, circulation including stairs and freight elevators, and original window openings, all of which convey its manufacturing and industrial use.

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Statement of Significance

The La Crosse Plow Company (also known as Allis-Chalmers Manufacturing Company Building) was constructed between 1914 and 1938 as a manufacturing building which was part of a complex of buildings utilized by the La Crosse Plow Company, and later the Allis-Chalmers Manufacturing Company. The building is eligible for the National Register at the local level under Criteria A, for its association with the early history of manufacturing (specifically the history of agricultural implement manufacturing) in Mississippi River city of La Crosse, Wisconsin. Implement manufacturing was a dominant industry in La Crosse and influenced the economy of the city and eventually gained significance as a regionally influential industry. The La Crosse Plow Company, which incorporated in 1893, quickly grew from its blacksmith shop roots to become the region's largest producer of agricultural implements such as plows. During its expansion period it was the largest industrial employer in La Crosse. As part of its nation-wide expansion, the Allis-Chalmers Company, of West Allis, Wisconsin, purchased the La Crosse Plow Company in 1929, making the La Crosse facility one of nearly a dozen such facilities around the country. Allis-Chalmers was throughout the mid 20th century one of the largest tractor and agricultural implement manufacturers in the country. The period of significance for this building is from 1914, when the original section was constructed, to 1969, when Allis-Chalmers stopped production and sold their holdings in La Crosse.

History of the La Crosse Plow Company

The La Crosse Plow Company grew out of the early agricultural implement manufacturing enterprises early in La Crosse's history. Because most of the early agricultural implements were designed to be pulled by horses, they were constructed by local blacksmiths. In 1865, Albert Hirshheimer became a partner in one of these early blacksmith shops known as Barclay and Bantam. According to Hirshheimer, these early implement manufacturers made simple, crude tools, ground smooth by grinding stones. There were no implement dealers in those early years, and so individual blacksmiths, or small companies like Barclay and Bantam contracted with local hardware businesses to sell their plows and other implements (Hirshheimer, 1931).

By 1870, as full owner of the La Crosse Plow Company, Hirsheimer purchased five lots on the west side of Third Street between La Crosse and Badger streets, where he erected a new plow shop of stone and brick which measured 40 by 110 feet. In 1871, he erected a new, three story brick building adjacent to the original shop. By 1881, Hirshheimer became sole proprietor of the business, and in 1893, with his growth, he incorporated as the La Crosse

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Plow Company. Albert Hirshheimer was the president. Harry Julius Hirshheimer was the vice president and Solomon F. Hirshheimer was the secretary and treasurer. During the late 19th century shift away from the lumber industry in La Crosse, and the increasing number of settlers heading out to the prairies of Minnesota and beyond, the La Crosse Plow Company had opportunity for growth. They started with a variety of walking plow designs. By 1895, more buildings had been added, including a foundry, manufacturing space, warehouses, and office (Hessell: 97; Rausch: 342; Katz 3-4).

The general business of agricultural implement manufacturing was changing rapidly in La Crosse in the late 19th century. In 1880, according to the city directory, there were 10 blacksmith shops, and three agricultural implement manufacturers, including the La Crosse Plow Company, in the city. By 1895, the city directory lists four agricultural implement dealers, and three manufacturers, including La Crosse Plow Company. By 1900, as La Crosse Plow Company grew to be by far the largest, two smaller agricultural implement manufacturers persisted, though there were 15 blacksmith shops listed (*Philippi's City Directory*, La Crosse, WI, 1880, 1895, 1900).

In 1902, the La Crosse Plow Company expanded considerably. Hirshheimer purchased land along Third Street at Pine Street, north of downtown, and he erected a large new brick factory building, an addition to the old building, and a large lumber shed. They became the largest employer of blacksmiths in the city by the early 1900s. Newer methods of smelting steel lead to the decreased need for blacksmiths working in iron, as the steel tools were cheaper and more efficient. According to Hirshheimer "all of these shops died a natural death after the larger shops began to reach out for more territory to sell their goods. These were better finished and more uniform, with an inducement of a better price, and were usually put in the hands of general merchandise dealers on a commission contract. There were not regular implement dealers in existence at that time." (Rausch: 342; *La Crosse Tribune*, 3/18/1934).

By 1912, the *La Crosse Leader-Press* proclaimed that the La Crosse Plow Company was the oldest iron and steel industry in the city and one of the largest manufacturing plants in the city, utilizing 6,500 tons of iron and steel annually. The manufacturing portion of the business employed about 250 laborers, and the office and sales staff numbered about 50 employees. Though the company specialized in various designs of plows, putting out several thousand per year, other implements manufactured by the company included: cultivators, drills, seeders, harrows, and plow eveners (*La Crosse Leader-Press*, 30 Aug 1912).

When Albert Hirshheimer died in August 1915, his son Harry took over the family business, and continued to expand, including the 1909 - 1914 manufacturing building at the corner of Second and La Crosse streets, where the former Davis, Medary & Platz tannery had been

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located. The new manufacturing building (which is the older portion of the building designated in this nomination) was designed to take advantage of the railroad tracks that ran parallel to the building on its west side. The new building had its own foundry furnace, which facilitated modern manufacturing techniques all under one roof and replaced the functions and rendered the older 19th century buildings on the east side of the street obsolete (*La Crosse Leader-Press*, 4 August 1915; Sanborn Fire Insurance Company, La Crosse, WI 1906).

Allis Chalmers in La Crosse

The La Crosse Plow Company was large enough to attract the attention of the West Allis, Wisconsin based agricultural implement and tractor manufacturer, Allis-Chalmers. By 1929 negotiations were finalized for Allis-Chalmers to acquire the La Crosse Plow Company. Allis-Chalmers, itself, had an early history with the Milwaukee-based Reliance Works. The company manufactured castings, sawing machinery, grist mills and other heavy equipment. It did not survive the economic Panic of 1857, and was sold at sheriff's auction in 1861. It was purchased by Edward P. Allis, who renamed the company after himself. With expansion, Allis built a new foundry, and gained a lucrative contract to manufacture Milwaukee's water pump and pipes. Under Allis, the company became known as the largest steam engine manufacturer in the United States. Needing room to expand, in 1900 Allis purchased 100 acres west of Milwaukee and named the suburb West Allis (www.allischalmershistory.omeka.net/history).

Also in 1900, negotiations began for a merger with the Chicago based heavy industrial machinery company Fraser & Chalmers. The merger was completed, bringing together the two companies, as well as Gates Iron Works and Dickson Manufacturing Company. The new company became known as Allis-Chalmers Manufacturing Company. Almost immediately the Allis-Chalmers business plan was to acquire other companies, allowing them to expand into flour milling, mining, cement, and electrical equipment. Amongst those acquisitions were the La Crosse Plow Company and the Advance-Rumely Company in La Porte, Indiana, giving Allis-Chalmers a dealership network through which to sell farm implements and tractors (www.allischalmershistory.omeka.net/history).

In the same year as the La Crosse Plow Company and Allis-Chalmers merger in La Crosse, 1929, the Allis-Chalmers Tractor Department Manager, Harry Merritt, had taken a trip to California and saw orange poppies in bloom. The bright orange color of the flowers inspired Merrit to decide to paint the Allis-Chalmers tractors a similar color, which is known as "Persian Orange", giving Allis Chalmers tractors and implements their distinctive, trademark color (www.allischalmershistory.omeka.net/history).

National Register of Historic Places Continuation Sheet

La Crosse Plow Company Building
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At the time that Allis-Chalmers acquired La Crosse Plow Company in 1929, the La Crosse Company had fewer than 200 employees, and a payroll of \$150,000, but the larger company enabled the local La Crosse business to expand considerably over the next few decades, pulling the citizens of La Crosse through the Great Depression, World War II, and beyond (*La Crosse Tribune*, 4 July 1976).

