City of
La Crosse, Wisconsin

Architectural and Historical
Intensive Survey Report



Mons Anderson House, 1855, 1878
Photo 1881

Intensive Historic Architecture Survey
City of La Crosse Project

City of La Crosse Planning Department
La Crosse, Wisconsin

Prepared by: Architectural Researches, Inc.
July 1996

City of La Crosse, Wisconsin

INTENSIVE SURVEY REPORT
Architectural and Historical Survey Project

by

Joan Rausch, Principal Investigator
and
Richard Zeitlin, Project Historian

Addendum
by

Joan Rausch, Architectural Historian and Principal Investigator
and
Carol Lohry Cartwright, Project Historian

Prepared for
City of La Crosse, Wisconsin

by

Architectural Researches, Inc.
La Crosse, Wisconsin

August 1984
Addendum, July 1996

The City of La Crosse Preservation Project has been funded with the assistance of a grant-in-aid from the National Park Service, U.S. Department of the Interior, under the provisions of the National Historic Preservation Act of 1966, as amended. Historic Preservation grants-in-aid are administered in Wisconsin. The contents and opinions in this publication do not necessarily reflect the views or politics of the National Park Service or the State Historical Society of Wisconsin. Grant coordination and administration were provided by the City Planning Department of the City of La Crosse, Wisconsin.

Intensive Survey Research Project Staff, 1983-1984
Joan Rausch, Architectural Historian
Dr. Richard Zeitlin, Project Historian
George Brown, Research Assistance

All chapters of this report dealing with the historical development of the city of La Crosse are prepared by Richard Zeitlin, Ph.D., project historian. All other material including the architectural history was prepared by Joan Rausch, architectural historian.

This project has been funded with the assistance of the grant-in-aid from the National Park Service, U.S. Department of the Interior, under provisions of the National Historic Preservation Act of 1966, as amended. Historic preservation grants-in-aid are administered in Wisconsin in conjunction with the National Register of Historic Places program by the Historic Preservation Division of the State Historical Society of Wisconsin. However, the contents and opinions contained in this publication do not necessarily reflect the views or policies of the National Park Service of the State Historical Society of Wisconsin.

Funding also was provided by the United States Department of Housing and Urban Development under the provision of Title I of the Housing and Community Development Act of 1974 as amended.

Acknowledgements

We appreciate all those who contributed information, support, cooperation and work, which made this publication possible. We are equally grateful to the following who gave invaluable assistance.

Area Research Library, Murphy Library, UW - La Crosse
Archives, La Crosse Public Library
Michael Morrissey, City Planning Department
Edwin Hill, Area Research Library, UW - La Crosse
Robert Funk, City of La Crosse Historic Sites Commission
Western Wisconsin Regional Arts, Pump House
Dr. Sheldon Smith, University of Wisconsin - La Crosse
Dr. Bruce Mouser, University of Wisconsin - La Crosse
Myer Katz
Dr. Barbara Lindner
Sandra Gue
Local Craftsmen: James Bruha, William Page, Sherman Miller, Frank Papenfuss, Louis Gautsch, George Jansky and Richard Meier.

Cover Photograph: Streetscape, South 4th and Jay Street, c. 1904.
Cover Design by Barbara Jorgenson Fischer.

ADDENDUM: 1995 INTENSIVE SURVEY PROJECT STAFF

Joan Rausch. Project Architectural Historian and Principal Investigator
Carol Lohry Cartwright, Project Historian
Douglas Connell, research assistant

The addendum to the chapters on Architecture, which includes Building Materials, Contractor Builders and Masons, Architects, Designers and Engineers, Residential Architecture, Architecture of Commerce and Industry, Public Buildings and Religious Structures, as well as Methodology, Survey Results and Recommendations were written by Joan Rausch. The addendum to the chapters on community history including the Overview Chapter were prepared by Carol Lohry Cartwright. Local research assistance was provided by Douglas Connell.

Acknowledgments

We appreciate all those who contributed information, support, cooperation and work on behalf of this project. We are grateful to the following, and anyone inadvertently missed, who gave invaluable information.

Local Research Assistance

Thomas P. Dockendorff, Department of Geography, St. Cloud, Minnesota

Library Assistance

Archives, State Historical Society of Wisconsin
Archives, La Crosse Public Library
Area Research Center, Murphy Library, University of Wisconsin-La Crosse
Archives, La Crosse County Historical Society

General Assistance

Division of Historic Preservation, State Historical Society of Wisconsin
John Florine, City Planning Department, La Crosse, Wisconsin

Abstract

The purpose of the 1995 Intensive Survey of the City of La Crosse was to update the Architectural and Historical Intensive Survey conducted in 1983-1984 and to prepare the National Register of Historic Places Nomination for the Cass-King Street Residential Historic District. Of the 2625 properties in the SHSW inventory of La Crosse architecture and of the approximately 525 new properties surveyed during the present survey effort, most of which were constructed between 1935 and 1950, 197 properties were determined to be potentially eligible for listing in the National Register of Historic Places. In addition, two residential districts that have become potentially eligible for listing in the National Register of Historic Places since the 1983 Intensive Survey were outlined. The Cass-King Street Residential Historic District and the 20th Street Historic District, which were combined into the one Cass-King Street Historic District proposed for listing in the NRHP, were identified during the previous survey in 1983. Sites specific research was conducted on the 409 properties located in the three historic districts and on the 197 properties potentially eligible individually for listing in the NRHP.

A discussion of these properties within the context of La Crosse's historical and architectural heritage is included in the Intensive Survey Report along with an explanation of the methodology of the survey and recommendations for historic preservation. The new information compiled during the 1995-1996 survey were added to the document in the form of an addendum to each chapter written during the 1983 Survey Report.

TABLE OF CONTENTS

ACKNOWLEDGMENT ii

ABSTRACT iv

CHAPTER

I. INTRODUCTION 1
Addendum: Introduction 4

II. METHODOLOGY 5
Addendum: Methodology 10

III. THEMATIC RESEARCH

1. Historical Overview, Early Settlement and Physical Development 14
Index of References: Historical Overview 24
Historical Overview Notes 28
Bibliography 31

2. Agriculture 34
Index of References: Agriculture 36
Agriculture Notes 36
Bibliography 37
Addendum: Agriculture 38
Revised List of Potentially Eligible and Listed Properties 39
Addendum Notes 39

3. Architectural History of La Crosse 40
Introduction 40
Building Materials and Labor Supply 41
Builders, Masons and Architects 54
Index of References: Building Materials and Labor Supply 72
Building Materials and Labor Supply Notes 73
Addendum: Building Materials, 84
Addendum: Builders, Contractors, and Masons 90
Addendum: Architects, Designers, and Engineers 100
Revised List of Potentially Eligible and Listed Properties 108
Addendum Notes 113

Residential Architecture 120
Index of References: Residential Architecture 144
Residential Architecture Footnotes 147
Addendum: Residential Architecture 150
Revised List of Potentially Eligible and Listed Properties 176
Addendum Notes 179

Architecture of Commerce and Industry 183
Index of References: Architecture of Commerce and Industry 197
Architecture of Commerce and Industry Notes 199
Addendum: Architecture of Commerce and Industry 203
Revised List of Potentially Eligible and Listed Properties 211
Addendum Notes 212

Public Buildings 214
Index of References: Public Buildings 218
Public Building Notes 219
Addendum: Public Buildings 221
Revised List of Potentially Eligible and Listed Properties 232
Addendum Notes 233

Religious Structures 235
Index of References: Religious Structures 239
Religious Structures Notes 240
Addendum: Religious Structures 242
Revised List of Potentially Eligible and Listed Properties 248
Addendum Notes 249

Architectural Bibliography 250

4. Commerce 253
Index of References: Commerce 259
Commerce Notes 260
Bibliography 261
Addendum: Commerce 262
Revised List of Potentially Eligible and Listed Properties 266
Addendum Notes 266

5. Education 267
Index of References: Education 271
Education Notes 272
Bibliography 273
Addendum: Education 275
Revised List of Potentially Eligible and Listed Properties 285
Addendum Notes 285

