A SKETCH OF
GIDEON COOLEY HIXON:
LA CROSSE LUMBERMAN

A Seminar Paper
Presented to
the Faculty of the Graduate School
Wisconsin State University at La Crosse

In Partial Fulfillment
of the Requirements for the Degree
Master of Science in Education

by
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Wisconsin State University -- La Crosse
Graduate School

Candidate: Brilli K. Hummel

I recommend acceptance of this seminar paper to the Graduate School in partial fulfillment of this candidate's requirements for the Degree of Master of Science. The candidate has completed his oral seminar report.

August 1, 1967
Date

John R. Snyder
Seminar Paper Advisor

This seminar paper is approved for the Graduate School:

August 1, 1967
Date

James H. Erickson
Dean, Graduate School
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Some men by forcefulness of character, ingenuity, and business acumen make an indelible mark on the history of a city. Such a man was Gideon Cooley Hixon who came to La Crosse, Wisconsin in 1856. During his thirty-six years in La Crosse he accumulated a fortune that exceeded a million dollars, became a leading citizen, and obtained an important position in the local financial and business world of his time.

Gideon Hixon was born in Roxbury, Vermont on March 28, 1826. Soon thereafter, his parents, Joseph and Electra Hixon, moved to Longmeadow, Massachusetts. There were four children in the family, Gideon, two younger brothers, John and Ely, and one sister, Eliza Jane. As was common in that day, Gideon had little formal education; he became apprenticed to a tinner in Springfield, Massachusetts at an early age.1 Finishing his term of service, he left New England and sought new opportunities in the west. He stayed in Pennsylvania for a short period, working as a contractor, but before long moved on to Illinois and became interested in mining. Between mining and his tinner's trade, Hixon apparently managed to accumulate around $10,000 in capital holdings while he was in Illinois.2

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During this period Gideon married Sarah Crosby. While on a trip to St. Louis in 1855, Hixon met his brother-in-law, William W. Crosby, who had recently moved to La Crosse from New York. Crosby and Charles G. Hanscome, a La Crosse fur-trapper and financier, were interested in starting a sawmill in La Crosse, and apparently offered Hixon the opportunity to invest in the venture. Using part of his capital holdings as his initial investment Hixon entered into the partnership.

La Crosse was an ideal location for lumbering because of its proximity to wood and stream. It was situated on the fringe of white pine forests that stretched across the northern United States from New England to western Minnesota. In Wisconsin this woodland lay north of a line drawn from Manitowoc to Portage and from there north-west to the falls of the St. Croix River. The southern edge, from thirty-five to fifty miles wide, was a hardwood tract with little pine. To the north lay a belt of mixed hardwoods and pine, interspersed with grasslands, marshes, and open spaces. The true white pine forest stood along the headwaters of the Wolf, Menominee, Wisconsin, Black, Chippewa, and St. Croix Rivers. (Figure 1)

Moreover, La Crosse was located at the confluence of the Mississippi, Black, and La Crosse Rivers, avenues used for transporting logs from forests to mills and markets. Timber shipped out of this Black River pinery had to pass La Crosse on its way to distribution

3Hotchkiss, op.cit., p. 512.

Figure 1: Distribution of white pine in Wisconsin.
centers at St. Louis and other Mississippi River towns.

Hixon must have noted the role that La Crosse, a natural focal point for timber taken out of the Black River pinery, was beginning to assume in the lumber trade. Later figures estimating increased output from 1854 to 1855 at ten million board feet* corroborated Hixon's assessment.5 A good location, a growing market, and an offer to enter a partnership to take advantage of both caused Hixon to come to La Crosse.

Hixon's spheres of action can be divided into three groups—manufacturing, which centered around the lumber industry, finance, and politics. In the first two Hixon amassed and expanded his fortune; politics was least important to him.

Hixon's interest in lumbering dated from the spring of 1856 and increased in scope and investment until his death. His start was the sawmill built by Crosby and Hanscome on the banks of the Black River in 1856, but he soon realized the advantages of cutting timber rather than buying a log supply for milling. In the fall of 1856 he and Niran H. Withee, a La Crosse businessman, started a partnership which lasted twenty-five years. They began to buy timber lands in Clark County with any surplus cash they had on hand.6 To finance this venture, they contracted to cut, haul, and deliver logs off specific

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*Board Foot: A piece of lumber one foot long, one foot wide, and one inch thick.

