

# Photo of the Month

## Dyke Lumber Company



Dyke Lumber Company, c.1925  
Rogers, Arkansas  
Neg. # N009217

“Experience is a key word in any business and Dyke Lumber Co. in Rogers is the epitome of experience.” This statement from a 1973 Rogers Daily News article only begins to illustrate the importance of Dyke Lumber Company in the history of the community. The image at right is the only known photograph of the business in the Rogers Historical Museum’s collections. It illustrates the lumber yard at its 113 North Fourth Street location during the mid-1920s.

As noted in a 1950 Rogers Daily News advertisement, Dyke Lumber Company “contributed to building Northwest Arkansas since 1870” and witnessed Rogers grow “from a small railroad construction camp to the present progressive city of many beautiful homes.” The company was in business for over one hundred years and recognized as one of the oldest businesses in Rogers. By the 1950s, Dyke Lumber Company operated stores not only in Rogers, but also in Bentonville, Fayetteville, and Siloam Springs.

The post-World War II years and the flooding of Beaver Lake witnessed an explosion in the construction and housing markets in Rogers, but the building trade conducted business somewhat differently than construction firms do today. During the 1940s and 1950s, most lumber yards also developed subdivisions

and built houses. The purchasing power of yards allowed these builders to erect homes less expensively than independent contractors could hope to do. As a result, many of the independent contractors were “wary” about dealing with some of the local yards. However, Dyke Lumber Company developed their business model around the notion of being a “friend of the contractors, not their competitors.”