Allis-Chalmers utilized the former La Crosse Plow Company buildings for a number of years before doing any major expansion at the La Crosse plant, which Allis-Chalmers referred to as "Allis-Chalmers La Crosse Works". In 1937, a new steel, concrete and brick manufacturing building was begun at the south end of the one-story manufacturing building (encompassing the newer, south portion of the building designated in this nomination). The building was to provide fabricating and assembling units on the entire first floor. The upper two floors of the new building were intended for storage. With about 750 employees, and the new addition, they planned to add an additional 250 to 400 employees to keep up with a backlog of implement orders. The new building was fit with machinery and up and running by March 1938 (*La Crosse Tribune*, 11/2/37; 2/15/1938).

As the new \$200,000 building was being constructed, the company chose to purchase the land fronting the La Crosse River to the north with the intention of using some of it for parking. The acquisition also gave the company better access to the Milwaukee Rail Road tracks that ran adjacent to their building (*La Crosse Tribune*, 12/12/1937).

With construction of the new building, Allis-Chalmers announced the upcoming manufacture of a lower-priced small tractor, within the means of the smaller farmer, as well as a small "baby" combine which was being tested on wheat fields in Kansas (*La Crosse Tribune*, 7/21/1938). The company further popularized their status by implementing a policy that gave bonuses to all of their employees entering military service. These benefits granted them their unpaid vacation leave, and maintained their health care insurance while they served. The breadth of this policy was great, as it was granted to all of their employees at their plants in Milwaukee, La Crosse, La Porte, IN, Springfield, IL, Pittsburgh, PA, Norwood and Boston, MA, and Oxnard, CA (*La Crosse Tribune*, 10/23/1940).

Almost immediately after the end of World War II, the La Crosse Works plant announced that, despite losing about 15% of their business through war contracts, they anticipated post-war needs to be great enough that they advertised the need to hire 200 new workers. They were predicting a 50% increase over pre-war manufacturing. The company had 1,000 employees in La Crosse just after the war; however, they hoped to expand to as much as 1,400 within less than a year. Because they continued to manufacture a limited amount of farm machinery during the war, reconversion within the plant was expected to be minimal. They planned to

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La Crosse Plow Company Building
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make tractor-drawn plows, cultivators, harrows, mowers, listers and planters, just as they had before the war. During the war, some of the plant's resources went to making snatch and tackle boxes for the navy, and parts for anti-aircraft guns. Prior to 1941, there had been no women working in the La Crosse plant outside the office; however, during the war, they had about 100 women working in various manufacturing jobs (*La Crosse Tribune*, 8/26/1945).

In 1947-48, Allis-Chalmers expanded employment at the La Crosse Works to a peak of about 1,250 employees, having made a \$1.7 million in expansion of equipment. By 1949 the La Crosse Works plant produced about 10% of all of Allis-Chalmers annual tractor sales, producing 200,000 units in 1950. This success inspired Allis-Chalmer's executive vice president W.A. Roberts, during a La Crosse visit, to declare "their future is just as good as the future of agriculture" (*La Crosse Tribune*, 8/26/1945).

After Allis Chalmers

An attempt to make Allis-Chalmers an international company in the late 1950s did not work out well, financially. The company had opened plants in England, France, and Mexico, but had a difficult time making a profit. By the 1960s, the company was fighting takeover attempts, which further diminished the value of Allis-Chalmers stock. The next two decades were a struggle for the company. The company sold off its assets in January 1969.

At the time of the closure, the plant had been operating at less than half capacity for several years. The closing was a blow to the city, as the company was the second largest real estate and personal property taxpayer in La Crosse, with only Trane Company being larger. Reasons given for the closing was an attempt to consolidate two of their underutilized plants into one, by closing La Crosse and sending employees to their more modern plant in La Porte, Indiana. Company officials reasoned that it would cost too much to modernize the La Crosse Works plant. Additionally, the company cited the disappearance of small farms affected their product market (*La Crosse Tribune*, 2/28/1969).