5* Ibid., p. 20.

6Clark County, Grantee-Grantor Records, Vols. 2-10. 1861-1875, passim.
tracts, ran the winter logging camps, and in the early spring sold the logs they had cut to the Crosby Mill. In the early 1860's Hixon and Withee began operating the Island Mill in North La Crosse, buying logs for milling from various individuals who were contracting in the woods. They supplemented this venture in 1866 when, together with A.W. Pettibone, they opened a sawmill in Hannibal, Missouri.

This decision must have resulted from several factors. Uncut saw logs were easier to handle and transport than cut lumber and rafts of logs could be larger and more profitable. Once the Civil War ended, Southern and Western markets began to open again; the lower Mississippi River had been cut off since early in the war and the entire South had a shortage of lumber. The expanding West became another vast market as new settlers moved on to the treeless plains. To open a mill and yards in Hannibal would save more than it cost to ship cut lumber to the same area. Because they were far-sighted and aware of the profit margin gained by shipping logs instead of cut lumber, Hixon, Withee, and Pettibone selected an ideal site for expansion.

The Hannibal Mill began operations in 1866 with A.W. Pettibone as manager. A majority of the logs at first came from the upper Black River area, especially Clark County, where Hixon and Withee owned vast

7G.C. Hixon Papers, Area Research Center, Florence Wing Library, Wisconsin State University, Wisconsin, Vols. 154-156, passim; Box 1, legal contracts. Hereafter referred to as Hixon Papers.

8Ibid., Vols. 157-159, passim.
tracts of timber lands. This source soon proved inadequate to meet the growing demand of the Hannibal Mill and by the mid-1870's Hixon and Pettibone were reaching into the Chippewa pinery for logs. The Thornapple River, a tributary of the Chippewa, provided much lumber by the end of the 1870's.

The Hixon and Withee partnership in Clark County timber lands ended in 1879 when Withee bought out Hixon's interest in the joint land holdings for $70,000. Their cooperation in the Island Mill lasted until 1881 when Hixon sold out to Withee for $217,000.

During this period from 1856 to 1882, Hixon had investments in all phases of the lumber industry. He owned timber lands and was involved in logging operations and transportation to mills. His interests in the Crosby, Hannibal, and Island Mills demonstrated his active involvement in the process of turning out finished lumber and by-products such as lath and shingles.

In 1883, Hixon and Pettibone further expanded their lumber interests, buying into the T.B. Scott Lumber Company Ltd. of Merrill, Wisconsin. Hixon bought a 3/8 interest and Pettibone a 1/8 interest in the pine lands that Scott held. The total investment amounted to

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9Clark County, Grantee-Grantor Records, Vols. 8-27, 1869-1879, passim.

10Hixon Papers, Boxes 1 and 2, legal papers, log contracts.


$158,000.13 In 1888, after selected cutting of the prime white pine, they sold part of these lands to the Prairie River Lumber Company of Milwaukee, Wisconsin for $425,000. The initial investment on the land sold was $126,000.14 The profit was $299,000 on the land alone, not including the value of the lumber cut off before it was re-sold. Using these figures and the percentage of ownership each held in these lands, Hixon made a profit of $188,975 and Pettibone $30,525.