6. Ethnic Groups and Neighborhoods 287
Index of References: Ethnic Groups and Neighborhoods 293
Ethnic Groups and Neighborhoods Notes 294
Bibliography 296

7. Fine Art and Culture 297
Index of References: Art and Culture 298
Art and Culture Notes 299
Bibliography 299

8. Government 300
Index of References: Government Chapter 305
Government Notes 306
Bibliography 307

Addendum: Government 309
Revised List of Potentially Eligible and Listed Properties 314
Addendum Notes 315

9. Industry 316
Index of References: Industry Chapter 330
Industry Notes 332
Bibliography 335
Addendum: Industry 337
Revised List of Potentially Eligible and Listed Properties 345
Addendum Notes 346

10. Parks, Planning, and Landscape Architecture 347
Index of References: Parks, Planning and Landscape Architecture 350
Parks, Planning and Landscape Architecture Notes 351
Bibliography 352
Addendum: Parks, Planning and Landscape Architecture 354
Revised List of Potentially Eligible and Listed Properties 360
Addendum Notes 361

11. Recreation and Entertainment 362
Index of References: Recreation and Entertainment 364
Recreation and Entertainment Notes 364
Bibliography 365
Addendum: Recreation and Entertainment 366
Revised List of Potentially Eligible and Listed Properties 369
Addendum Notes 370

12. Religion 371
Index of References: Religion 378
Religion Notes 380
Bibliography 382
Addendum: Religion 384
Revised List of Potentially Eligible and Listed Properties 395
Addendum Notes 396

13. Social Activism 398
Index of References: Social Activism 406
Social Activism Notes 407
Bibliography 409
Addendum: Social Activism 411
Revised List of Potentially Eligible and Listed Properties 421
Addendum Notes 421

14. Transportation 423
Index of References: Transportation 428
Transportation Notes 429
Bibliography 430
Addendum: Transportation 432
Revised List of Potentially Eligible and Listed Properties 436
Addendum Notes 436

15. Notable People Chapter 438
Index of References: Notable People 444
Notable People Notes 445
Bibliography 445
Addendum: Notable People 447
Addendum Notes 451
Addendum: Bibliography 452

IV. SURVEY RESULTS 458
Individual Significant and Important Buildings and Sites 459
Historic Districts in the City of La Crosse 465
Proposed La Crosse Commercial District 465
Proposed Waterfront Historic District 471
Proposed Cass and King Streets Historic District 475
Proposed 20th Street Historic District 482
Addendum: Survey Results 486
Potentially Eligible and Listed Properties 487
Cass and King Street Residential Historic District 494
Potential Edgewood Place Residential Historic District 514
Potential 23rd and 24th Street Residential Historic District 517
National Register of Historic Places Nomination 525

V. RECOMMENDATIONS 526
General Considerations 526
Observations of Downtown La Crosse 526
Immediate Threats to Preservation 528
Recommended Education Use 529
Addendum: Recommendations 531
Observations 531
Social and Economic Benefits 533
Recommendations 538

APPENDIX

Introduction
Methodology



Photo by Joan Rausch, 1996

Madison Street
Cass and King Street Historic District

CHAPTER I

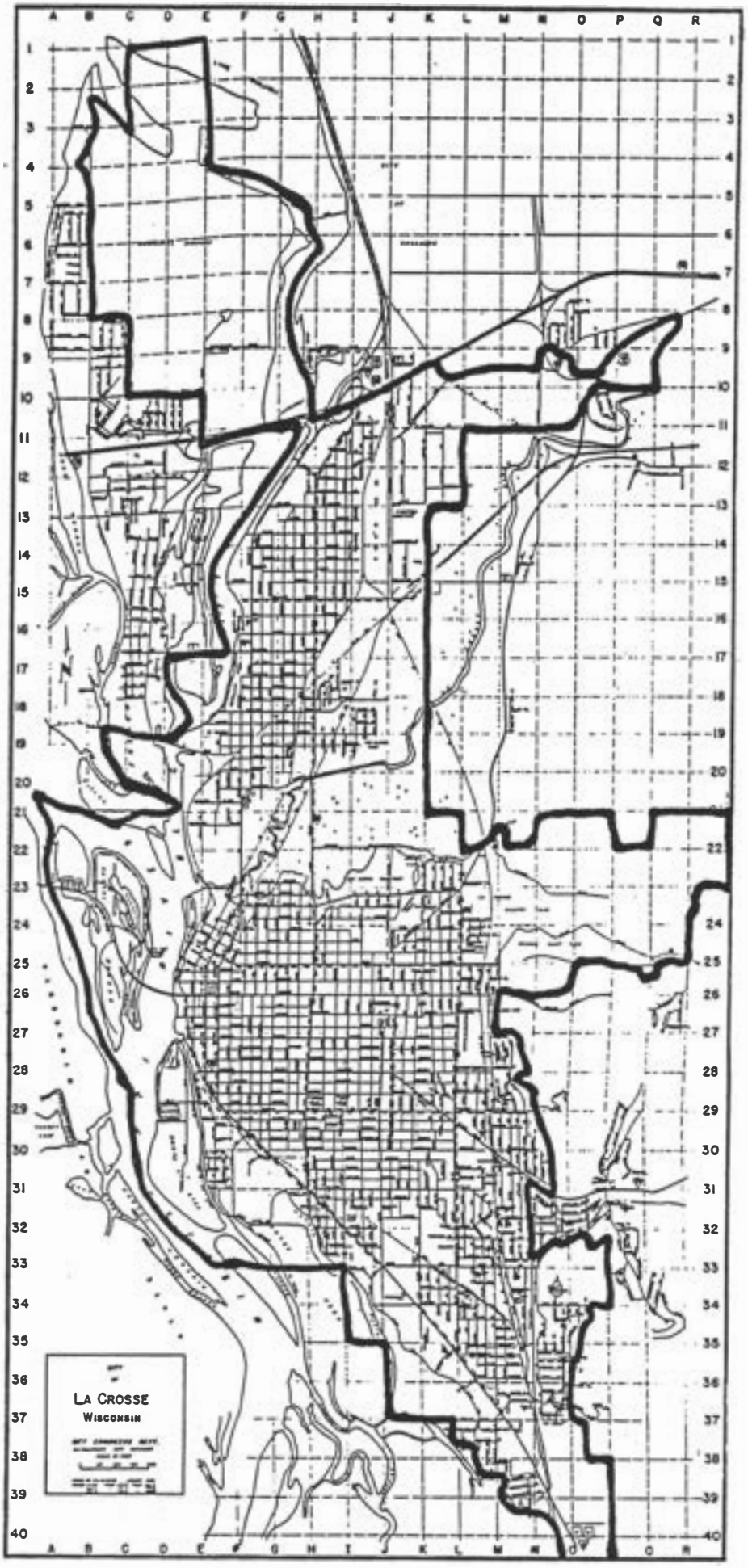
INTRODUCTION

The Historic Preservation Division of the State Historical Society of Wisconsin awarded the City of La Crosse a Historic Preservation grant-in-aid to conduct an intensive survey to indentify resources of historical and architectural significance. Executed during the period from October 1983 to August 1984, the major objective of the research project was to identify structures and districts of architectural or historical significance that are potentially eligible for nomination to the National Register of Historic Places. The survcey carried out by architectural historian Joan Rausch assisted by the consulting historian Dr. Richard Zeitlin and with research assistance by George Brown consisted of three major work elements: up-dating and completing 1977 reconnaissance survey; conducting an intensive survey and preparing a survey report and publication.

Conducted within the corporate limits of La Crosse (See map, page 2) structure by structure and street by street, the intensive survey identified approximately 2,625 sites of architectural and historical interest built, for the most part, prior to 1935. The area of Medary township recently annexed in July 1984 by the city of La Crosse was not included in the Intensive Survey. A state inventory card with accompanying photograph and a survey form was completed of the selected sites. Criteria, as set forth by the United States Department of Interior and the Historic Preservation Division of the State Historical Society of Wisconsin, were used to determine the architectural and historical meric, that is theNational Register potential of each of the structures surveyed.

In addition to survey forms, photographs and maps, the survey team compiled a research bibliography and a final report describing La Crosse's historical and architectural development. In the following survey report, the history of La Crosse is presented in the context of fifteen themes or study units. Structures were considered in terms of their association with the various themes. As only extant buildings at least 50 years of age were surveyed and researched, generally only extant structures are emphasized in the history and report. Time constraints imposed by the scope of the project did not allow the opportunity to research old buildings no longer standing. Also, the purpose of the research was to provide information necessary for the evaluation of historic structures, not to write a definitive history or architectural history of La Crosse.

Four historic districts were identified as part of the intensive architectural and historical survey of La Crosse. Identification of the boundaries delineated in cooperation with the Historic Preservation Division and survey forms and maps were prepared for all the potential historic districts. Finally, a survey publication presenting a brief history and architectural history of La Crosse, a



Map: Boundary of the City of La Crosse

description of significant properties, a discussion of potential historic districts and photographs was prepared for the City of La Crosse. Copies of the publication are retained by the City of La Crosse.

The La Crosse Intensive Survey may be used to help determine the eligibility of sites and structures for the National Register of Historic Places, to help evaluate the impact of federally-funded projects, and to help establish boundaries for proposed potential historic districts in the community. Secondarily, the survey increases public awareness of the wealth of La Crosse's history and architecture, provides a historical research base that serves as an introduction to further research or that complements existing research, and highlights priorities for conservation, restoration and rehabilitation in the community. Survey results are placed in the files of the Historic-Preservation Division of the State Historical Society in Madison and a copy is provided for the City Planning Department of the City of La Crosse. An extensive bibiliography of the sources associated with the history of La Crosse and its architecture is included with these materials.

ADDENDUM TO: INTRODUCTION

The 1995-1996 Intensive Survey of La Crosse, Wisconsin, was conducted to update the Intensive Survey conducted during the year 1983-1994. The major objective was to identify and research the historic resources potentially eligible for listing in the National Register of Historic Places. The City of La Crosse sought and was awarded a grant-in-aid by the Division of Historic Preservation to conduct the intensive survey. Intensive research of the significant properties encompassed much of the time spent on the project. Information gathered as a result of this intensive effort is contained in the addendums at the end of each chapter.

The Intensive Survey involved five basic work elements: reconnaissance survey, evaluation and research of individual properties potentially eligible for the NRHP, preparation of survey report, and preparation of the residential historic district nomination. Of the 2625 properties in the inventory and approximately 525 new properties surveyed during the reconnaissance phase, 197 sites, building, structures and objects were determined to be potentially eligible for listing in the National Register of Historic Places. Furthermore three residential districts identified as potentially eligible were researched. Research of the community's history and sites specific research of the potentially eligible properties, also referred to as significant properties, created the information base necessary for the validation and further evaluation of the historic properties and provided the information necessary to prepare the National Register of Historic Places Nomination for the Cass and King Street Residential Historic District at the end of the survey project.

During the final phase of the project, the La Crosse Intensive Survey Report was prepared. Updates of the 15 history and architecture chapters organized in the 1983 Survey were written in the form of addendums, located at the end of each chapter, focusing on the significant properties identified during the survey. The survey methodology of the 1995 Survey, as well as, the 1995 Survey results also are included as addendums to the 1983 chapters. **This Intensive Survey does not pretend to be a definitive history of La Crosse.** The intent of the survey is to provide a context for the evaluation of properties potentially eligible for listing in the National Register of Historic Places; however, it is intended that this Survey Report will promote an appreciation of La Crosse's history and its extant historic resources.

The Survey Reports and all other products of the survey were placed in the files of the Division of Historic Preservation. A copy of the Survey Report also is held by the City of La Crosse and by the city's libraries.

CHAPTER II

SURVEY METHODOLOGY

The intensive historical and architectural survey was conducted in the city of La Crosse beginning in mid-October 1983, and ending in August 1984. The research firms of Architectural Researches, Inc., owned by architectural historian Joan Rausch with Historical Resources, Inc., owned by historian Richard Zeitlin, Ph.D., executed the survey. During the later part of September 1983, the project staff attended an informational and organizational meeting with the Historic Preservation staff of the State Historical Society of Wisconsin. Generally, architectural historian, Joan Rausch, conducted the architectural field survey, researched local construction, prevalent architectural styles identified in the field survey, architects, builders, and individual sites and prepared the index cards and survey forms. Project historian Richard Zeitlin researched the history of the community, providing a historical context for the evaluation of historic structures, presenting it in this survey report according to fifteen themes as prescribed by the Historic-Preservation Division. Background historical research used to evalute the potential eligibility of significant individual sites to the National Register of Historic Places identified by the project historian and architectural historian was carried out by George Brown, historian.

The Intensive La Crosse Survey consisted of three major phases: (1) field survey, (2) Historical and architectural intensive survey, (3) preparation and presentation of the intensive survey report and of the survey publication.

Field Survey

Immediately following the pre-field preparation, the updating and supplementing of the existing 1977 reconnaissance survey of the entire City was undertaken by the architectural historian, Joan Rausch beginning in mid-October 1983. The entire city was divided into manageable quadrants and was surveyed structure by structure, street by street for sites of architectural significances or interest. Sites identified by local and historic sources as being historically important also were included. Black and white photographs of properties of historical and architectural interest were taken and field observations were recorded. In addition, a large scale map was prepared showing the new sites surveyed as well as previously surveyed sites. The Historic Preservation Divison had conducted a windshield survey of the city of La Crosse in 1977, that resulted in the identification of some 400 sites of historical or architectural interest. Using xerox copies of all the survey cards produced at that time, each site identified in the original survey was visually checked to determine

whether it had been significantly changed or demolished in the intervening period. Those sites which had been altered were re-photographed and a continuation card typed. Any alteration of the site or destruction of the site was noted directly on the photocopied inventory cards.

Intensive Survey

This phase of the survey contained basic work elements: research, preparation of "intensive survey forms," preparation of "district survey forms," and the evaluation of properties and districts for potential eligibility for the National Register of Historic Places. Each work element is discussed below.

1. Research: During and following the field survey, a complete historical research of the City with the intention of providing a general historical background and location of associated sites and structures was carried out by the project historian Dr. Richard Zeitlin. Building-related information of significant structures such as the name of the architect or builder, dates of construction and history of owners and uses were researched by historian George Brown and architectural historian Joan Rausch. Also, the project architectural historian researched the prevalent architectural styles identified in the field survey. Summaries of the research were prepared together with an annotated bibliography of sources consulted. The summaries and bibliographies are included in this intensive survey report and are arranged according to guidelines established by the Historic Preservation Division. Areas of research included agriculture, ethnic groups and neighborhods, industry, social activism, government, transportation, religion, schools, recreation, and architecture. Structures were considered in terms of their association with the various themes. A combination of post-1856 city tax records, the Area Research Library at the University of Wisconsin - La Crosse, maps, city directories, archives, local histories and newspapers located in the La Crosse public libraries were used to document the buildings and structures. The works of La Crosse's many nineteenth and twentieth century historians contained in published and unpublished books and documents were essential to the historical summaries contained in the survey report and this publication. Good sources of the history of La Crosse include, Sanford and Hirsch-heimer's A History of La Crosse, 1841-1900 (1951); Bryant's Memoirs of La Crosse County (1907), the Western Historical Company's Biographical History of La Crosse, Trempealeau and Buffalo Counties (1892). The architectural research of Dr. Leslie Crocker, his students and other local historians through the years has created a body of knowledge, which was utilized particularly in the architectural evaluations of the structures. Local craftsmen, particularly the bricklayers, contributed their recollections to the section on local construction.

An excellent collection of historical photographs are contained in Pratt and Owen's La Crosse Illustrated (1887) and Philippi Art Souvenir of La Crosse, Wisconsin, 1904, and at the Area Research Library.

2. Identification and Evalution of Significant Properties: During and after completion of the historic research and field survey, an analysis of the data by the consultants was made to determine properties of historical and architectural significance. Opinions of National Register eligibility were indicated on the intensive survey form, which was initialed and dated by the consultant rendering the opinion. The opinion of significance was based on the National Register criteria used to guide the states and Federal agencies in evaluating nominations for the National Register as follows.

The quality of significance in American history, architecture, archaeology, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and:

A. that are associated with events that have made a significant contribution to the broad pattern of our history; or
B. that are associated with the lives of persons significant in our past; or
C. that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
D. that have yielded, or may be likely to yield, information important in prehistory or history.

Ordinarily cemeteries, birthplaces, or graves of historical figures, properties owned by religious institutions or used for religious purposes, structures that have been moved from their original locations, reconstructed historic buildings, properties primarily commemorative in nature, and properties that have achieved significance within the past 50 years shall not be considered eligible for the National Register. However, such properties will qualify if they are integral parts of districts that do meet the criteria or if they fall within the following categories:

A. a religious property deriving primary significance from architectural or artistic distinction or historical importance; or
B. a building or structure removed from its original location but which is significant primarily for architectural value, or which is the surviving structure most importantly associated with a historic person or event; or
C. a birthplace or grave of a historical figure of outstanding importance if there is no other appropriate site or building directly associated with his productive life; or
D. a cemetery which derives its primary significance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events; or
E. a reconstructed building when accurately executed in a suitable environment and presented in a dignified manner as part of a restoration master plan, and when no other building or structure with the same association has survived; or

F. a property primarily commemorative in intent if design, age, tradition, or symbolic value has invested it with its own historical siginficance; or

G. a property achieving significance within the past 50 years if it is of exceptional importance.

On a local level of signifiance, the best of each style represented in the architecture found in La Crosse was selected by the project Architectural Historian and determined to be significant if the criteria of integrity were met. The Project Historian determined those remaining structures best associated with the lives of people, industries or commercial concerns important to the community on a local level.

3. Preparation of Intensive Survey Forms and Inventory Cards:

Intensive survey forms were prepared for all sites identified in previous and current surveys and for which there are inventory cards. For those sites determined to be architectural or historical significance, forms were completed containing much of the same information as required for a National Register nomination form. For sites that were identified at the reconnaissance level, but for which no significance has been found, basic locational information and a brief description were provided by the project architectural historian. Generally, the Project Architectural Historian was principally responsible for providing architectural descriptions of each site and opinions on the architectural significance of each. Likewise, the Project Historian was principally responsible for the historic information on each site, transferred where possible from the thematic research described above, and for opinions on the eligibility of each based on its historic significance. Also, upon completion of the field work, intensive index survey cards were prepared by the Project Architectural Historian for the new sites identified in the 1983-1984 survey and continuation cards were typed for additional photographs of sites surveyed in 1977. Photographs were dry-mounted on the cards by the survey staff. The city of La Crosse has received one clear photography of each completed intensive survey form. 3-1/2" x 5" photographs were attached to the forms.

4. Preparation of District Survey Forms: District survey forms were prepared for all districts identified and inventory cards were completed for all properties in the districts. The District areas were originally identified during the field survey by noticing concentrations of pivotal and contributing structures which seemed to be tied together by a unifying theme. Following consultation with the Historic Preservation Division, boundaries were set based on the property lines of those buildings which seemed to conform with the theme of the district. Once the boundaries were tentatively set, specific research on the architectural and historic character of the structures within the district was undertaken. Finally, the district boundaries

were adjusted, if warranted, after completing the site specific research. Large scale maps were made of each historic district clearly delineating boundaries, street names and landscape features. United by historical facts and a sense of cohesive architectural integrity, the properties within these districts were determined to be pivotal, contributing, or non-contributing. Pivotal structures are significant structures in the district potentially eligible for the National Registeron their own merit. Contributing structures help create the environment of the district, but are not significant representatives of architecture or history while non-contributing detract from the character of the district.

Preparation of and Presentation of Survey Report and Survey Publication

The Consultants prepared this intensive survey report that describes project objectives, methodology and that included background research. Contents of the report were reviewed by the Historic Preservation Division prior to final preparation of the Survey report. Five copies of the final report were submitted to the Historic Preservation Division and one copy was retained by the City Planning Department, City of La Crosse and by the A.R.C., Murphy Library, UW-La Crosse.

A survey publication including a brief history and architectural history of La Crosse, description of the survey, photographs, a description of the major significant properties and a discussion of potential historic districts was prepared. The text of the publication was submitted to the Historic Preservation Division prior to publication. 500 copies of the survey publications were retained by the city.

The Consultants, the City Planning Department of La Crosse and the Historic Preservation Division staff participated in two public meetings, one in February 1984 and the other to be held in September 1984. The first meeting introduced the project to the community. Residents particularly interested in and associated with the history of La Crosse attended the February meeting. The second meeting held in October 1984 presented the survey publication, the survey findings, the historic districts and information on the National Register Program.

ADDENDUM TO 1. SURVEY METHODOLOGY

The update of the Intensive Survey of the City of La Crosse was conducted between August 1995 and July 1996 by the research team of architectural historian Joan Rausch of Architectural Researches, Inc. and project historian Carol Lohry Cartwright. The work of the Intensive Survey was divided into five work elements : reconnaissance survey, evaluation and research of individual properties potentially eligible for the NRHP, preparation of survey report and preparation of the residential historic district nomination. The information gathered in the various phases were entered into the SHSW computerized inventory. Each work element is discussed in more detail below.

Following the initial organizational activity and review of the previous survey, the work of updating the 1983 Survey began with the reconnaissance survey and research of the properties on the list of potentially eligible properties created during the 1983 Survey was begun. Early in the survey, boundaries of the potential historic districts were determine by architectural historian Joan Rausch in consultation with James Draeger of the Division of Historic Preservation of the State Historical Society of Wisconsin. All properties located in the Cass-King Street Residential Historic District proposed for nomination to the National Register of Historic Places, as well as, the properties in the potential 23rd and 24th Street Historic District and in the potential Edgewood Place Historic District were added to the list of properties researched intensively during the 1995 Survey Project.

Reconnaissance Survey

The reconnaissance survey was conducted by architectural historian Joan Rausch beginning in August 1995. During the reconnaissance survey, all buildings, sites, structures and objects that have reached 50 years of age within the corporate limits of the city, were surveyed and evaluated structure by structure and street by street. Photographs were taken of properties previously surveyed that had been altered since the 1983 Survey and all index cards prepared in previous surveys were checked for accuracy and updated. Photographs were taken of and index cards were prepared for properties with historic integrity or of architectural interest that were constructed between 1935 and approximately 1950. All surveyed properties and potential historic districts were mapped on the city's base map. Properties found during the Reconnaissance Survey that have become eligible for listing in the National Register of Historic Places since the 1983 Survey were added to the list of properties undergoing intensive research.

Historic Research

Research of individual sites potentially eligible for the National Register of Historic Place was intended to provide supporting documentation used to evaluate their eligibility for listing in the

National Register of Historic Places and to provide data for the development of a historic context for the evaluation of other historic properties in La Crosse. Site specific research was collected jointly by the project historian Carol Cartwright, who researched the tax records and city directories, by Doug Connell, who researched his index of local newspapers and in some cases the records of the City's Water Department held by the La Crosse Public Library, and by architectural historian Joan Rausch, who researched the files begun in 1983 that are held by the Area Research Center at the University of Wisconsin-La Crosse and by Architectural Researches, Inc. The information gathered on each individual site was entered into the State Historical Society of Wisconsin's computerized inventory of La Crosse architecture.

During and following the research of individual buildings, an investigation of the themes of La Crosse's history, that were selected during the 1983 Survey according to the guidelines of the Division of Historic Preservation, was conducted by project historian Carol Cartwright. The historical information gathered during the research phase, written in the form of an addendum to each chapter, was used to update the history chapters written previously by Dr. Richard Zeitlin during the 1983 Survey. The addendums to the history of architecture chapters were written by architectural historian Joan Raucsh. Much of the sites specific information is contained in the addendums to the chapters on architectural history.

A major part of the research for the 1995 Intensive Survey of La Crosse occurred at the State Historical Society of Wisconsin through a cooperative effort with the Area Research Center at the University of Wisconsin-La Crosse. The History Room of the La Crosse Public Library and the archives of the La Crosse County Historical Society provided additional information on the City's historic resources and builders. The tax records of the City of La Crosse dating from 1857 to 1918 were researched for the construction dates and original owners [the historic name] of potentially eligible individual properties as well as all the properties in the potential historic districts evaluated as potentially eligible for listing in the National Register of Historic Places. The City Directories were used for properties after 1918; however, this proved to be problematic, in some cases, because the occupants listed were not always the owner of the building. In these cases, the City's water records, dating from the 1890s, were helpful; however, this also proved to be problematic because the water record often listed the name of the contractor builder or the name of person offering the lot for development. In general , a combination of these sources was used to determine a construction date for which a confirmation was often found in the newspaper files; however, newspaper collaboration of the construction date and the name of the builder or architect of new residences after the turn of the century became more difficult as the construction of new houses became less newsworthy. In almost all cases, newspaper information on the construction of public and religious buildings as well as industrial and commercial buildings was obtained. The Sanborn Insurance Maps of the City of La

Crosse dating from 1879- 1951 as well as the 1898 Atlas of the City showing outlines of the buildings also gave essential information on early buildings in La Crosse. Most of the research during the 1995 Survey was done using primary records. The secondary sources, such as the local histories and oral histories, were researched extensively during the 1983 Survey.

Identification and Evaluation of Significant Properties

During and after the completion of the historic research, an analysis of the data was made by the consultants to determine the final list of properties and districts potentially eligible for listing in the National Register of Historic Places. The opinions on the NRHP eligibility of the properties and districts identified during the reconnaissance survey and those previously identified during the 1983 Survey were based on the criteria published by the National Register of Historic Places. For criteria, see previous entry written during the 1983 Survey.

Generally Joan Rausch, project architectural historian and principal investigator, was responsible for providing opinions on the architectural significance and historic integrity of the historic properties. The project architectural historian also was responsible for determining the district classification of contributing and non-contributing. The staff of the Division of Historic Preservation was consulted when appropriate, such as when the integrity proved to be problematic. Generally, the best of each style based on comparison with all other buildings of the same style or type represented in the architecture of La Crosse was selected by the project architectural historian as potentially eligible for listing in the NRHP if the criteria of historic integrity was met. The project historian was consulted for questions of historical significance, that is, on those properties significant in history of the city or associated with a person who made a significant contribution to our history.

Preparation of Survey Report

This survey report prepared by Architectural Researches Inc. describes the project objectives, methodology, survey results and includes the background research. Updates of the 15 history and architecture chapters organized in the 1983 Survey were written in the form of addendums, located at the end of each chapter, focusing on the significant properties identified during the survey. The addendums to the chapters on Architecture, which includes Building Materials, Contractor Builders and Masons, Architects, Designers and Engineers, Residential Architecture, Architecture of Commerce and Industry, Public Buildings and Religious Structures, as well as Methodology, Survey Results and Recommendations were written by Joan Rausch. The addendums to the chapters on community history including the Overview Chapter were prepared by Carol Lohry Cartwright. Drafts of the chapters were reviewed by Joe DeRose of the Division of Historic Preservation at the State Historical Society of Wisconsin prior to the publication of the Intensive Survey Report.

The primary purpose of the Intensive Survey Report is to provide an architectural and historical context within which extant historic properties may be evaluated for their significance to our history. It is not intended to represent a definitive history of La Crosse. Such an effort would require considerably more research than included in the scope of this project. This document provides information for local planners and officials and for the Historic Preservation Division of the State Historical Society to assist them in planning decisions that impact or might impact the historic resources of the city. This report is designed to be a working document that will be updated and changed over time as research uncovers new information and as interpretations and needs change.

Preparation of National Register Nomination

Following the preparation of the Intensive Survey Report, a national register nomination of the proposed Cass-King Street Residential Historic District was written by historic consultants, Carol Lohry Cartwright and Joan Rausch. The National Register Nomination of the 287 properties in the Cass-King Street residential district was prepared according to the guidelines set forth by the National Register of Historic Places and the State Historical Society of Wisconsin. Two enlarged photographs of selected properties and street scenes were submitted with the nomination. A public meeting will be scheduled at least one month before the scheduled Historic Preservation Review Board meeting to inform and discuss the project with the property owners and other interested parties about the National Register National program

Historical Overview



Photo by Joan Rausch, 1996

South 17th Place
Cass and King Street Historic District

CHAPTER III

THEMATIC RESEARCH

1. HISTORICAL OVERVIEW, EARLY SETTLEMENT & PHYSICAL DEVELOPMENT

Early Settlement and Fur Trade

For thousands of years, native Americans inhabited the area which became La Crosse. During the 17th century, the native Americans came into contact with French fur traders who explored the Mississippi Valley. The French government from its headquarters in Canada claimed possession of a vast North American empire stretching from the Appalachian Mountains to the Rockies, although the Indians in the La Crosse area probably did not know or care about such facts.

What native Americans did care about, however, were the manufactured products available only from Europeans. Guns, knives, metal arrowheads and hatchets, wool blankets, cooking utensils, glass beads, as well as other manufactured trinkets, and alcoholic beverages revolutionized Indian material culture. The Indians traded furs to obtain the goods they grew to depend upon. As the fur trade increased in economic importance, rival groups of Europeans and Indians competed with one another for control of the lucrative business.

Competition led to imperial rivalries and wars. France forcibly relingquished its North American possessions to England in 1763. England legally ceded portions of its newly acquired territory to the upstart United States after the Revolutionary War ended in 1787. British fur traders and soldiers, however, did not vacate the Wisconsin area until the end of the War of 1812. American citizenship became one of the requirements for participating in the fur trade after 1816.

The area that became La Crosse was called "Prairie La Crosse," by the French. Prairie La Crosse was a meeting place for the Winnebago, a cross roads, and a convenient spot to engage in the Indian game similar to the sport of "La Crosse" from whence the locale got its name in 1805 after explorer Zebulon Pike visited.(1)

Fur traders from Prairie du Chien made stops at Prairie La Crosse. No post was established until 1840 when a trader named La Batt (La Bathe) set up a trade center south of what later became the City of La Crosse, but he did not remain long.(2)

In 1841, Nathan Myrick set out from Prairie du Chien to establish a trading post at Prairie La Crosse. Myrick erected a shack (not extant) on Barron's Island and spent the winter there. In 1842, Myrick and his partner, Harmon J. B. Miller, moved their operation to the mainland and constructed a 16' x 20' log house (not extant) at what is today the corner of Front and State Streets.(3) Myrick became the first real settler at Prairie La Crosse and his house was ". . . the only visible house on the prairie. . ."

According to an early resident, (4) Myrick involved himself in trading with steamboat men as well as with the Indians, and he became the postmaster of the site, whose name he shortened to La Crosse in 1843.(5)

Myrick added a shed to the log house and a 12' x 16' addition in 1843. He also began the first farming operation. Myrick's partner, H. J. B. Miller, built the second house at La Crosse, a 20' x 30' log structure (not extant) with a brick chimney at Second and Vine Streets.(6)

Other settlers drifted into La Crosse after 1843. These included George Fetherlein, Valentine Dinninger, who came with a group of five German immigrants, and William Gettinger, La Crosse's first carpenter.(7) John M. Levy, an adventurous English-educated German Jew, arrived from Prairie du Chien via St. Louis in 1845. Levy erected the first frame house at La Crosse in 1846 (actually part of a log home) at the north east corner of Front and Pearl Streets. Levy engaged in trade and his home served partly as a warehouse and partly as a hotel (not extant). In 1851 Levy sold the house and built another (not extant) on the next lot north of the original house.(8) The site of the Levy homes was gutted during the "extensive conflagration which swept over the city. . ." in 1862.(9) Levy and his wife resided at 721 South Fourth Street (not extant) after 1862.

Between 1845 and 1848 the population of La Crosse remained small. About twenty people resided in and around the community. Social life partially revolved around the bowling alley constructed by Myrick and Miller on Vine and Front Street (not extant). The Indians were removed by the U. S. government in 1848-1849.(10)

Myrick, Miller, Levy and the other pioneer residents at La Crosse were small scale entrepreneurs. They were brave and willing to endure the extreme hardships which life on the fringes of civilization required. The future city of La Crosse could not even be imagined. As one early traveler observed, "I first reached the place in the Fall of 1851. There were but few houses at that time, and they were principally on the bank of the river.(11)

A City Begins

The decade of the 1850's marked a turning point in the development of La Crosse. During these years, La Crosse made steps toward becoming an important city aided by several factors. La Crosse had certain geographical advantages. The prairie upon which the city grew, for example, was above the Mississippi River bank, which helped make floods uncommon. The floods of 1880 and 1965 were among the few that affected La Crosse significantly.(12) The prairie contained well-drained and fertile soil, which attracted agriculturally oriented settlers. The climate also favored agriculture. Perhaps the most important geographical feature of La Crosse, however, was its excellent steamboat landing site on Front Street where Spence Park now is. The landing area encouraged the development of a modern transportation system, which in turn encouraged increased settlement and the demand for additional transportation facilities. In addition, the nearby Black River pine forests which contained raw materials that drew people with capital

and enterprise to exploit the resources.(13)

Such individuals as Thomas B. Stoddard, Francis M. Rublee, S.D. Hastings, Charles A. Stevens, Robert Looney, Judge George Gale, Timothy Burns, and others brought money, credit, and political connection to La Crosse in the 1850's. They invested in and promoted the growth of saw mills, steamboats, railroads, and real estate. The federal government established a land sales office (not extant) at La Crosse in 1853 on Third Street. La Crosse County was organized in 1851, and a court house was erected on Fourth Street between State and Vine Streets. The first saw and grist mill (not extant) was built by Rublee, S. T. Smith, and John H. Simonton at the mouth of the La Crosse River 1853.(14) John Levy built a wharf (not extant) to facilitate steamboat docking in 1852 and the village of La Crosse was plotted the year before.(15)

La Crosse boomed from 1853 until the Panic of 1857. Land values soared. Mail was delivered three times per week. Six steamboats were built to serve the La Crosse trade on a regular basis. Railroad schemes occupied the thoughts of some, like Thomas Stoddard, who envisioned La Crosse becoming the center of a wester rail network and who labeled the growing community, "The Gateway City." Wholesale trade at La Crosse began to compete with Dubuque and Galena. Ferryboat serviced linked La Crosse with Minne-sota. La Crosse had a population of 573 inhabitants in 1853, and nearly tripled in size one year later. In 1856 the unimportant fur trade post established by Nathan Myrick became a city with three wards. The hotel district, between Vine and Pearl Streets extending from the Mississippi River four blocks eastward, was packed with transients. (None of the seven 1847-1857 hotels are extant.)(16) But the central business district along Front Street also played host to a rough frontier element. "Street brawlers and night loafers, saturated with bad whiskey, made darkness hideous. . . Black legs, pickpockets, and marauders. . .made La Crosse their. . .rendezvous for cime," noted one historian.(17) Respectable citizens, however, formed a vigilante group. In 1857 they suppressed the rowdies and went on with the business of creating a community, establishing homes, schools, churches, and an economy.

Business establishments were small. The limited amount of manufacturing that took place was of the craft type. Blacksmiths could turn out or repair a part or two for a mill, for instance. Shoe makers probably came closest to being manufacturers, and they were obliterated by the mass produced items that became available during the following decades. Beer-making at La Crosse was in its infancy. Gustavus Nicolai and John Gund produced quantities of local brew prior to 1857, but operations were on a modest scale. Even lumber production was limited, considering the untapped nature of Black River Country's pine forests.(18)

The Panic of 1857 checked but did not halt the development of La Crosse. Commodity prices dropped significantly and the building boom slowed. But the population kept increasing. In 1855, La Crosse boasted a population of 1,637. Five years later the figure reached 3,860 - a 130% increase.(19) In addition, the Milwaukee Railroad completed its railway to La Crosse in 1858, thereby linking the state's

only existing metropolis with the future second city of Wisconsin.

Take Off 1860 - 1880

The 1860's marked the real take-off period for La Crosse. A number of important factors influenced city developments. These included the developments and changes brought about by the Civil War; the establishment of the well capitalized, well managed Batavian Bank in 1862; the rise of lumbering, grain milling, local manufacturing, trans-shipment improvements, and railroading, and the growth of the local shipbuilding and steamboat industry. In addition, stage routes were established to supplement the growing railroad and steamboat networks.

Economic and demographic data reveal only part of the local picture. La Crosse attracted residents who were, generally speaking, hard-working, industrious, and thrifty. People from New England and the mid-Atlantic states joined with residents who had arrived from Europe. Germans, Norwegians, Irish, and English settlers, all with distinct cultural and religious backgrounds, accepted one another in an apparently non-hostile fashion. Ethnic divisions existed, but they never interfered with harmonious relations either during the 1850's or later when groups from more exotic homelands arrived at La Crosse. La Crosse has been very fortunate in this regard. Indeed, the European flavor exhibited by city residents, particularly in the 1880-1914 period, helped promote a lively, colorful, and well organized social life.

The Civil War affected La Crosse directly. Local men went off to distant battlefields where many were killed, wounded, or stricken by disease. The Mississippi River was a theatre of war, and grain shipments could no longer be transported to the markets of the South. East-West railroads became major grain movers, and La Crosse became a trans-shipment site for commodities. The Milwaukee Railroad built the first grain elevator (not extant) in La Crosse in 1861. Flour milling arose in the decade following and together milling and grain storage became an important industry. Steamboat construction was stimulated by the war. The Davidson brothers, William and Peyton, established a large boat yard and lumber mill in North La Crosse (not extant) in 1860 which thrived until the end of the steamboat era (1880-1885) and incidentally helped stimulate the growth of La Crosse as a major river port. Construction boomed as hundreds of buildings were erected, especially after a series of destructive fires swept the central business district in 1857, 1862, 1864, and 1867. Rebuilding projects took place after each fire. Stone and brick were required for buildings in the area between Front and Second Streets between Vine and Jay Streets after 1857 and the "fire proof" Central Business District area was expanded to Third Street in 1864 and to Fourth Street in 1869. A new county court house and jail (not extant) was constructed in 1867 while a city hall and central fire station was built on Main Street in 1869 (Map Code 78-32).(20)

Local politics became interesting as well as important during the 1860's and afterwards. The once all dominant Democratic Party splintered under the national rifts caused by sectional rivalry and the Civil War. Republicans emerged from the war time experience as the nation's, and Wisconsin's leading political

organization. Even so, La Crosse remained a center of Democratic strength. One of the nation's leading anti-war newspapers, Marcus M. "Brick" Pomeroy's La Crosse Democrat, achieved great fame and wide circulation during the war and after.(21)

The population of La Crosse grew between 1860 and 1870 by 101.7% to 7,785 making it one of the largest cities in Wisconsin. The rate of La Crosse's growth, moreover, made it likely that it would soon emerge as Wisconsin's second city. Indeed, La Crosse's population did keep expanding. By 1880, some 14,505 people lived in La Crosse - a growth rate of 86.3% for the decame of the 1870's.(22)

As the decade of the 1870's dawned, La Crosse business establishments were, for the most part, still modest. Some 27 grocery establishments, 10 dry goods stores, 5 druggists, 12 boot making shops, 8 clothing stores, 5 sellers of flour and feed, 5 jewelers, 4 booksellers, 4 furniture stores, 3 Yankee notions shops, 3 harness makers, 3 hat makers, 3 furriers, 3 tobacco sellers, 6 millinaries, 21 hotels, 57 saloons, 5 barbers, 5 blacksmiths, 10 carpenters, 5 paint stores, 7 meat sellers, 5 bakeries, 4 livery stables, 5 publishers, 4 photographers, 4 warehouses, 4 breweries and one distillery comprised local business establishments. A number of merchants became wholesalers, and the jobbing trade grew to be very large at La Crosse during the decade.(23) Merchants such as Mons Andersons, W. A. Roosevelt, John J. Hogan, and John Levy became important jobbers.

Certain blacksmith and foundry operations such as Bantam and Barcly's, the Pioneer Foundry (1857) and the M. Funk Steam Boiler and Iron Works Co. (1865) expanded greatly during the 1870's. Bantam and Barcly's became the La Crosse Plow Works when Albert Hirshheimer, an employee, bought the firm in 1863. Other metalurgical and machine shops arose such as John Torrance's La Crosse Foundry (1876), Frederick Thornley and Benjamin Ott's West Wisconsin Iron Works (1879), and William Powers Pumps (1867).

Brewing grew dramatically. John Gund established his own brewery in 1872 after withdrawing from a partnership with Gottleib Heileman in 1872. Gund's Empire Brewery (Map Code 9-15, 16, 17), Heileman's City Brewery (Map Code 21-27), and C.+J. Michel's Brewery (Map Code 18-1) all expanded during the 1870's, as did George Zeisler's Plank Road Brewery. Transportation improvements helped La Crosse's beer-makers reach out to distant markets.(24)

The steamboat trade continued to thrive during the 1870's. But it was the railroads that steadily became the dominant shippers of goods. The Milwaukee Railroad (Chicago, Milwaukee, and St. Paul) arrived in La Crosse in 1858. During the 1860's the corporation expanded the freight-handling capacity of its depot (not extant) north of the La Crosse River. A grain elevator was built in 1861. The area fronting the Mississippi River alongside the depot was filled and tracked, and freight docks were extended into the river. A planked bridge was built over the La Crosse River. A temporary railroad bridge was erected during the winter to link the depot with Minnesota, and ferries capable of transporting loaded railroad cars operated during the navigation season.(25)

During the 1870's the Milwaukee Railroad expanded its La Crosse operations considerably. The railroad company built a freight depot on Front and Vine Streets in 1874 (Map Code 79-10), which was enlarged in 1879. Between 1874 and 1879, the railroad ran a tracked levee along the western margin of Front Street extending southward to Division Street, thereby linking the main business district of the city with their central depot north of the La Crosse River. After a series of controversies, the Milwaukee Railroad bridged the Mississippi in five months time with a permanent structure in 1876, and this linked La Crosse to the expanding rail network of Minnesota, and shortly thereafter, with Dakota Territory. The bridge (Map Code 13-9) left Wisconsin at the foot of Island Street before arriving at the Minnesota community of La Crescent. Railroad shops were established near Car Street, and a large Round House near Gould Street was begun (completed by 1884) (Map Code 12-22).(26)

Two other railroads entered La Crosse in 1876. The Chicago and North Western (CNW) and the Green Bay and Minnesota shared track rights and depot facilities (not extant) at Ninth and Green Bay Street.(27) The CNW later built its own depot.

Local investors created the La Crosse Street Railway Company in 1879. The tracks ran along Mill Street (now Copeland Avenue) in North La Crosse to Windsor Street and south to Main along Third Street. The street railway was subsequently expanded and absorbed competing lines established in the 1880's.(28)

Lumbering grew tremendously, becoming the largest industry in La Crosse. Millions of board feet of pine lumber were sawed at the thirty-three mills located along the Mississippi and Black Rivers at La Crosse. Although not all of the mills operated simultaneously, La Crosse became one of the two or three most important lumbering centers on the Mississippi River. From 1869 to 1880 La Crosse saw mills more than tripled their production from 20,000,000 board feet per year to 74,000,000 board feet.(29) Lumber continued to dominate the La Crosse industrial scene until 1899. By 1906 none of the mills was operational.(30)

The lumber industry consumed the products of local manufacturers and jobbers. Bolts, harnesses, clothing, packed meats, and other items found their way into area lumber camps. Most of the working residents of North La Crosse, an incorporated village (1868) of approximately 1,800 people in 1870 and 6,267 people in 1880, found employment in the lumber industry. Several thousand residents of south La Crosse also worked in the lumber industry. North La Crosse was annexed in 1871 and became the city's Fifth Ward.(31)

Flour milling at La Crosse began in the 1870's. Wheat came from area farmers as well as from the frontier areas of southern Minnesota. The A. A. Freeman Mill (not extant) (1875) and the Listman Mill (1879) on Front Street and the Yeo and Clark Mill (1880) on Second Street (not extant) ground millions of bushels of wheat into flour. In addition, the 1861 Milwaukee Railroad grain elevator was replaced by an even larger structure (not extant) after being consumed by a fire in 1871. William Cargill built another large grain elevator along the railroad tracks between North and South La Crosse in 1877. The two

elevators "A" and "B" (not extant) enabled grain shipments to take place on a year round basis.(32) The milling and grain business remained an important part of the La Crosse economy until the 1890's.

The founding of the La Crosse Board of Trade in 1868 helped business leaders exert pressure on municipal authorities for city improvements such as more schools, better roads, sewers, fire protection and water systems. Board of Trade members also promoted La Crosse's reputation by making excursions to the expanding communities of the West and securing favorable treatment from the railroads. The Board of Trade, throughout the period ending in the 1920's actively promoted La Crosse business developments. Board of Trade Secretary Robert Calvert amassed a weath of tabular data which allowed the La Crosse business elite to keep abreast of local conditions and to take action to stimulate certain sectors of the economy. The Board of Trade, for example, was well aware of the decline which eventually overcame the lumber industry in the 1890's, and they subsidized new factories to provide employment and business opportunities for city residents, thereby preventing a general depression when the mills finally shut down.(33)

Boom Town

During the 1880's La Crosse became the second largest city in Wisconsin. The population had increased 86.3% since 1870 to a total of 14,505. Ten years later 25,090 people lived in the Gateway City, an increase of 73%. The value of La Crosse manufactured products rose 171% between 1880 and 1890. The value of merchandise sold by La Crosse citizens rose 378% during the decade, while railroad tonnage, a volume of trade measurement, rose 215%.(34)

The lumber industry thrived. City breweries in 1884 produced as much beer as did their Milwaukee counterparts.(35) New manufacturing firms were established, some with the help of the Board of Trade, while older ones were expanded. Additional railroad structures were built and a new line entered the city. Additional railroad structures were built and a new line entered the city. Hospitals and other health care facilities appeared. The number of city wards doubled to ten during the 1880's and doubled again in 1890. The city built a municipal water works building in 1880, expanding it in 1884 and again in 1891. Water mains appeared, some streets were graded, other streets were paved while sidewalks were added. New immigrants, such as the Bohemians and Poles, arrived starting in the late 1870's and continuing into the early 20th century when they were joined by still more recent arrivals. Ethnic groups formed voluntary associations which flourished as did churches, synagogues, and parochial schools.

Transportation improvements had great affects on La Crosse. The Chicago and North Western Railroad, for instance, built a large new depot (not extant) on Third and Vine Streets in the heart of downtown La Crosse in 1885. Two years later the CNW constructed a switching house (not extant) on North Sixth Street. The Chicago, Burlington, and Northern (later Chicago, Burlington and Quincy) built extensive yards and a large round house (not extant) in North La Crosse during 1888. The CBN helped

put an end to the steamboats on the Upper Mississippi, since their lines ran north and south along the eastern shores of the river and could, therefore, compete directly with the ship owners. Railroads were major employers of city labor, particularly in North La Crosse. La Crosse became an important rail center, the largest between Milwaukee and St. Paul.(36)

The Board of Trade helped manufacturers become established and helped existing companies expand. The La Crosse Plow Works, for example, was assisted. Egid Hackner founded a church altar manufacturing company in 1881 with Board of Trade help, and James A. Trane was assisted in the plumbing and heating business during 1885.(37)

The Catholic population of La Crosse experienced considerable growth. As a result, some five churches, a convent, two orphanages, a hospital, and a cathedral were erected between 1869 and 1891. Other religious groups also built structures.(38)

The German group at La Crosse enlivened the social life of the city by building the large multi-story Germania Hall in 1877. Germania Hall (not extant) served as a meeting place and as an outdoor beer garden. Other ethnic associations existed, but not on an extensive scale as those organized by the German community.(39)

Changes 1890 - 1920

The 1890's witnessed a slowing of La Crosse's dramatic growth. The population increased by 15.2% from 1890-1900 and only by 5.3% the following decade. Between 1910 and 1920 the population did not grow at all. By 1920, 30,421 people lived in La Crosse. Other Wisconsin cities such as Oshkosh, Racine, Kenosha, Green Bay, Sheboygan, and Superior grew more quickly than La Crosse in the same period.(40)

Several factors contributed to the slowdown. The lumber industry declined and then disappeared entirely. While no direct economic shock resulted from the loss of the city's major industry, the demise of lumbering did contribute to a slowed growth rate. The lumber industry's loss, in other words, was serious. If it had not been for the stimulation of other manufacturers, in part made possible by the activities of the Board of Trade, the loss undoubtedly would have been more severe.(41)

The Board of Trade pursued a cautious policy. Rather than risk attracting large industrial concerns to the city by offering inducements, the Board of Trade stimulated the business activities primarily of its own members. Board members Michael Fund and Albert Hirshheimer, for example, received substantial help in creating the La Crosse Rubber Mills in 1897. Large outside industries, on the other hand, were not encouraged to establish themselves in La Crosse. "We have perhaps been too conservative. . .," observed Board of Trade Secretary Robert Calvert. Calvert noted that the Board's caution in attracting larger industries to La Crosse had a positive effect in that, "we have also possibly been spared demoralizing failures."(42)

The demise of the steamboats also contributed to the slowdown at La Crosse. Whereas, La Crosse had been the center of waterborne as well as railroad transportation since the 1850's, river traffic had been eclipsed by 1900. Wisconsin's growing lakeshore communities, by contrast, retained both rail and ship facilities. In other words, cities with diversified transportation systems seemed to do better than those without such features during 1890-1920.(43)

The decline of La Crosse's growth had important long term effects on its approximately 10,000 industrial workers. "Intermittent employment" kept average industrial wages in La Crosse low. While the cost of living was below the Wisconsin and national average by 1929, and 60% of the working population owned homes, modest pay scales contributed to a modest local economy.(44) La Crosse remained an important wholesale as well as a manufacturing center, but the trend of continued growth had been checked.

World War I and its immediate aftermath also had effects on La Crosse. Germanic culture, so vital at La Crosse, became associated with anti-Americanism during the war. Berlin Street in North La Crosse, for example, became Liberty Street, just as sauerkraut became "liberty cabbage." The German Society changed its name to the Pioneer Club, and membership dropped.(45) German congregations held their services in English rather than their native language.(46) Movies and later radio contributed to a more homogeneous national culture. Prohibition (1918-1934) naturally affected La Crosse's large brewing industry adversely.

La Crosse's municipal government improved city facilities and the quality of life during the Progressive Era in the early Twentieth century. During the administrations of Wendell A. Anderson (1899-1901, 1907-1909) forty blocks in downtown La Crosse were paved with brick. Electric power lines were statutorily forced underground. After a long controversy, La Crosse improved its drinking water situation by changing the source of its water supply from the Mississippi River to deep wells in 1913. La Crosse's water works were among the largest in the state. Public health was placed under the supervision of professionals employed by the city.(47)

Anderson also supported the creation of a muncipal park system. In 1908 La Crosse established a Board of Park Commissioners and the Board hired nationally famous landscape Architect John Nolen, of Cambridge, Massachusetts to design a park system for the city. Nolen's recommendations for an eleven park system linked by boulevards and parkways were not immediately adopted, but nearly all of the major outlines of Nolen's plan were carried out by city officials in the years after 1911. Riverside Park was the most conspicous result of the Nolen program (Map Code 102-2).(48)

Lumber baron and two-term La Crosse mayor A. W. Pettibone donated 200-acre Barron's Island to the city for use as a park in 1890. Public bathing facilities at Pettibone Park appeared in 1904 and were upgraded over the years. Pettibone also endowed an independent board of trustees with $50,000 to care for the park. In 1912, the city acquired what is now Copeland Park in North La Crosse from local

businessmen as well as 533 acres of land on Grandad's Bluff (Map Code 102-18) east of the city, for use as a park. Other properties were also acquired for parks.(49)

Educational improvements were undertaken during this era. Public school buildings were improved. A new high school replaced the small 1878 structure on Cass and Fifteen Street (not extant). Designed by Chicago architect J. C. Llewellyn, the building was completed in 1907 and an annex added in 1912.(50) In 1905 the State Legislature created a Normal School at La Crosse for the purpose of training teaching professionals. A red brick multi-story building was constructed. Main Hall was started in 1908 at what is today the heart of the University of Wisconsin-La Crosse (Map Code SF 4-19).(51)

The Roaring Twenties

The decade of the 1920's was a growth period for La Crosse, as it was for other communities in Wisconsin and in the nation. The city population grew from 30,421 in 1920 to 39,614 in 1930, thereby surpassing Superior, Sheboygan, and Green Bay.(52) The 1920's was indeed a prosperous decade.

The local construction industry boomed. Over one hundred buildings per year were erected in La Crosse throughout the decade of the 1920's. The year 1927 set the record, with 175 new homes appearing. The Arlington and Edgewood Additions in the eastern part of the city experienced considerable growth as Spanish villas, English style Tudor homes, and attractive bungalows were built.(53)

Zoning laws were passed by municipal authorities. The zoning regulations assured La Crosse citizens that residential neighborhoods would not become centers of industry. Although no comprehensive city plan was adopted, the zoning regulations did mark a departure from the frontier ethic of laissez faire and towards a more sophisticated and more regulatory era.(54)

Schools were improved. North La Crosse got its own high school. Logan High School was built between 1921 and 1923 and a new additon (not extant) was completed in 1928. Roosevelt Elementary School at 1307 Hayes in North La Crosse was also completed in 1923 (Map Code 12-2), while St. Thomas Aquinas High School on South Eleventh Street was under construction in 1930 (Map Code 62-14).(55) The La Crosse Vocational and Adult School, established in 1912, which held classes at the seven room Longfellow Elementary School on Sixth and Vine acquired the entire building after 1918. In 1922 a fire gutted the structure and a new building was constructed on the site in 1923. The vocational school is now the Western Wisconsin Technical Institute (Map Code 78-20).(56)

By 1928 La Crosse had eleven grade schools, two public high schools, one parochial high school, two junior high schools, one vocational school, s State Teachers College, and nine parochial elementary schools. The quality of the La Crosse school system, and the amount of resources expended on learning, exclusive of buildings, did not rank highly when compared with other Wisconsin communities. La Crosse ranked tenth in the state in 1929.(57)

During the 1920's several La Crosse industries became very large indeed, and some were absorbed

by even larger nationally important corporations. The La Crosse Plow Works, for example, was acquired by the Allis Chalmers Company in 1929.(58) The Hans Motor Company, which became the National Gauge and Equipment Company in 1914, increased its business greatly during the1920's as automobiles became popular and cheaper. Its factory in North La Crosse at Gillette and Caledonia built a new structure, the R. E. McKenzie Building, 1648 Liberty Street, in 1922 (Map Code 82-23). In 1926 the firm was acquired by the Moto Meter Company of New York. The Moto Meter Gauge and Equipment Company became the largest producer of automotive gauges in the United States and was absorbed by the even larger and more diversified Electric Auto-Lite Company in 1929.(59)

The La Crosse Rubber Mills remained independent as it expanded its operations in North La Crosse on St. Andrew Street (Map Code 91-20). A four-story factory appeared at the site by 1923, and the rubber foot wear business grew to be an international one by the end of the 1920's. In 1925 the La Crosse Rubber Mills employed 1200-1500 workers, one of the largest employers of the labor force in the city.(60) The Trane Company expanded after moving to a new factory site on Second and Cameron Street in 1919 (not extant). The intervention of an improved radiator system and the general prosperity of the decade helped swell the company's sales and national importance.(61)

Working conditions during the 1920's were not improved in spite of the boom economy. While the total volume of business in all ninety-five La Crosse industries amounted to $23,054,922 in 1929, only 15% was returned to workers in the form of wages. Widespread use of child labor helped keep wages low. Workers put in nine to ten-hour days. No pension plan existed in any of the La Crosse firms.(62) Prohibition forced surviving breweries into the production of Ginger-Ale, