

Hoo-Hoo Monument  
Name of Property

Clark County, Arkansas  
County and State

NPS Form 10-900  
(Rev. 8-86)

OMB No. 1024-0018

NR LISTED

SEP 02 1999

United States Department of the Interior  
National Park Service

AHPP

**NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM**

**1. Name of Property**

Historic Name: Hoo-Hoo Monument

Other Name/Site Number: CL0908S

**Location**

Street & Number: First Street

Not for Publication: NA

City/Town: Gurdon

vicinity: NA

State: AR County: Clark Code: AR 019 Zip Code: 71743

**3. Classification**

Ownership of Property: Private

Category of Property: Object

Hoo-Hoo Monument  
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Number of Resources within Property:

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

Number of contributing resources previously listed in the National Register: NA

Name of related multiple property listing: NA

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**4. State/Federal Agency Certification**

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As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X nomination     request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets     does not meet the National Register Criteria.     See continuation sheet.

Carlynn A. Sater      7-7-99  
Signature of certifying official      Date

Arkansas Historic Preservation Program  
State or Federal agency and bureau

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In my opinion, the property    meets    does not meet the National Register criteria.    See continuation sheet.

\_\_\_\_\_  
Signature of commenting or other official      Date

\_\_\_\_\_  
State or Federal agency and bureau

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**5. National Park Service Certification**

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I, hereby certify that this property is:

   entered in the National Register \_\_\_\_\_

   See continuation sheet.

   determined eligible for the \_\_\_\_\_  
National Register

   See continuation sheet.

   determined not eligible for the \_\_\_\_\_  
National Register

   removed from the National Register \_\_\_\_\_

   other (explain): \_\_\_\_\_

\_\_\_\_\_  
Signature of Keeper      Date  
   of Action

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**6. Function or Use**

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Historic: RECREATION AND CULTURE

Sub: Monument/marker

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

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Current : RECREATION AND CULTURE

Sub: Monument/marker

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## 7. Description

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Architectural Classification:

Egyptian Revival  
\_\_\_\_\_  
\_\_\_\_\_

Materials: foundation Granite roof NA  
walls Bronze sculpture other NA

Describe present and historic physical appearance:

### Summary:

The Hoo-Hoo Monument, built in 1909 and located in the southeast corner of the Missouri-Pacific Railroad Depot parking lot at North First and Main streets in Gurdon, is a square granite and bronze monument with Egyptian Revival detail, designed by artist George J. Zolnay.

### Elaboration:

The Hoo-Hoo Monument is a square granite stone with a bronze plaque inset on the northwest side, and engraved inscription on the Southeast side, and two figurative bronze sculptures of animal forms on top. It is 116 inches in height, 107 inches wide, and 44 inches dep. The bronze plaque originally was affixed to the front of a building that occupied the site of Hotel Hall, the birthplace of the Hoo-Hoo organization. It was moved to its current location in 1927 after that building was demolished.

The stone monument is comprised of ashlar-faced barre granite. The bronze plaque inset on the Northwest side is divided into three horizontal levels, and is decorated with Egyptian Revival-influenced reliefs and engravings. The top level or pediment is illustrated by a centrally placed image of a two-headed bird with expansive wings. The second level contains a small, centrally, framed and detailed relief of Hotel Hall, a two-story wood building formerly located adjacent to the site, where the fraternal order was originated, and upon which the plaque was originally placed. Images of two seated Egyptian figures are engraved on the right and left sides of the building. These are followed on both sides with repeated engravings of flowers and the number nine. At the left and right ends of this

level are five columns. A row of dentils separates the second and third levels.

The third level contains the following inscription: In the Hotel Hall which formerly stood / on the site of this building was organized / on January 21<sup>st</sup> 1892 the concatenated / order of the Hoo-Hoo / a society / composed of lumber- / men and those in allied industries and / having for its object the promotion of / the health happiness and / long life of its members. / There were present on that occasion / Bolling Arthur Johnson William S. Mitchell / William E. Barns Adalbert Strauss / George W. Schwartz George K. Smith / This tablet was erected in Gurdon Arkansas / by the concatenated order of the Hoo-Hoo / September 9, 1909.

In the lower left- and right-hand corners of the inscription area are engraved images of cats with arched backs framed by circles within squares. The inscription area is bordered on the right and left sides by reliefs of two standing Egyptian male figures. Beneath these figures are repeated in relief the image of the two-headed bird from the top level, and beneath these, facing at a downward angle, are reliefs of two female faces.

The southeast side of the monument contains an inscription engraved onto a smooth granite face. The text reads: House of Ancient Snarks / (list of names). On top of the monument two realistic bronze sculptures of cats with arched backs face in opposite directions at the furthest ends of the block. These were placed on the monument in 1927 when the bronze plaque was moved from its location on the site of Hotel Hall, and had not accompanied the plaque prior to that time.

