

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY
RECEIVED FEB 29 1980
DATE ENTERED MAY 7 1980

**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM**

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC

North Wisconsin Lumber Company office
AND/OR COMMON

LOCATION

STREET & NUMBER

Florida Avenue

NOT FOR PUBLICATION

CITY, TOWN

Hayward

CONGRESSIONAL DISTRICT

Seventh

STATE

Wisconsin

VICINITY OF

CODE

55

COUNTY

Sawyer

CODE

113

CLASSIFICATION

CATEGORY

___DISTRICT

BUILDING(S)

___STRUCTURE

___SITE

___OBJECT

OWNERSHIP

___PUBLIC

PRIVATE

___BOTH

PUBLIC ACQUISITION

___IN PROCESS

___BEING CONSIDERED

STATUS

OCCUPIED

___UNOCCUPIED

___WORK IN PROGRESS

ACCESSIBLE

___YES: RESTRICTED

YES: UNRESTRICTED

___NO

PRESENT USE

___AGRICULTURE

___COMMERCIAL

___EDUCATIONAL

___ENTERTAINMENT

___GOVERNMENT

___INDUSTRIAL

___MILITARY

___MUSEUM

___PARK

PRIVATE RESIDENCE

___RELIGIOUS

___SCIENTIFIC

___TRANSPORTATION

___OTHER:

OWNER OF PROPERTY

NAME

Ronald Hodd

STREET & NUMBER

RFD 1

CITY, TOWN

Hayward

VICINITY OF

STATE

Wisconsin 54843

LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,

REGISTRY OF DEEDS, ETC.

Register of Deeds

STREET & NUMBER

Sawyer County Courthouse

CITY, TOWN

Hayward

STATE

Wisconsin 54843

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

Wisconsin Inventory of Historic Places

DATE

1975

___FEDERAL STATE ___COUNTY ___LOCAL

DEPOSITORY FOR
SURVEY RECORDS

State Historical Society of Wisconsin

CITY, TOWN

Madison

STATE

Wisconsin 53706

7 DESCRIPTION

CONDITION

CHECK ONE

CHECK ONE

EXCELLENT

DETERIORATED

UNALTERED

ORIGINAL SITE

GOOD

RUINS

ALTERED

MOVED DATE _____

FAIR

UNEXPOSED

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The North Wisconsin Lumber Company is a two-story red brick block constructed in 1889. Its simple massing is complemented by graceful segmentally arched windows, cornice detail and brownstone sills and foundation. The street level facade, now mostly boarded over, is composed of large windows supported by cast iron columns and spandrel. The foundary's name, "Phoenix Manu., Eau Claire," is stamped on the door sill. Remnants of sheds constructed during the 1920-1930's are found on the west and east facades.

Shortly after its construction, a reporter for the North Wisconsin News visited the newly completed office and found "everything necessary to the convenient prosecution of the business there to be transacted, and also filled with luxurious appointments at every turn."¹ A basement contained an automatic hot air furnace and a large fireproof vault. The main floor housed the office, bookkeepers and the company secretary's quarters in the rear, outfitted with a fireplace and veranda where the "Earl of Namekagon," as Robert McCormick was called, could retreat. The top floor had a bathroom and rooms to accommodate visiting company officials. Today the interior has not been substantially changed, although ceilings have been lowered. The second story has been remodeled for apartments and the street level is vacant.

¹ North Wisconsin News, October 12, 1889.

8 SIGNIFICANCE

PERIOD AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW

| | | | | |
|---|---|---|---|--|
| <input type="checkbox"/> PREHISTORIC | <input type="checkbox"/> ARCHEOLOGY-PREHISTORIC | <input type="checkbox"/> COMMUNITY PLANNING | <input type="checkbox"/> LANDSCAPE ARCHITECTURE | <input type="checkbox"/> RELIGION |
| <input type="checkbox"/> 1400-1499 | <input type="checkbox"/> ARCHEOLOGY-HISTORIC | <input type="checkbox"/> CONSERVATION | <input type="checkbox"/> LAW | <input type="checkbox"/> SCIENCE |
| <input type="checkbox"/> 1500-1599 | <input type="checkbox"/> AGRICULTURE | <input type="checkbox"/> ECONOMICS | <input type="checkbox"/> LITERATURE | <input type="checkbox"/> SCULPTURE |
| <input type="checkbox"/> 1600-1699 | <input type="checkbox"/> ARCHITECTURE | <input type="checkbox"/> EDUCATION | <input type="checkbox"/> MILITARY | <input type="checkbox"/> SOCIAL/HUMANITARIAN |
| <input type="checkbox"/> 1700-1799 | <input type="checkbox"/> ART | <input type="checkbox"/> ENGINEERING | <input type="checkbox"/> MUSIC | <input type="checkbox"/> THEATER |
| <input checked="" type="checkbox"/> 1800-1899 | <input type="checkbox"/> COMMERCE | <input type="checkbox"/> EXPLORATION/SETTLEMENT | <input type="checkbox"/> PHILOSOPHY | <input type="checkbox"/> TRANSPORTATION |
| <input type="checkbox"/> 1900- | <input type="checkbox"/> COMMUNICATIONS | <input checked="" type="checkbox"/> INDUSTRY | <input type="checkbox"/> POLITICS/GOVERNMENT | <input type="checkbox"/> OTHER (SPECIFY) |
| | | <input type="checkbox"/> INVENTION | | |

SPECIFIC DATES 1889¹

BUILDER/ARCHITECT

STATEMENT OF SIGNIFICANCE

The North Wisconsin Lumber Company office is one of the best and last reminders of the logging interests that dominated the Namekagon River region for nearly half a century. The men associated with the North Wisconsin Lumber Company were among the most powerful in the midwest timber industry.