Machine Products Company, which made jet engine parts, continued to use the manufacturing building from 1970 to 1994, in part due to local investors purchasing the company in 1988, during a transfer of ownership. It was during this time, around 1971, that all of the former La Crosse Plow Company buildings between 2nd and 3rd streets, mostly ancillary office and warehouse buildings were demolished, most dating from the late 1800s, whereas the 1914-1938 building was used by the Machine Products Company. Machine Products Company was bought out and renamed Precision Technology, Inc. in 1993; however, that company failed quickly and filed for bankruptcy in 1995, and sold off the assets in April 1995. The building had been leased to Precision Technology and continued to be locally owned. The building has

NPS Form 10-900-a (Rev. 8/2002)

OMB No. 1024-0018

United States Department of the Interior National Park Service

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been vacant since 1995, and remains intact (*La Crosse Tribune*, 10/4/1988; *La Crosse Tribune* 4/6/1995).

Conclusion

The La Crosse Plow Company was the first agricultural implement company in La Crosse and grew substantially by the early 20th century, until it was bought by Allis-Chalmers Manufacturing Company of West Allis, Wisconsin, one of the state's largest manufacturers of agricultural implements. Under the Allis-Chalmers name, the La Crosse Works plant continued to flourish throughout the first half of the 20th century, until it was finally liquidated by Allis Chalmers in 1969. This building is significant for its association with a locally and regionally important industry – plow manufacturing. Because of these companies, plow manufacturing became synonymous with industry in La Crosse, formed and expanded the economy, and created a market and product that dominated the economy and outpaced other local industrial production at the time. The company's 104 year existence, has been the largest manufacturing company of its kind in the city and tells the story of La Crosse's manufacturing past with its specialized plows and other agricultural implements sold and used all over the country.

National Register of Historic Places Continuation Sheet

La Crosse Plow Company Building
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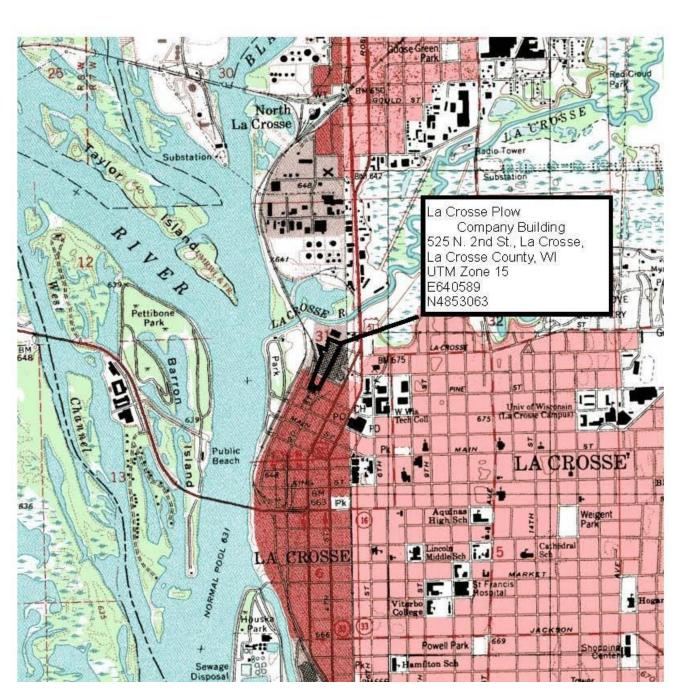
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La Crosse Plow Company Building
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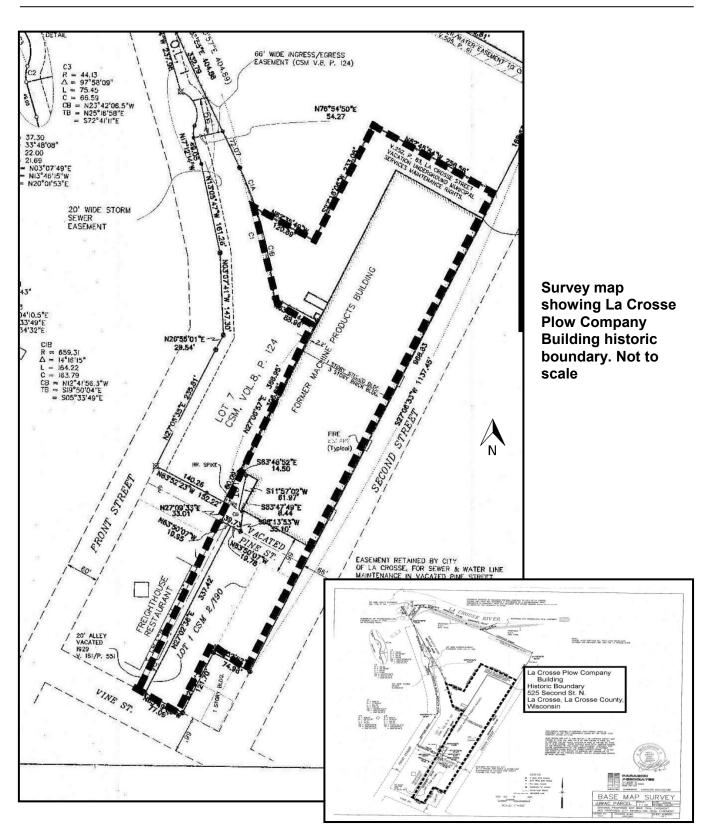