Hixon extended his holdings in retail lumber outlets in 1883 by partially financing a series of yards in southern Wisconsin and southeastern Minnesota with T.B. Brittingham of Madison, Wisconsin. His son, Joseph Morris Hixon, helped to run this venture with Brittingham during the 1880's until it was incorporated and Brittingham took active control, though the Hixon family continued to hold stock.15

During the middle 1880's Hixon became involved in a minor way with railroad development along the upper Wisconsin River. A road was needed to ship logs out of this area, enabling lumbermen to forego the dangerous and costly rafting of timber through a succession of rapids. A question arose as to which of two groups might be encouraged to construct such facilities, and Hixon, along with lumbermen from Merrill


14 Ibid., Vol. 30, 1888.

15 Hixon Papers, Box 2; Vol. 1; Index, Articles of Incorporation, Office of the Secretary of State, Madison, Wisconsin.
and Wausau, convinced the Wisconsin Lumber Line to build a spur into the region. Hixon's money and reputation may have been decisive in this contest for he had begun to concentrate his business energies on the task of financing mortgages and private notes for mills and lumbermen. By the late 1880's, although he still held stock in many lumber concerns, he no longer took part in their operations and functioned chiefly as a source of credit.

Hixon was a local financier and held notes at various times from prominent lumbermen and other entrepreneurs, particularly those in grain and flour milling. Many of these men were personal friends who were unable to secure credit from a bank. They needed larger amounts than the banks were able to provide, or wished to use these funds for speculative purposes. Hixon carried these notes at interest rates from two to four percent below the legal limit of twelve percent, but maintained a close watch over his investments through correspondence with the managers and frequent requests for financial statements.

Although Hixon was conservative in financial matters, he was generous when it came to helping his friends. At his death in 1892, the list of notes held included those of well-known La Crosse businessmen such as C.L. Colman, E.B. Usher, S.S. Burton, C.H. Tillman,

16 Hixon Papers, Box 1, Correspondence 1869-1893, letters from Walter Scott to G.C. Hixon, Dec. 16, Dec. 23, 1886; Letters from Frank P. Hixon to G.C. Hixon, Jan. 12, Feb. 8, July 22, Nov. 16, 1886.

17 Ibid., Box 1, Monthly statements Hannibal Mill, Hixon and Withee, 1877-1882, passim; Box 2, Bills and Receipts, 1881-1889, passim.
Over $600,000 was tied up in notes, and, at eight percent interest, this must have provided at least $48,000 in interest for 1892.

Hixon's involvement in banking probably dated from the 1870's when, as a state senator, he served on the State Finance Committee. During this period he probably had a chance to appraise the national and state banking systems. He began to play an active role after 1877.

John M. Levy started the first bank in La Crosse in 1855. Soon after, the Green Bay Bank was organized, but both failed in the Panic of 1857. Gysbert van Steenwyk established the Batavian Bank in 1861 and re-organized it in 1883 as a national bank. The First National Bank became a competitor in 1863 but failed in 1875. A group of wealthy citizens, G.C. Hixon and Judge S.S. Burton among them, saw the need for another bank. They organized the La Crosse National Bank and started operations on January 3, 1877. It was capitalized at $100,000 and opened for business on the corner of Second and Main Streets. Hixon became president and a member of the board of directors. The directors obtained a new charter in 1896 designating it as the National Bank of La Crosse. Sixty years later their successors changed its name to the First National Bank of La Crosse.

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18Ibid., Vols. 88 and 103.

19Ibid., Box 1, Letters to G.C. Hixon from Benj. G. Semon, Feb. 27, 1874 and C.C. Mehlum, Aug. 6, 1875.

20Fifty Years of Banking in La Crosse, Compliments of Batavian National Bank, La Crosse, Wisconsin, 1912.

21La Crosse Republican and Leader, January 3, 1877.
Hixon had an office in the bank building located at Third and Main Streets after it was completed in 1881 and ran his private and public business from this location. A record of his investments for the year 1884 shows that he had $252,453.33 outstanding in personal loans, most of them at eight percent interest. Two of the larger notes amounted to $82,965.33. The total valuation of the Hixon holdings in notes and lumber lands in 1884 came to $842,958.50.\textsuperscript{22}

The investment in notes for 1886 shows an increase in valuation of $71,015.17 bringing the total to $325,468.50 in a two year period. These figures do not take into consideration the interest that the notes would draw, nor are the stock and property holdings shown. Estimating the interest rate at eight to ten percent, these notes would bring in another $25,877.88 to $32,346.85 yearly. The 1889 investment holdings show a somewhat contracted position. The valuation amounted to $299,477.89, a decrease of $23,990.61 from 1886. There is some indication that his income for the year 1889, with interest on the outstanding notes and the amount collected on notes due, was $46,456.57.\textsuperscript{23}

An interesting local investment was a subdivision venture on the northside of La Crosse. The land that was platted for lots is described as the E\textsuperscript{2} of the SW\textsuperscript{1} of Section 20, Township 16 North of Range 7 West. Hixon originally bought part of the land on September 10, 1869, as a

\textsuperscript{22}Hixon Papers, Vol. 103, p. 15.