The North Wisconsin Lumber Company was largely responsible for opening the upper reaches of the Namekagon River, a far-ranging tributary of the St. Croix River in northwestern Wisconsin. In 1880 the Omaha Railroad was slowly pushing its way into the northern wilderness. Anthony Judd Hayward was among the many who were interested in gaining control of the timber lands, a harvest that could be made profitable from dependable rail transportation. The coming of the railroad, coupled with the possibilities of a water-powered mill on the Namekagon, moved Hayward to acquire as much land as he could in the river valley.

Unable to raise the necessary capital, Hayward joined forces with Robert Laird McCormick of the Norton-Laird lumber interests in Minnesota. The North Wisconsin Lumber Company was formed in 1881 with Hayward as president and McCormick as secretary and general manager, each sharing one-third interest with the Laird-Norton Company. The new company set up its company headquarters on the site of an old lumber camp, near the proposed dam. Hayward, as the company's town was named, was platted in late 1881.

Following a year of frustrating delays in dam and mill construction, the company reorganized. There were now six equal shareholders: W.H. Laird, M.G. and J.L. Norton, Frederick Weyerhaeuser, McCormick and Hayward. In 1885 Hayward sold his shares. He apparently was not happy in management, preferring instead the promotional activities. He remained in the region to look after other business interests. Weyerhaeuser succeeded him as president. McCormick continued as secretary-treasurer and general manager.

Business had improved enough so that in 1889 a new and permanent brick business block was constructed, replacing a frame building that had been salvaged from the old lumber camp days. The company weathered the Panic of 1893 but the long aftermath of depression shut off lucrative markets in the southwest. In 1902 the North Wisconsin

¹ North Wisconsin News, October 12, 1889.

9 MAJOR BIBLIOGRAPHICAL REFERENCES

See continuation sheet.

UTM NOT VERIFIED

10 GEOGRAPHICAL DATA

ACREAGE NOT VERIFIED

ACREAGE OF NOMINATED PROPERTY 0.14

QUADRANGLE NAME Hayward, Wis.

QUADRANGLE SCALE 1:24000

UTM REFERENCES

A 15 617020 5096090

B

C

D

E

F

G

H

VERBAL BOUNDARY DESCRIPTION

Hayward, Southern Addition, lot 6 excepting SE 50'

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

| STATE | CODE | COUNTY | CODE |
|-------|------|--------|------|
| | | | |
| | | | |

11 FORM PREPARED BY

NAME / TITLE

Marilyn McMillan, Preservation Assistant

ORGANIZATION

Northwest Regional Planning Commission

STREET & NUMBER

302 Walnut Street

CITY OR TOWN

Spoooner

DATE

October 1979

TELEPHONE

(715) 635-2197

STATE

Wisconsin 54801

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE

LOCAL x

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

Richard Mewey

TITLE Director, State Historical Society of Wisconsin

DATE

2/25/80

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

J. W. Ray Luce
KEEPER OF THE NATIONAL REGISTER

DATE

5/7/80

ATTEST: *Kristin J. Connell*
CHIEF OF REGISTRATION

DATE

4/29/80

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Lumber Company was sold to Edward Hines of Chicago. Weyerhaeuser and McCormick turned their lumber interests to the Pacific Coast.

Since then, the lands have been sold off and the company office has served a variety of uses. It stood for many years on the outskirts of town, a lone reminder of the days when Hayward was a company town. Today the town is slowly engulfing the company office, a car lot and gas station standing where loggers and millworkers once gathered.

The office building, one of the few remaining intact in Hayward, continues to retain the grace and dignity of its earlier importance. Its nice detailing recalls the visible pride of its builders. Phoenix Manufacturing of Eau Claire, the firm that made the cast iron columns and spandrel, is still in business. The firm began in 1861 and was notable for its innovative machinery found in nearly every Wisconsin mill.¹

Frederick Weyerhaeuser's interest in the North Wisconsin Lumber Company was only one of many he held in the midwest region. At one time he had a voice in eighteen manufacturing concerns in Minnesota, Illinois and Wisconsin. He was the controlling force of the Mississippi River Logging Company and its affiliate corporation, the Beef Slough Manufacturing, Booming, Log Driving and Transportation Company. This corporation represented a consolidation of all the timberland and logging interests in the region, the entire log output of the Chippewa River. By the 1890s, the Weyerhaeuser syndicate was believed to have monopolized the raw materials of the entire lumber industry of the upper Mississippi River.

Weyerhaeuser, a native of southern Germany, came to the United States in 1852. He moved to Rock Island, Illinois, where he formed a partnership with his brother-in-law, Frederick C.A. Denckmann. Their purchase of a sawmill was just the beginning of a long and immensely successful career in both midwest and Pacific Coast timber.

In addition to his timber interests, Robert L. McCormick, secretary-treasurer of the company, made quite a contribution in his own right to his community and region. He was quite interested in promoting education, serving on various local

1

Judge William F. Bailey, ed., History of Eau Claire County, Wisconsin (Chicago, 1914), pp.476-478. According to the editor, the Phoenix Manufacturing Company played an important role in the development of the lumbering business. One its innovations made logging by steam possible.

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school boards. In 1892 the new Hayward school building was named in his honor. He also served as a trustee of Ashland Academy, later Northland College. In 1891 he was elected a vice-president of the State Historical Society of Wisconsin. Ten years later he served as president, from 1901-1904.

After McCormick and his family moved to the west coast to pursue timber interests there, he became a trustee of the University of Puget Sound in Tacoma, Washington. In 1905 he was elected to the presidency of the Washington State Historical Society. He died in 1911.