USGS La Crescent, WI, 1995

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Photos

Name of Property: La Crosse Plow Company Building

Location: 525 Second St. N., La Crosse, La Crosse County, WI

Photographer: Sandra Cleary

Date of photographs: April 27, 2015

Photo log:

Photo #1 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0001) - East façade, showing 1909-1914 section clad in stucco closest to photographer, facing southwest.

Photo #2 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0002) – North façade, and northern portion of the eastern exterior façade, taken from La Crosse Street, facing west.

Photo #3 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0003) – East façade, facing Second St. N., and south façade, photographer facing north.

Photo #4 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0004) — South façade, facing northeast.

Photo #5 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0005) – West façade at south end (1938 addition) of building, facing east.

Photo #6 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0006) – West façade and portion of south façade, facing north.

Photo #7 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0007) – West façade, facing northeast.

Photo #8 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0008) – Interior of 1909-1914 northern section, first floor, taken from northwest corner facing south, along "railroad spur" section of the building.

Photo #9 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0009) – Interior of 1909-1914 northern section, first floor, taken from northeast corner, facing south.

Photo #10 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0010) – Interior of 1909 – 1914 northern section, first floor, taken from northeast corner, facing southwest.

Photo #11 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0011) – Interior of 1909-1914 northern section, facing up toward truss system and showing interior of covered clerestory windows on west side of monitor roof.

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Photo #12 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0012) – Interior of 1909 – 1914 northern section, first floor, interior of employee room at north end of building, facing northwest.

Photo #13 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0013) – Interior of 1909 – 1914 northern section, second floor, interior of employee wash room at north end of building, facing northwest.

Photo #14 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0014) – Interior of 1938 section, first floor, taken from northeast corner of room, facing southwest.

Photo #15 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0015) – Interior of 1938 section, first floor, taken from southeast corner of room, facing northwest.

Photo #16 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0016) – Interior of 1938 section, first floor, taken from near southwest corner, facing north, showing metal stair to second floor.

Photo #17 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0017) – Interior of 1938 section, first floor, taken from southwest corner, facing north, showing higher loading level, as railroad spur tracks were once in the lower level.

Photo #18 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0018) – Interior of 1938 section, first floor, taken just south of where the 1938 section joins with 1909-1914 section, facing north.

Photo #19 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0019) – Interior of 1909-1914 section, detail of smokestack base, facing east.