The Hoo-Hoo monument is in stable condition, although some oxidation of the bronze components has occurred.

**8. Statement of Significance**

Certifying official has considered the significance of this property in relation to other properties: State.

Applicable National Register Criteria: A, C

Criteria Considerations (Exceptions): F

Areas of Significance: SOCIAL HISTORY

ART

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Period(s) of Significance: 1909-1949

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Significant Dates: 1909, 1927

Significant Person(s): NA

Cultural Affiliation: NA

Architect/Builder: Zolnay, George J.

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above:

**Summary:**

The Hoo-Hoo Monument is being nominated under Criteria A and C, Criterion Consideration F, with statewide significance for its continuing association with the International Concatenated Order of the Hoo-Hoo, an international lumberman's fraternity, and as a unique Egyptian Revival example in Arkansas of the work of a master sculptor, George J. Zolnay.

**Elaboration:**

Gurdon's history is closely associated with the regional lumber industry. It was situated because of its location at the intersection of several important lumber railroad lines and its proximity to large stands of timber, factors that brought growth and prosperity to the town. The expansion of railroad lines into previously inaccessible areas of timber encouraged the rapid development and increase of the lumber industry in the region. Gurdon began as a camp to house workers building the Iron Mountain Railroad. The main line was completed through Gurdon in 1873, shortly followed by a branch constructed to Camden. Gurdon quickly became a regional railroad center. In 1906, the Gurdon-Fort Smith railroad linked Gurdon with lumber operations in the Ouachita Forest as well as large stands of timber in Montgomery County. Its thriving railroad and lumber operations made Gurdon an attractive place for such other industries as paper mills, and its production of cut lumber soon exceeded other regional production levels. By 1888, there were approximately 1,000 people living in Gurdon. Commercial development occurred in response to the needs of its citizens, most of who were employed by the lumber industry. General stores, hotels, churches, a weekly newspaper, and four doctors all served the growing population. Other industries in town included cotton gins, a brick company and an ice plant. In 1892, when the Hoo-Hoo Order was founded at Hotel Hall, Gurdon was a thriving community closely tied to the lumber industry – a perfect location for the birthplace of a lumbermen's' fraternity.

The International Concatenated Order of the Hoo-Hoo, a fraternal group of lumbermen, was founded on January 12, 1892, in Gurdon, Arkansas, in the Hotel Hall by Bolling Arthur Johnson and five other men. According to tradition, Johnson, a lumber trade journalist, for some time had seen a need to link together, or concatenate, the

workers of the lumber industry. In 1891 there were many local and state associations for lumbermen in existence, but no national order had been established. In order to promote communications, foster cooperation, and create a shared code of ethics for the lumber industry and its workers, Johnson aspired to create a fraternity of lumbermen. On January 12, 1892, Johnson attended a meeting of the Southern Lumber Manufacturers in Camden, Arkansas. After the meeting, he and four other conventioners were stranded by a delayed train in Gurdon for five hours. Johnson, George K. Smith, William Eddy Barnes, George W. Schwartz, and William Starr Mitchell left the depot to wait in the parlor at Hotel Hall. There they met local lumberman Rudolph A. Strauss. Johnson shared his ideas about a national fraternity with these five men, and together they organized the Concatenated Order of the Hoo-Hoo.

It is noteworthy that Strauss was the only lumberman among the founders. Two were lumber trade journalists, one was a daily newspaperman, one worked for the railroad, and the last was a lumber association employee.

According to the Hoo-Hoo organization's web page, Johnson related the origin of the term "Hoo-Hoo" at a September 8, 1924, address in Minneapolis, Minnesota: "Whence came the word Hoo-Hoo? It was a made word, made by myself in whimsical phrase – a month before, at a lumber meeting in the Midland hotel in Kansas City – calling attention to the fact that Charles H. McCarer was not bald-headed as he had – for the delectation of the company – twisted up a little wisp of tawny head-covering, in the very center of this otherwise glistening poll, into what might have stood for an Indian topknot, had it not – at the birth of a whim in MY mind – suggested that the startling appendage should be called a Hoo-Hoo." The phrase caught on at the Kansas City meeting, Johnson continued, and the term Hoo-Hoo was used to describe unusual garments, drinks, and card games before becoming associated with the lumbermen's group. McCarer later became Hoo-Hoo member number one and served as the organization's first "snark."

The organization borrowed concepts from historical Egyptian lore for the titles, symbols, and rituals of the new fraternity. A black cat with its tail curved into the number nine was chosen as the order's emblem. The theme of "nine" from the alleged number of a cat's lives carried through the organization in the number of jurisdictions, committee memberships, etc.

In 1909, five of the 1892 founding members of the Hoo-Hoo Order – Johnson, Barnes, Mitchell, Schwartz and Smith – gathered in Gurdon to dedicate the Hoo-Hoo Monument. The plaque, cast from pennies donated by Hoo-Hoo members, was affixed to the building that stood on the site of Hotel Hall. Sculptor George J. Zolnay created the sculpture.

In 1927 the building holding the Hoo-Hoo Monument was scheduled for demolition, and the bronze plaque was moved across Main Street to its current location adjacent to the Missouri Pacific Railroad Depot (NR 6-11-92). There it was affixed to a permanent barre granite base and dedicated for a second time. The names of all Hoo-Hoo presidents, or "Snarks of the Universe," were engraved on the opposite side of the monuments and two statues of cats, as they appear on the Hoo-Hoo logo, were placed atop the new monument. Arkansas Gov. John E. Martineau gave the keynote address at the rededication, which was attended by Hoo-Hoo founder William Mitchell; founder George Schwartz was still living at the time, but was ill and unable to attend. Those attending the dedication were carried by two special cars provided by the Missouri-Pacific Railroad; they returned to Hot Springs following the ceremony and a luncheon at Gurdon's Commercial Hotel.

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The identity of the sculptor of the cats and the fabricator of the granite monument on which the Zolnay plaque is set are unknown; however, they have been part of the monument since its 1927 relocation and contribute to the overall integrity of the Hoo-Hoo monument.

After its move to the current location, the Hoo-Hoo Monument remained a center point in the group's identity as the location where the names of succeeding generations of "Rameses" -- the title given to "Snarks of the Universe" after their tenure as president of the organization ended -- were engraved on its reverse side, providing additional historic and traditional importance to the monument in its 1927 location and manifestation. In fact, the monument was utilized by the organization continually until 1988, when there was no additional space to inscribe the names of "Snarks" and two smaller granite monuments were purchased to carry the names of future "Snarks." Those monuments flank the original monument and are not included in this nomination.

This tradition makes the Hoo-Hoo monument eligible for National Register recognition under Criterion A by virtue of its historical associations with the International Concatenated Order of the Hoo-Hoo; it also meets the requirements of Criterion Exception F: Commemorative Properties since "for subsequent generations of the group the marker itself [has become] the focus of traditional association with the group's historic identity," as outlined in National Register Bulletin 15, page 40. The dedication of a Hoo-Hoo Museum in Gurdon in 1981 has done nothing to diminish the monument's status in this respect.

As the Hoo-Hoo's *Log & Tally* newsletter noted in its 1992 Centennial Edition, "Regardless of what the future holds for Hoo-Hoo, the monument serves us best as a permanent reminder that the International Concatenated Order of Hoo-Hoo stands for what is good and right and true in the world, and that the lives of those who were fortunate enough to call themselves 'cats' were indeed richer for having been associated with it." No other historic property in Arkansas can make the same claim, especially as the monument's symbolic value increases with age.

Outside of its historic associations with the Hoo-Hoo Order, the monument also has statewide significance as the only known example of high-style sculpture by a nationally known artist in a rural location in Arkansas, making it eligible under Criterion C, Criterion Consideration F.

George J. Zolnay, sculptor of the Hoo-Hoo Monument, was born in Hungary on July 4, 1863, and came to the United States in 1892. He studied at the Imperial Academy in Vienna and the National Academy in Bucharest, and was a member of artist unions in Europe and America.

Zolnay specialized in large-scale memorial sculptures and architectural sculptures. Among his monument commissions were the Pierre Laclede Monument and Confederate Monument in St. Louis, Mo., Winnie Davis and Jefferson Davis monuments in Richmond, Va., Soldiers Monument and Sam Davis Monument at Nashville, Tenn., Industrial Memorial at New Bedford, Mass., Gen. Bartow and Gen. McLaws at Savannah, Ga., Soldiers Monument at Owensboro, Ky., Edgar Allen Poe Monument at the University of Virginia at Charlottesville, and Sequoyah at the U.S. Capitol in Washington, D.C. Among his architectural sculptures were works at the U.S. Customs House in San Francisco, the Parthenon in Nashville, Tenn., the frieze on the 1916 Central High School in Washington, D.C., the lobby frieze of the Hotel President on Capitol Hill, the city gates at University City, Mo., and Cabell Hall



at the University of Virginia, where Zolnay used models from a local bordello for the structure's pediment group.

In addition to the Hoo-Hoo Monument, Zolnay is known to have executed other small-scale bronze works, including the relief panel on the Brig. Gen. and Mrs. Richard L. Hoxie Monument at Arlington National Cemetery. "The History of American Sculpture" notes that "his sketchy bronzes are abundant in the South." Zolnay died May 1, 1949, in New York City.

In Arkansas, the Hoo-Hoo Memorial is a unique example of a bronze sculpture by a nationally known sculptor during the first decade of the 20<sup>th</sup> century in a small-town setting. A handful of monumental sculptures with Civil War themes were erected in Little Rock during this period, including the 1911 Memorial to Company A, Capitol Guards by German sculptor Rudolph Schwartz (NR 04/26/96), the 1904 Confederate Soldiers Monument by F.W. Ruckstuhl (NR 04/26/96) and the 1913 Monument to Confederate Women by Swiss sculptor J. Otto Schweizer (NR 04/26/96), but a comprehensive survey by the Arkansas Historic Preservation Program of the state's outdoor sculpture proves Zolnay's Gurdon sculpture to be the only turn-of-the-century work in a small town. It is also the only known example in the state of an outdoor sculpture with heavy, stylized Egyptian themes, which reflect the Hoo-Hoo organization's use of Egyptian imagery in its ceremonies and traditions. For these reasons, the Hoo-Hoo monument provides a one-of-a-kind contribution to the state's sculptural record and is worthy of National Register recognition under Criterion C, Criterion Exception F with statewide significance.

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## 2. Major Bibliographical References

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Falk, Peter Hastings, ed. "Zolnay, George Julian," Who Was Who in American Art (Sound View Press, 1985) pp. 706-707.

International Paper Co., "Hoo-Hoo Museum Dedicated," Arkansas Region Communiqué March 1981.

"The Hoo-Hoo Monument: A Lasting Reminder," Log & Tally Centennial Edition, 1992, pp. 28-9.

Taft, Lorado. The History of American Sculpture (NY: McMillan Co., 1930) p. 582.

"George J. Zolnay, A Noted Sculptor/Co-Founder of National Arts Club is dead at 85 – Did Work on Important Memorials" The New York Times Monday, May 2, 1949.

Goode, James M. The Outdoor Sculpture of Washington, D.C. (Washington, D.C.: Smithsonian Institution Press, 1974) pp. 203, 421-2, 605.

Wilson, Richard Guy. "The Conflagration and the Making of the 'New University'" <http://viva.lib.virginia.edu/exhibits/rotunda/physical/keepsake/RGWarticle.html>.

"Hoo-Hoo International" <http://www.hoo-hoo.org>

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Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record # \_\_\_\_\_

Primary Location of Additional Data:

- State historic preservation office
- Other state agency
- Federal agency
- Local government
- University
- Other -- Specify Repository: \_\_\_\_\_

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### 10. Geographical Data

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Acreage of Property: Less than one

UTM References: Zone Easting Northing    Zone Easting Northing

A 15 485780 3753140 B    \_    \_  
C    \_    \_    D    \_    \_

Verbal Boundary Description:

Beginning at a point on the northwestern edge of First Street formed by its intersection with a perpendicular line running parallel with the monument's northeastern side and located approximately ten feet to the northeast thereof, proceed northwesterly along said line for a distance of approximately 25 feet to its intersection with a perpendicular

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line running parallel with the monument's northwestern side; thence proceed southwesterly along said line for a distance of approximately 25 feet to its intersection with a perpendicular line running parallel with the monument's southwestern side; thence proceed southeasterly along said line for a distance of approximately 25 feet to its intersection with the northwestern edge of First Street; thence proceed northeasterly along said line for a distance of approximately 25 feet to the point of beginning.

Boundary Justification:

This boundary includes all of the property historically associated with this resource.