\textsuperscript{23}Ibid., pp. 15-18.
tax deed for $2.85. This was called Davidson's Addition to La Crosse. When the land sold, beginning in 1881, Hixon received about $1,200 on his transactions.

During the 1880's Hixon concentrated on increasing his investments by manipulating securities. In a sense he became a private bank, lending his own funds to men whose business enterprises contributed to the growth of La Crosse. The financial successes of those who used Hixon's money prove his business acumen. Through wise selection of investments he amassed a million dollar estate.

The third sphere, politics, is one into which a man in the financial and influential position that Hixon found himself would often gravitate. He heavily supported the Republican Party with financial contributions but except for four specific instances kept out of public service. He was an alderman from the First Ward of La Crosse in 1863 when A.W. Pettibone was mayor. He served as a member of the State Assembly from the Sixth District in 1871. From 1872-1876, Hixon was the Republican Senator from the 31st District and during this period was on the Finance Committee and the Railroad Committee. In 1876, he became State Lumber Inspector for District Two, a patronage position

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24La Crosse County, Grantee Records, Vol. 36, 1869.

25Ibid., Vols. 64-306, 1881-1895, passim.

assigned by the governor. He did not seek public office after 1880 nor would he be drafted into any contest.

In 1886 Gideon and Ellen Hixon* took an extended trip to Europe. From this point on Frank and Joseph Hixon began to take a more active part in the management of the family business, with Frank assuming the position of general business manager. There are indications that Gideon's health began to fail during this period from 1886 to 1892. He died after an illness of several months and was buried in Oak Grove Cemetery in La Crosse.

Gideon Cooley Hixon left a will dividing his property among his family. His wife, Ellen, was to receive a trust fund of $100,000 to be set up in selected securities so that her income would be assured. Each of the four oldest sons was to get $80,000 in property and stock. The youngest son, Robert, was to have a total of $100,000 held for him. At age twenty-one, he was to receive $50,000. At age twenty-five he would receive another $50,000 if he was of "temperate and steady habits." If this was not the case, this $50,000 was to be held until

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27 Hixon Papers, Box 1, Certification of Election, December 9, 1872; Certification of Appointment, April 1, 1876.

28 La Crosse Republican and Leader, September 23, 1892.

29 Interview, Mrs. Frank P. Hixon, November 20, 1966.

30 La Crosse Republican and Leader, September 23, 1892.

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*Gideon's first wife, Sarah, died in 1856, and he married Ellen Jane Pennell in 1861. See Appendix B for the family history.
he was thirty. Ellen also was willed the home on 7th and Badger Streets and all the household appurtenances. Another $100,000 in stocks was to have been selected by Ellen for her own use.\textsuperscript{31}

The family probated the will in February of 1893 and the court appointed the executors, although legal procedures were never completed.\textsuperscript{32}

On November 1, 1893, the heirs declared their intention not to divide the estate according to the stipulations of the will, but to keep it intact.* The following is the text of their agreement:

It has been the expressed wish and intention of several of the heirs, to wit: Ellen J. Hixon, F.P. Hixon, J.M. Hixon, W.L. Hixon, George C. Hixon to keep their portion of the estate together and carry on business as a stock company or otherwise. To this end they have left their several bequests undistinguished and in consideration of their having forgone payments, leaving the estate as a whole to profit by the use of funds which they were entitled to receive, the executors have allowed them the amounts shown in the credits below:

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<tr>
<th>Name</th>
<th>Amount</th>
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<td>Ellen J. Hixon</td>
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<td>F.P. Hixon</td>
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<td>J.M. Hixon</td>
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<td>W.L. Hixon</td>
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<td>G.C. Hixon</td>
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<td>Estate to Sundries</td>
<td>$41,629.67</td>
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\textsuperscript{*}See Appendix A for a copy of the estate inventory as of November 1, 1892.


