

United States Department of the Interior
Heritage Conservation and Recreation Service

National Register of Historic Places
Inventory—Nomination Form

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections


Actual receipt by NCRS 11-17-81

1. Name

historic Ojibwa Courier Press Building

and/or common Ojibwa Country Store

2. Location E of Raddison at

street & number 110 Ojibwa Mall not for publication

city, town Ojibwa Raddison vic. vicinity of congressional district 7th

state Wisconsin code 55 county Sawyer code 113

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
		<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Rudy Dobberfuhl

street & number 110 Ojibwa Mall

city, town Ojibwa vicinity of state Wisconsin 54862

5. Location of Legal Description

courthouse, registry of deeds, etc. Sawyer County Courthouse

street & number

city, town Hayward state Wisconsin 54843

6. Representation in Existing Surveys

title Wisconsin Inventory of Historic Places has this property been determined eligible? yes no

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
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input checked="" type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

The Ojibwa Courier Press building is a simple, one-story rectangular frame structure sheathed in wide clapboard siding. It rests on a concrete foundation with concrete floors. The front and side exterior walls rise above a shed roof. The front entry is centered, marked by a pediment supported by pilasters. The double door entry, each door containing twelve lights, is flanked by a pair of windows. Each window has 6/9 lights.

The exterior of the building appears to be identical to the photograph in early advertising circulars. In accordance with Wisconsin Colonization Company plans for its model town, the building was painted white and classical details embellished its front facade. The Courier Press building was distinctive from the four other commercial buildings that the Company built in that it did not have a gable roof. It shared, however, a similar entry, with pediments and pilasters and many-paned windows.

The building housed the Ojibwa Courier Press until the newspaper was absorbed in 1949 by the Sawyer County Gazette, located in Winter. In the following years, the building housed a variety of businesses. The present owner opened a small grocery business in 1974.

8. Significance

Period	Areas of Significance—Check and justify below					
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input checked="" 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 type="checkbox"/> 1800–1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation		
<input checked="" type="checkbox"/> 1900–	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input checked="" type="checkbox"/> other (specify)		
		<input type="checkbox"/> invention			Association with significant person	
Specific dates	c. 1922 ¹	Builder/Architect				

Statement of Significance (in one paragraph)

The Wisconsin Colonization Company and its president, Benjamin Faast, reflect the attempts from 1900–1930 to deal with the vast acres of "cutover" lands in northern Wisconsin, Michigan, Minnesota and Iowa. The Wisconsin Colonization Company was chief among the colonization companies that approached settlement in the stumpland from a paternalistic view. Ojibwa, its model town, was reflective of this philosophy. The Ojibwa Courier Press building is the only one of the five Company-built buildings to remain unaltered. It best reflects the aspirations of the Company's model town. Out of Ben Faast's experiment emerged an innovative financial institution, the Federal Land Bank. The Wisconsin Colonization Company is significant to Wisconsin because it best represents the attempt, and ultimate failure, of both state and private interests to deal with the vast cutover regions in Wisconsin.

Association with Significant Person

During the first decades of the new century, more than 185 land companies had their offices in Wisconsin, widely dispersed throughout the northern and central parts of the state. Many of these promoters were interested in turning their holdings over as fast as they could unload them. Other developers saw that settlers, capital and modern agricultural techniques with a humanitarian concern must be brought together if colonization was to succeed. "The chief spokesman for this point of view among the Wisconsin land dealers was Benjamin Faast, an energetic young Eau Claire promoter who became a nationally recognized leader in the colonization movement."² Faast and his associates organized colonization companies in three counties: Rusk, Chippewa, and Sawyer. Faast Land Company was the first to be organized in 1908, followed by the Rusk Farm Company in 1909, the Wisconsin Colonization Company in 1917 and the Chippewa Valley Colonization Company in 1918. After the failure of his companies by 1930, Faast continued to work in aiding settlers, not only in the Eau Claire area but throughout much of northern Wisconsin. He served as a University of Wisconsin regent from 1914 to 1934. He died in 1948.

Community Planning

The best known of the four companies was the Wisconsin Colonization Company. The company bought 50,000 acres in southern Sawyer County. Faast and Dean H. L. Russell, of the University of Wisconsin College of Agriculture, were the largest stockholders.

¹"Report of Progress," c. 1922, Wisconsin Colonization Company papers, University of Wisconsin, Eau Claire.

²"Arlan Helgeson, Farms in the Cutover: Agricultural Settlement in Northern Wisconsin Madison, 1962, p. 54.

9. Major Bibliographical References

See continuation sheet.

ACREAGE NOT VERIFIED

10. Geographical Data

UTM NOT VERIFIED

Acreeage of nominated property less than one

Quadrangle name Winter, Wis.