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**11. Form Prepared By**

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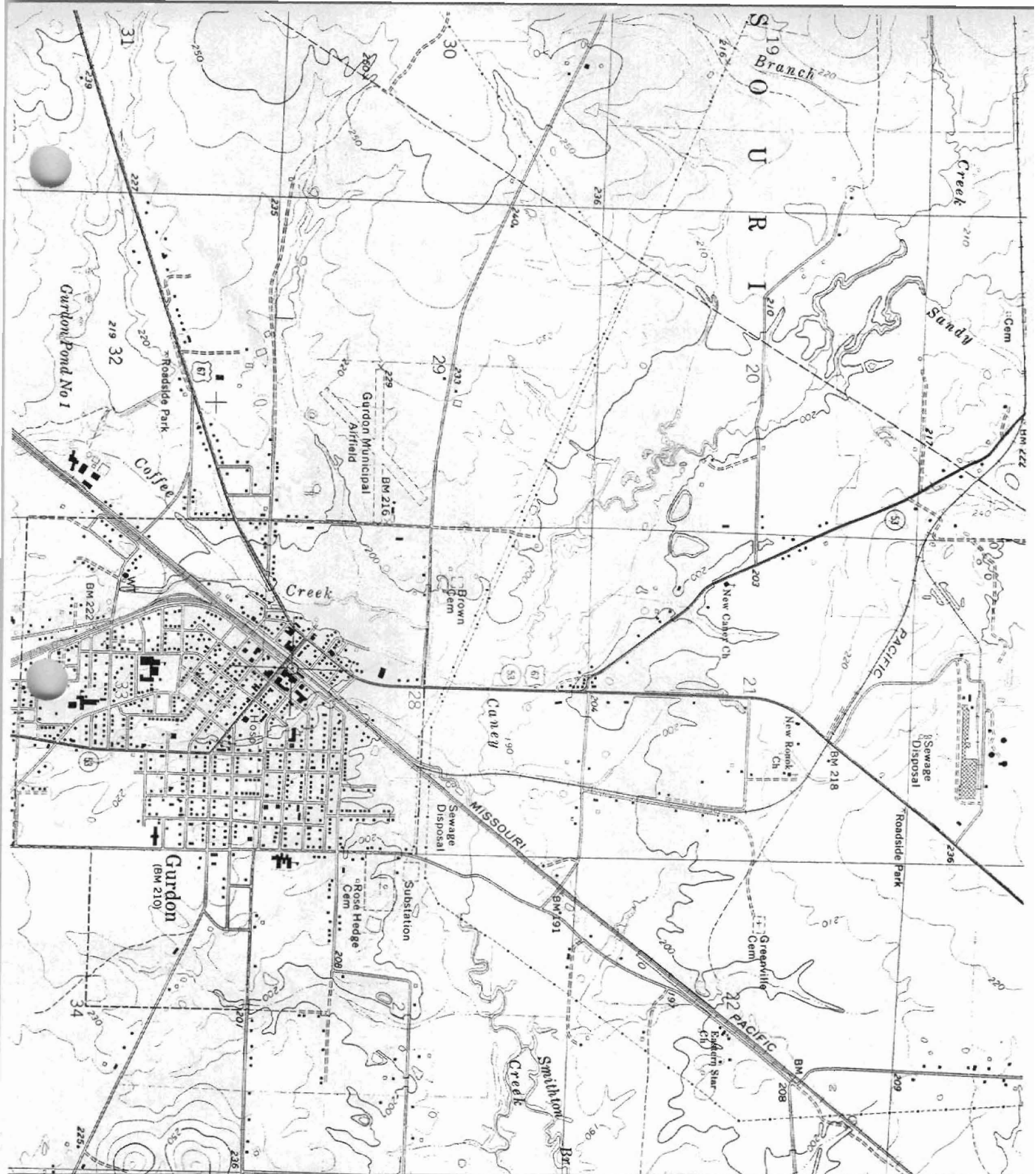
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Name/Title: Mark Christ/Community Outreach Director

Organization: Arkansas Historic Preservation Program Date: 7-6-99

Street & Number: 1500 Tower Bldg., 323 Center St. Telephone: (501) 324-9880

City or Town: Little Rock State: AR ZIP: 72201



(CURTIS)  
7351 1 NE

485371  
3153 215317K

3154

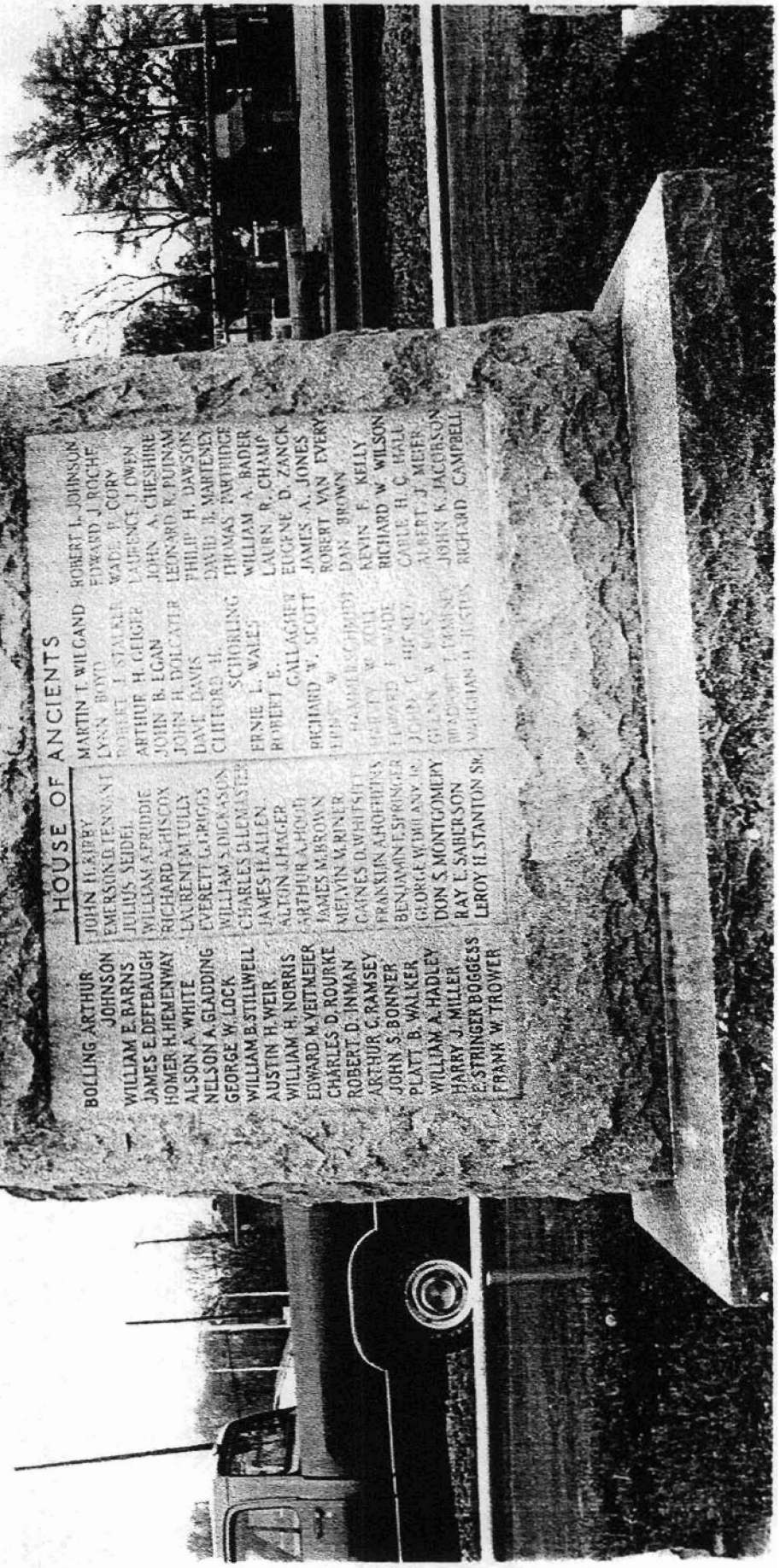
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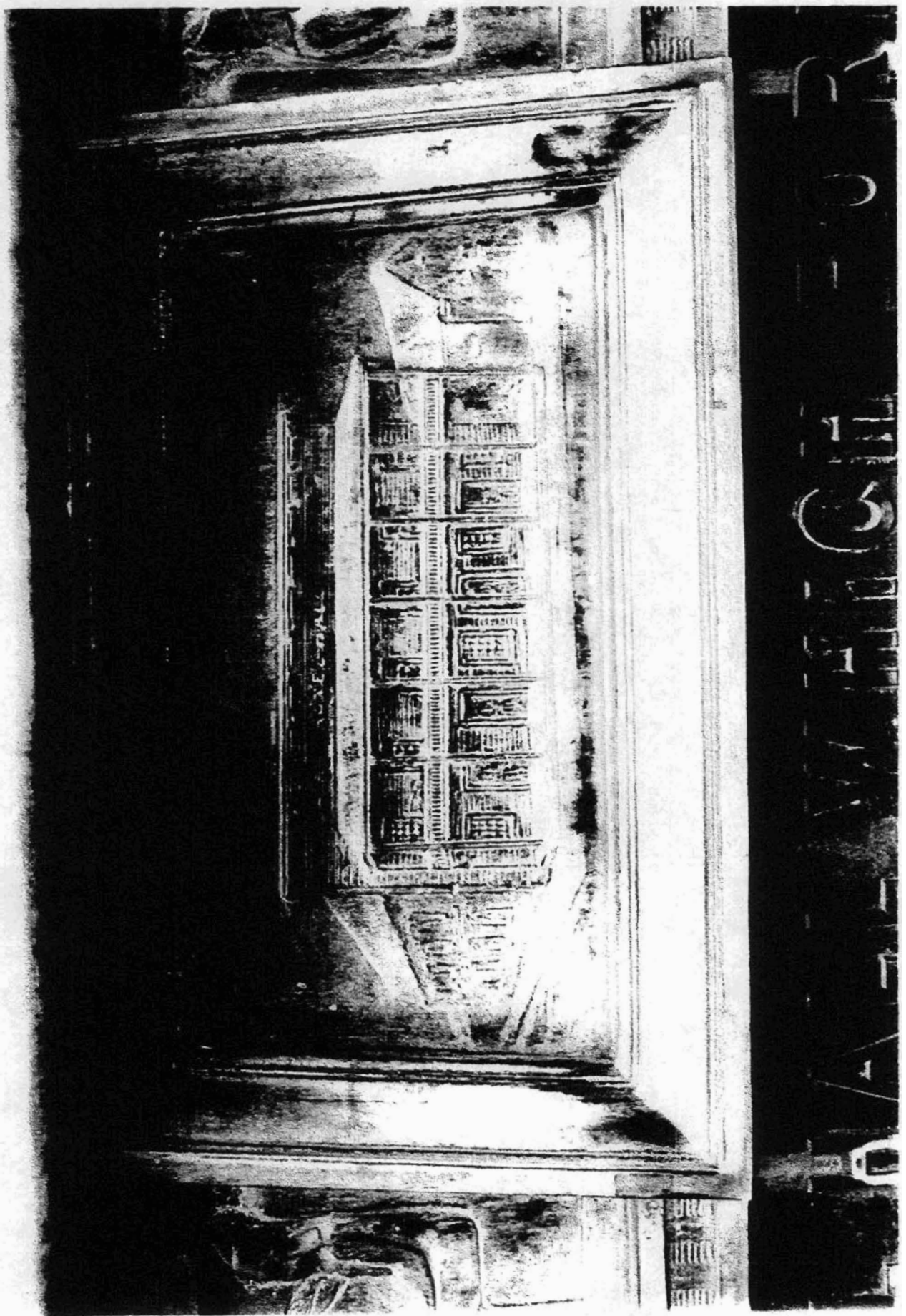




HOUSE OF ANCIENTS

BOLLING ARTHUR	JOHN H. KIRBY	MARTIN T. WILGAND	ROBERT L. JOHNSON
JOHNSON	EMERSON K. TIENHANT	LYNN BOYD	EDWARD J. ROCHE
WILLIAM E. BARNES	JULIUS SEIDEL	ROBERT J. STALKER	WADE P. CORY
JAMES E. DEFEBAUGH	WILLIAM A. FRIDDE	ARTHUR H. GEIGER	LAURENCE J. OWEN
HOMER H. HEMENWAY	RICHARD A. HISEOX	JOHN B. EGAN	JOHN A. CHESHIRE
ALSON A. WHITE	LAURENCE TULLY	JOHN H. DOLCATER	LEONARD R. PUISNAM
NELSON A. GLADDING	EVERETT G. ROGERS	DAVE DAVIS	PHILIP H. DAYSON
GEORGE W. LOCK	WILLIAM S. DICKASON	CLIFFORD H.	DAVID B. MARTESEY
WILLIAM B. STILLWELL	CHARLES B. LEMASTER	SCHORLING	THOMAS FARBRIDGE
AUSTIN H. WEIR	JAMES H. ALLEN	ERNIE L. WALES	WILLIAM A. BADER
WILLIAM H. NORRIS	ARTHUR A. HOOD	ROBERT E.	LAURN R. CHAMP
EDWARD M. VETMEIER	JAMES M. BROWN	GALLAGHER	EUGENE D. ZANCK
CHARLES D. ROURKE	MELVIN M. RINER	RICHARD W. SCOTT	JAMES A. JONES
ROBERT D. INMAN	GAINES D. WHITSITT	EDWARD W. COLE	ROBERT VAN EVERY
ARTHUR C. RAMSEY	FRANKLIN A. HOFFERS	EDWARD F. WADE	DAN BROWN
JOHN S. BONNER	BENJAMIN SPRINGER	JOHN C. HICKS	KEVIN F. KELLY
PLATT B. WALKER	GEORGE W. HILANDY JR.	GLENN W. BLISS	RICHARD W. WILSON
WILLIAM A. HADLEY	DON S. MONTGOMERY	WADSWORTH T. FERNANDES	CARLE H. C. HALL
HARRY J. MILLER	RAY L. SABERSON	MALCOLM H. JUSTUS	ALBERT J. MEIER
E. STRINGER BOGGESS	LEROY H. STANTON SR.		JOHN K. JACOBSON
FRANK W. TROWER			RICHARD CAMPBELL

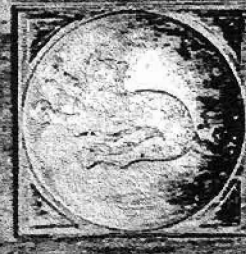




THE GREAT GARDEN

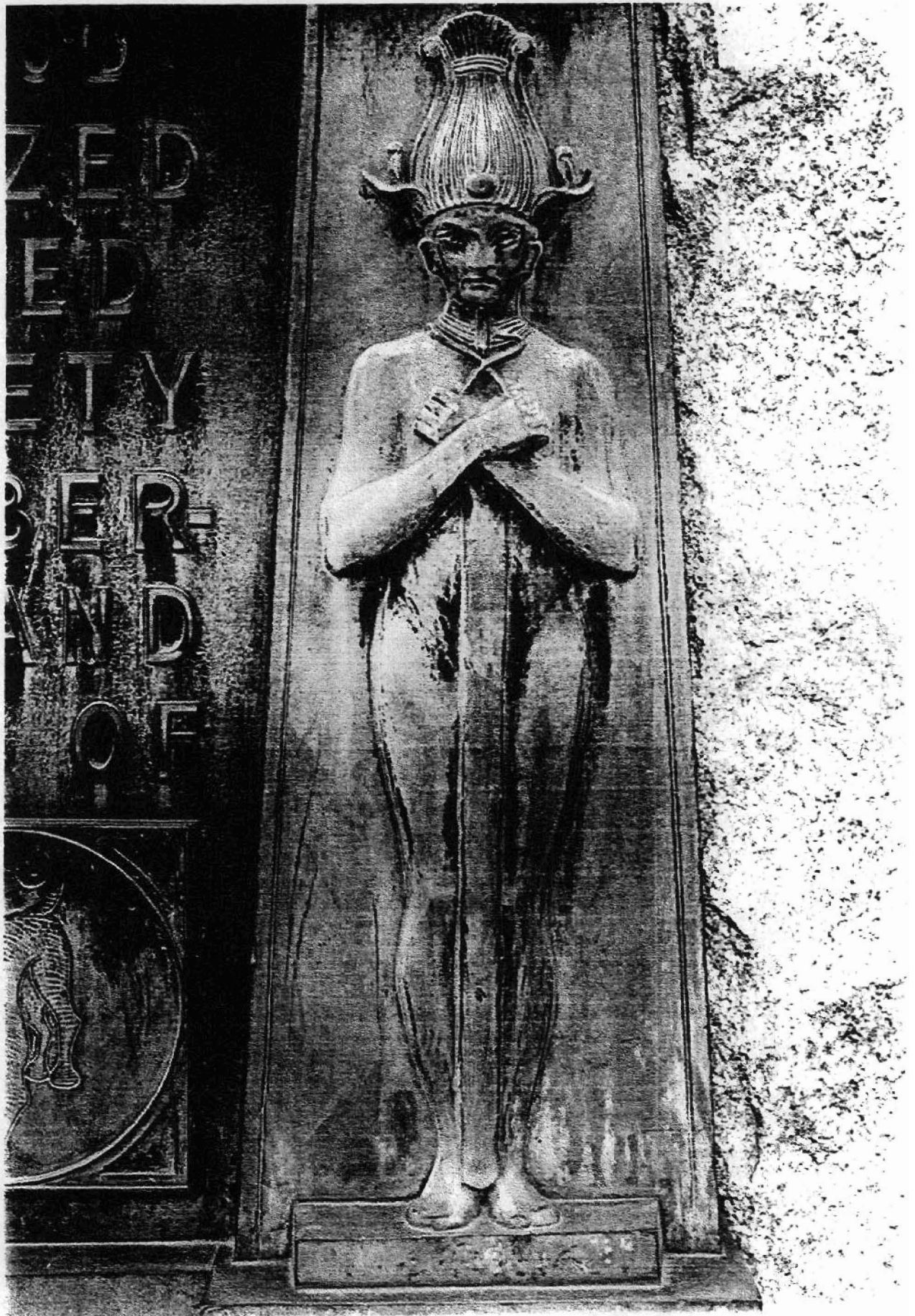
S. 090

ON THE SITE OF THIS BUILDING WAS ORGANIZED  
ON JANUARY 21ST 1892 THE CONCATENATED  
ORDER OF THE O-O-O-O SOCIETY  
FOR THE PURPOSE OF DISSEMINATING  
THE GOSPEL OF THE KINGDOM AND  
THE PROMOTION OF THE INTERESTS OF  
THE MANKIND  
HEREIN WE REQUEST THE PROVISION OF  
THE NECESSARY FUNDING  
BY THE FOLLOWING MEMBERS  
GEORGE W. SCHWARTZ  
ADAM S. SWIN



THIS TABLE WAS ERIGED IN APRIL 1892  
BY THE MEMBERS OF THE ORDER OF THE O-O-O-O SOCIETY  
AND IS A MEMORIAL TO THE FOUNDATION OF THE ORDER  
ON JANUARY 21ST 1892





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