\textsuperscript{32}La Crosse County Probate Court Records, Interview with Judge Eugene Toepel, April 20, 1967.

\textsuperscript{33}Hixon Papers, Vol. 88, p. 189.
Between 1893 and 1900, all business transactions were carried out in the name of The Estate of G.C. Hixon. During this period Frank P. and Joseph M. Hixon managed all business affairs for the family. They had dealings in wheat and flour sales in Minnesota, Chicago, and points east. The estate bought part interest in a cattle ranch in North Dakota and organized the Crosby Cattle Company in January of 1893. They bought cattle in Texas and Utah and drove them to railheads for shipment to North Dakota. These operations continued until January of 1898 when they dissolved the company.34

In 1900, the Hixon fortune was incorporated into the Hixon and Company of La Crosse. The charter stated the following purposes:

For the business and purpose of carrying on and conducting of a general logging operation and of retail lumber yards in Wisconsin and any or all other states and territories of the United States; To engage in manufacturing, mining, mercantile, or other like business in Wisconsin and any or all other states and territories of the United States; To loan money or securities or otherwise buy, sell, exchange, and deal in all kinds of personal property, including the stock, bonds, and securities of other corporations; To buy, sell, exchange, and deal in all kinds of real estate.35

The listed capitalization was $100,000, and remained at that level until the company was dissolved in 1925.

From the middle of the 19th century to the beginning of the 20th century phenomenal fortunes were made through the exploitation of this

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34Ibid., Boxes 74-75, Correspondence and shipping agreements.
nation's natural resources. Once the Civil War was over, vast opportunities in the West gave men of intelligence and foresight unclaimed resources with which to make their fortunes. In using the natural assets of land, they contributed much to the economic growth of the nation. They made money, created employment, spurred the spread of railroads, and extracted the raw materials used to build the nation.

Gideon Cooley Hixon played a small but important part in this larger story. Basically a conservative man, his intelligence and natural abilities enabled him to take advantage of opportunities found in Wisconsin. In a period of less than fifty years, he increased his fortune from ten thousand dollars to over one million dollars. In doing so, he encouraged the settlement of Wisconsin and helped La Crosse become an important city.
BIBLIOGRAPHY

A. PRIMARY SOURCES

1. Collected Papers

Hixon, Gideon Cooley, Collection of papers located in the Area Research Center of the Florence Wing Library, Wisconsin State University, La Crosse, Wisconsin.

Materials are sorted by general topic and year and are stored in boxes each of which contains loose letters, receipts, bills, and other materials but which have no organization to them. Volumes of letters dating after 1892 and receipt books, ledgers, and individual company records are separate and organized by year.

The materials for the period 1856 to 1900 are scarce. Either the records were lost or none were kept of the business of that time. What is there are disconnected materials and letters, some undated, and several account books and balance sheets from various logging enterprises and companies.

2. Interviews

Mrs. Mary Hebberd, April 21, 1967, La Crosse, Wisconsin.
Helpful in pointing to other individuals in La Crosse who might be of some help.

Mrs. Frank Pennell Hixon, November 20, 1966, La Crosse, Wisconsin.
Although the donor of the material contained in the collection of papers, she was of little help concerning the early period before she married into the family in 1921. She showed me the old home on 7th and Badger Streets and explained various pieces of furniture as to where they came from and who brought them to the home.

Miss Katherine Martindale, April 20, 1967, La Crosse, Wisconsin.
Was of help only concerning the period after 1900.

Mr. Emil Niemeyer, May 23, 1967, La Crosse, Wisconsin.
Personal friend of the five Hixon boys, who related personal recollections from the period 1900 onward.

Mr. Rolf Rynning, February 9, 1967, La Crosse, Wisconsin.
Very helpful in pointing to materials of value dating back to the period under consideration. Past president of the La Crosse County Historical Society, he has studied parts of the area of interest.

Judge Eugene Toepel, April 20, 1967, La Crosse, Wisconsin.
Explained the situation of the will and ensuing legal problems and present status.
3. **Grantee-Grantor Records**

Clark County Records for 1851-1900.

Jackson County Records for 1856-1880.

La Crosse County Records for 1856-1900.

Lincoln County Records for 1883-1888.

Marathon County Records for 1883-1888.

4. **Christ Episcopal Church Records of Marriage and Baptisms.**

1861-1915. Mrs. Ellen Jane Hixon was a member of this church from 1861 until her death. All of her children were baptized and the records kept. Gideon was buried from this church but there is no record of his conversion.

5. **Newspapers**

La Crosse Republican and Leader, 1877, 1892, 1893.


6. **Index:** Files listing the Articles of Incorporation on file with the Secretary of State for Wisconsin in Madison, Wisconsin. These files contain the Charter of the Corporation and a yearly financial statement of condition after 1905.

Corporations that are no longer active have their files kept in the State Historical Society Archives - the Hixon file (H-389) can thus be found filed in the inactive file in the Secretary of State's office at the capital and actually kept in the Archives of the State Historical Society.

B. **SECONDARY SOURCES**


Burton, George M., Memories, La Crosse, Wisconsin, 1941.


*History of La Crosse County 1881*. Chicago: Western Historical Company, 1881.


*Fifty Years of Banking in La Crosse*, Batavian National Bank, La Crosse, Wisconsin, 1912.

*La Crosse County Historical Sketches*. Series 3-7 (1937-1945).
## APPENDIXES

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**Inventory of the Estate of Gideon Cooley Hixon**

**November 1, 1892**

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<td>B.E. Edwards</td>
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<tr>
<td>Mary J. Deane</td>
<td>$500.00</td>
</tr>
</tbody>
</table>

$612,550.99
Due on Accounts and Contracts
T.B. Scott Lumber Company on land a/c purchase $124,460.00
Eraire River Lumber Company on land a/c purchase 12,150.00
$146,610.00

Real Estate
Store Building, Main Street $10,000.00
Clarke Lots 5,000.00
Medary Lots 5,000.00
Sixth Street Property 6,000.00
Russell and Hixon Arkansas Lands 5,000.00
Homestead 15,000.00
$46,000.00

Personal Property
Naptha Launch $500.00
Household goods, furniture, horses, and vehicles 10,000.00
$10,500.00

Cash and Cash Items
Deposits in La Crosse National Bank $123,309.00
Certificates of Deposit LaCrosse National Bank 18,000.00
Cash in Safe Deposit Box 7,223.00
$148,532.00

Stock in Corporations
T.B. Scott Lumber Company $68,700.00
Hannibal Saw Mill Company 36,900.00
Gem City Saw Mill Company 18,750.00
Lindsay Land and Lumber Company 5,000.00
Madison Land and Lumber Company 30,800.00
La Crosse National Bank 22,700.00
State Bank of Wisconsin (West Superior) 5,000.00
Listman Mill Company 5,000.00
Davis, Medary and Plantz Company 37,000.00
$229,850.00

Enhancement of Stock Corporations
T.B. Scott Lumber Company $45,000.00
Hannibal Saw Mill Company 24,000.00
La Crosse National Bank 12,000.00
Listman Mill Company 25,000.00
$107,000.00
Summary of Estate

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bills Receivable</td>
<td>$612,550.99</td>
</tr>
<tr>
<td>Accounts and Contracts</td>
<td>$146,610.00</td>
</tr>
<tr>
<td>Real Estate</td>
<td>$46,000.00</td>
</tr>
<tr>
<td>Personal Property</td>
<td>$110,500.00</td>
</tr>
<tr>
<td>Cash and Cash Items</td>
<td>$149,232.90</td>
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<tr>
<td>Stock in Corporations</td>
<td>$229,850.00</td>
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<tr>
<td>Stock in Corporations Enhancement</td>
<td>$107,000.00</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$1,301,743.89</strong></td>
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Bills and Accounts Payable

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Estate of Eliza J. Moore notes</td>
<td>$10,000.00</td>
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<tr>
<td>Eliza Fales notes</td>
<td>$750.00</td>
</tr>
<tr>
<td>F.P. Hixon a/c</td>
<td>$6,179.88</td>
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<tr>
<td>W.L. Hixon a/c</td>
<td>$2,227.88</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$19,207.76</strong></td>
</tr>
</tbody>
</table>

Net Value                                          | $1,282,536.13 |

Estate to Sundries – bequests of estate             | $23,300.00    |

Adjusted Net Value                                  | $1,259,236.13 |
Frank Pennell Hixon

October 15, 1862 - October 24, 1931

Frank started in his father's lumber business in Hannibal, Missouri, at the age of seventeen. In 1883, he moved to Merrill to become in effect the manager of the T.B. Scott Lumber Company with the title of Secretary-Treasurer. Here he met and married the daughter of Thomas B. Scott, Minnie Louis Scott, who was born March 22, 1863. They were married December 15, 1886. She died on July 26, 1909, leaving two children. Dorothy Hixon, the oldest, was born in Merrill, Wisconsin on July 22, 1892. She married Logan Clendening, a doctor, of Kansas City, Missouri, on July 22, 1914. Her first husband died around 1936, and she married Alfred B. Clark in 1950. The second daughter, Ellen Josephine Hixon, was born in La Crosse in February of 1894. She married Charles Foster Glore from Chicago, Illinois, on September 11, 1915. In 1893 the Frank Hixon family returned to La Crosse to manage the family business after the death of his father, Gideon. Frank was married for the second time in 1921, to a Miss Alice Green, formerly of Fond du Lac, who was a teacher at La Crosse Central High School. The family business corporation was dissolved in September of 1925, and Frank and his wife moved to Lake Forest, Illinois. He died there in 1931 of a heart attack and was returned to La Crosse for burial in the Oak Grove Cemetery. Mrs. F.P. Hixon still resides in Lake Forest.
Joseph Morris Hixon

April 7, 1864 - 1936

Joseph married Irene Copeland, daughter of Col. F.A. Copeland of La Crosse, in what was the largest society wedding of 1902. They had six children: Elizabeth (Mrs. Paul Hunter), Joseph Morris, Jr., George C., Frederic Cooley, Frank, and Alexander Paul. Joseph became the right hand man of Frank in running the family business, and also resided here in La Crosse. The family moved to California in 1919 and sold their home at 1326 Cass Street. Joseph died in California and was buried there.

William Lloyd Hixon

February 18, 1867 - August 3, 1919

William was educated at Phillips Academy in Andover, Massachusetts and was of sickly health in his early youth. There are letters written by him to his father, Gideon, telling of his ill health and the usual college boy's excuses for why he was in need of money. Also included are detailed expense accounts of how he spent every cent. This is some indication that Gideon was a strict disciplinarian and a very close financial manager. William's schooling ended in June of 1886 and he returned to Merrill, Wisconsin, and began working in the yards learning bookkeeping and the general lumber business. William married Sally McDonald of Louisville, Kentucky, and they had two children, William Lloyd, Jr., and Frank Pennell. They moved to Mankato, Minnesota, where he ran the retail end of the lumber yards.
George Cooley Hixon
March 6, 1871 - April 1, 1923

George married Blanch Kelleher of New York and they had no children. George was educated at Phillips Academy in Andover, Massachusetts, starting in the fall term of September 1886. He was concerned with the eastern end of the family business and operated out of Chicago, dealing in grain, lumber products, the grain market, and the Chicago Stock Exchange. He died of cancer in Chicago. Burial was in Oak Grove Cemetery in La Crosse.

Robert Hixon
May 23, 1878 - December 27, 1945

Robert married Marquerite Strean of Kansas City, Missouri. They had three children, Margaret Ellen (Mrs. Maurice Houser), Barbara (Mrs. Milton Wilson, Jr.), and Joan (Mrs. J. Martin). Robert resided in Toledo, Ohio for some time, and handled part of the eastern business in wheat and flour along with lumber. He returned to Lake Forest, Illinois where he died. Burial was in Oak Grove Cemetery in La Crosse.