Quadrangle scale 1:24,000

UTM References

A	<u>15</u>	<u>646460</u>	<u>5073040</u>
	Zone	Easting	Northing

B			
	Zone	Easting	Northing

C			
	Zone	Easting	Northing

D			
	Zone	Easting	Northing

E			
	Zone	Easting	Northing

F			
	Zone	Easting	Northing

G			
	Zone	Easting	Northing

H			
	Zone	Easting	Northing

Verbal boundary description and justification

Lot 6, Assessor's Plat #1, Ojibwa

List all states and counties for properties overlapping state or county boundaries

state	code	county	code

11. Form Prepared By

name/title Marilyn McMillan, Historic Preservation Assistant

organization Northwest Regional Planning Commission date July 15, 1980

street & number 302 Walnut Street telephone (715) 635-2197

city or town Spooner state Wisconsin 54801

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

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 Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature

Richard Muey

title Director, State Historical Society of Wisconsin

date 11/11/80

For HCERS use only

I hereby certify that this property is included in the National Register

Entered in the National Register

date 3/1/82

for factory
Delores Byers
Keeper of the National Register

Attest:

date

Chief of Registration

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The tract was surveyed and divided into farm units of 40 to 160 acres, with plans for roads and villages. Each settler was to be provided a cow, two pigs, twelve chickens and a bushel of timothy seed.

A 290-acre tract was selected as the site for a market trading center. This model community, Ojibwa, was named for a local band of Chippewa Indians. In 1918 Professors Leonard Smith and Franz A. Aust, specialists in city planning and landscape designing at the University of Wisconsin, drew the plans. The townsite lay along the gently sloping southern bank of the Chippewa River. Across the river to the north was the old Hall-Raynor stopping place (NRHP 8/14/79) which was now used as the Company's stock farm. The community was carefully zoned into residential, commercial, and industrial districts, with greenbelts separating the areas. A large landscaped mall divided the several block-long commercial street. The Ojibwa Homeowners Association was to supervise the strict building code, emphasizing that only buildings with "colonial" detailing would be allowed.

According to an early advertising circular, the Wisconsin Colonization Company was not in business to "engage in commercialism" but to colonize their lands. But the circular continued, that "in the interests of their new settlements they often start, or help to finance a new enterprise... which were always released to others when proper, practical successors appear, to purchase and operate them."³ With these statements to fend off criticism that it was setting up a "company" town with controlling interest, the Company constructed a farmers' store, a butcher shop and a restaurant, a print building, and the Company's land sales office, all fronting on the mall. These buildings were simple frame clapboard structures, painted white, with "colonial" detailing.

The small building that housed the Ojibwa Courier Press newspaper was constructed sometime during the years 1921-1922. From the Company's first year, it had entered into an agreement with the Radisson Courier to supply the newspaper with information that would be distributed throughout each issue, being careful not to make the newspaper appear only as a vehicle for its advertising. In 1922, Faast, unhappy with the Radisson Courier, encouraged the newspaper under a new editor to move to Ojibwa as the Ojibwa Courier Press. The paper continued to be held by independent stockholders until it was sold in 1949. Of the five commercial buildings that the Company built, the newspaper building is the only one that has remained unaltered and best reflects the Company's aspirations. The remaining four have undergone a greater or lesser degree of remodeling.

In 1929, only twelve years after its organization, the Wisconsin Colonization Company declared bankruptcy. From its inception, the Company, and other companies like it, faced mounting odds against success. Stumps, rocks, unfriendly climate, over-production during post-war years, anti-immigration laws and the general economic depression of the 1920s combined to spell disaster for colonization companies and their settlers. In 1929 the population of the entire township numbered less than 300. Ojibwa could count

³ Wisconsin Colonization Company papers, University of Wisconsin-Eau Claire.

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only 75-100 people in eighteen houses. The commercial district never grew beyond the five original buildings. The failure of the Wisconsin Colonization Company forced university and state officials to doubt the wisdom of promoting farming in the stumplands. The accepted axiom, "farms follow forests," became highly questionable.

Commerce

During the years of Faast's experiment, however, emerged several innovative financial institutions. In 1913 Faast created the First Wisconsin Mortgage Company, the first in the state to handle the mortgages of his land buyers, and at the same time, issued bonds based on those mortgages to finance his companies. It was his technique of financing land companies and his plan for providing settlers with thirty-year amortized loans that attracted the attention of bankers. His plan provided the principle of the Federal Land Bank system. He became a director of the St. Paul Land Bank in 1917 and a director-at-large for the St. Paul Federal Land Bank district in 1923.

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ITEM #9 MAJOR BIBLIOGRAPHICAL REFERENCES

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Clark, James I. Cutover Problems, Colonization, Depression, Reforestation. Madison, 1956.

----- Farming the Cutover; The Settlement of Northern Wisconsin, Madison, 1955-1956.

Helgeson, Arlan. Farms in the Cutover: Agricultural Settlement in Northern Wisconsin. Madison, 1962.

Kane, Lucille. "Settling the Wisconsin Cutovers." Wisconsin Magazine of History. Volume 40 (Winter, 1956-57), pp. 91-98.

Sandfort, Ronald G. "The Entrepreneurial Activities of Ben Faast." Master of Science in Teaching. University of Wisconsin-Eau Claire, 1974.

Wisconsin Colonization Company papers, University of Wisconsin-Eau Claire.