Photo #20 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0020) - Interior of 1938 section, second floor, from northwest corner, facing southeast.

Photo #21 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0021) – Interior of 1938 section, second floor, taken from northeast corner, facing southwest.

Photo #22 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0022) – Interior of 1938 section, second floor, north end window, looking out onto monitor roof of 1909-1914 section, facing northeast. Note that clerestory windows of monitor roof are covered with galvanized metal.

Photo #23 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0023) – Interior of 1938 section, third floor, from southwest corner, facing northeast. Note freight elevator in center of photograph.

Photo #24 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0024) – Interior of 1938 section, third floor, from northwest corner, facing southeast.

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Photo #25 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0025) — Interior of 1938 section, third floor, from northwest corner, facing southwest.

Photo #26 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0026) – Interior of 1938 section, from third floor, looking up stairwell to roof, facing west.

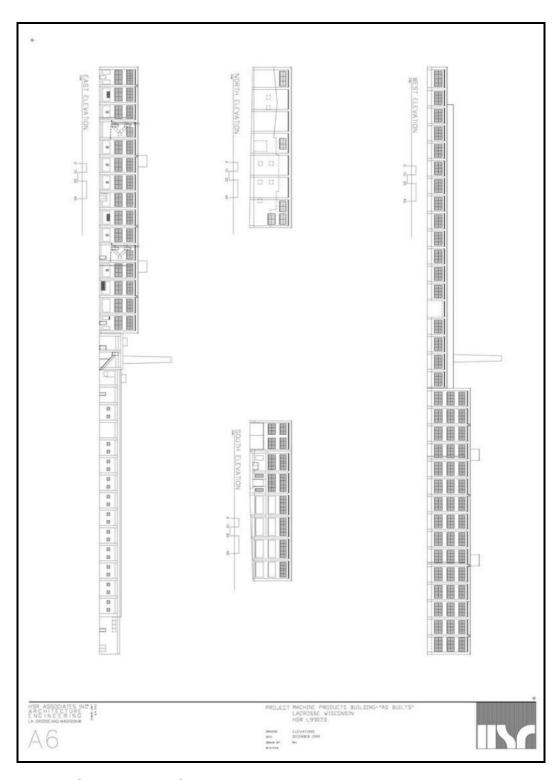
Photo #27 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0027) – Roof of 1938 section, from north end, facing southwest.

Photo #28 of 28 (WI_LaCrosseCounty_LaCrossePlowCompanyBldg_0028) – Roof of 1938 section, from south end, facing north.

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La Crosse Plow Company Building
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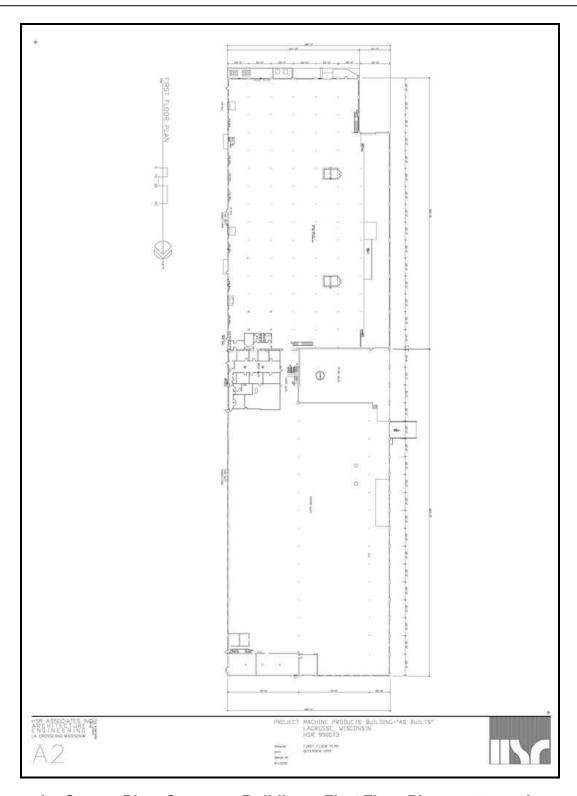


La Crosse Plow Company Building – Elevations, not to scale

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La Crosse Plow Company Building - First Floor Plan, not to scale

























































UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES EVALUATION/RETURN SHEET

REQUESTED ACTION	N: NOMINA	rion	1					
PROPERTY La Ci NAME:	cosse Plow	Con	mpany B	Buildi	ing			
MULTIPLE NAME:								
STATE & COUNTY:	WISCONSI	N, I	la Cros	se				
DATE RECEIVED: DATE OF 16TH DAY DATE OF WEEKLY I	7: 2/05,					PENDING LIST: 45TH DAY:		
REFERENCE NUMBER	R: 1500105	55						
REASONS FOR REVI	EW:							
APPEAL: N DATA OTHER: N PDII REQUEST: Y SAME	J:	Y	PERIOD):	N	PROGRAM UNAPPRO	OVED:	N N
COMMENT WAIVER:	N							
X ACCEPT	_RETURN	_	_REJECT			DATE		
ABSTRACT/SUMMARY	COMMENTS	•						

RECOM. / CRITERIA	100
REVIEWER JANUA OGAL	DISCIPLINE MISTOURN
TELEPHONE 202-354-2252	DATE 2-8-16

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.



GRAND RIVER • GREAT CITY

October 22, 2015



BY:____

Jim Draeger Wisconsin Historical Society Division of Historic Preservation 816 State Street Madison, WI 53706

RE:

National Register nomination La Crosse Plow Company

525 2nd Street N, La Crosse, WI 54601

Wisconsin Preservation Review Board Members

The nomination for the La Crosse Plow Company Building was reviewed by the City of La Crosse's Heritage Preservation Commission at their October 15, 2015 meeting. At their meeting the Heritage Preservation Commission unanimously voted to support the listing of this building to the Wisconsin State Register of Historic Places and the National Register of Historic Places and to request that the owner nominates the building to La Crosse's Local Register of Historic Places.

If you have any questions please contact me at (608) 789-7391.

Sincerely.

Timothy Acklin, AICP

Senior Planner



County of La Crosse, Wisconsin Office of the County Board Chair Tara Johnson

County Administrative Center 400 4th Street North • La Crosse, Wisconsin 54601-3200 (608) 785-9563 • Fax (608) 789-4821 www.co.la-crosse.wi.us

November 11, 2015

Jim Draeger State Historic Preservation Officer 816 State Street Madison WI 53706-1482

Dear Mr. Draeger:

I have recently been informed of an application by Sandra Cleary of Cleary Management Corporation to individually list the La Crosse Plow Company Building, located at 525 North 2nd Street, La Crosse, WI 54601, on the National Register of Historic Places.

The building is eligible for the National Register for its association with the early history of manufacturing in the city of La Crosse, Wisconsin. More specifically, its connection with the La Crosse Plow Company, a leading agricultural implement manufacturer, makes the building historically significant. La Crosse Plow Company was at the forefront of industrialization in La Crosse. Its application of late nineteenth century manufacturing Technologies allowed the company to grow to one of the largest employers and tax payers in the area.

The proposal for individual listing of this property is to facilitate the rehabilitation and adaptive reuse of a historic building that gives La Crosse a sense of identity, stability, and orientation. The project will generate jobs, enhance property values, and create tax revenue through private investment to the historic core of La Crosse.

La Crosse County is supportive of this application for Individual listing and the many benefits that this local investment in rehabilitation and reuse will bring to our county.

Sincerely;

Tara Johnson County Board Chair



Tim Kabat Mayor City of La Crosse

November 19, 2015

Jim Draeger Wisconsin Historical Society Division of Historic Preservation 816 State Street Madison, WI 53706

RE: National Register nomination-La Crosse Plow Company, 525 2nd Street N, La Crosse, WI 54601

Dear Mr. Draeger:

I understand that the former Allis-Chalmers Manufacturing Company Building is being nominated as a National Historic Landmark as the La Crosse Plow Company Building and wish to express my strong support for this nomination as it makes its way before the Wisconsin Preservation Review Board on November 20, 2015.

As Mayor of La Crosse I'm pleased yet another building in our City may potentially attain national prominence as an outstanding example of early history manufacturing along the Mississippi River, more specifically the history of agricultural implement manufacturing. The La Crosse Plow Company, which incorporated in 1893, quickly grew from its blacksmith shop roots to become the region's largest producer of agricultural implements until its purchase by Allis-Chalmers in 1929, which was one of the largest tractor and agricultural implement manufacturers in the country in the mid-20th century.

In addition, the proposal for individual listing is part of an overall strategy for rehabilitation and adaptive reuse of the building. This strategy will have significant economic and fiscal impact on the community, as well as La Crosse's Downtown Commercial National Register District, something I am very passionate about. Prior to being elected Mayor I was the Executive Director for Downtown Mainstreet, Inc. (DMI), a non-profit organization created to foster economic redevelopment and revitalization of Downtown La Crosse. The nomination of this property and its subsequent restoration will not only add to DMI's vision for a vibrant Downtown business district, but will also act as a catalyst to revitalize an area of our downtown that is prime for redevelopment.

Thank you for considering this property as a National Historic Landmark.

Sincerely,

Tim Kabat

Twi Kalat

Mayor, City of La Crosse





Peggy Veregin Wisconsin Historical Society 816 State Street Madison, WI 53706

Dear Ms. Veregin,

I would like to offer my support for the La Crosse Plow Company building's nomination to the Wisconsin State Register of Historic Places and the National Register of Historic Places. The La Crosse Plow Co. building is an integral part of historic downtown La Crosse and, should it be added to the Register of Historic Places, can continue to revitalize and spur growth in our downtown area.

As you may know, the La Crosse Plow Co. incorporated in 1893, becoming one of the city's main manufacturers by 1912. The building itself dates from the early 1900s, with the north half of the building dating between 1909 and 1914. The building remains central to downtown La Crosse and has maintained its historical integrity over the past 100 plus years.

The Plow Co. building has not been in use since 1995, and is in need of renovations to remain relevant in La Crosse's downtown area. Recently, a number of renovations and modernization projects have been undertaken for the downtown area – including the lots directly across from the Plow Co. building. The tax credits afforded to historical buildings like the La Crosse Plow Co. would allow for renovations to bring the building into 21st century use while still allowing the buildings' owners to be mindful of its historical significance.

With the developments occurring in downtown La Crosse, renovations to the La Crosse Plow Co. building are essential to revitalizing the downtown area while also preserving its historical importance. I hope you will consider nominating the La Crosse Plow Company building for the State and National Registers of Historic Places.

I thank you for your time and consideration of this request.

Joel Billings

Sincerely,

Jill Billings

State Representative 95th Assembly District

RECEIVED 2280

DEC 2 3 2015

Nat. Register of Historic Places National Park Service

TO:	Keeper
	National Register of Historic Places
FROM:	Peggy Veregin
SUBJECT:	National Register Nomination
	g materials are submitted on this <u>17th</u> day of <u>December 2015</u> , nation of the <u>La Crosse Plow Company Building</u> to the National Register Places:
1	_ Original National Register of Historic Places Nomination Form
1	_ CD with NRHP Nomination Form PDF Document
	_ Multiple Property Nomination form
28	_ Photograph(s)
1	_ CD with electronic images
11	_ USGS map(s)
3	_ Sketch map(s)/figure(s)/exhibit(s)
4	_ Piece(s) of correspondence
	_Other:
COMMENT	'S:
.,	_ Please insure that this nomination is reviewed
X	This property has been certified under 36 CFR 67 The enclosed owner objection(s) do do not
	constitute a majority of property owners. Other: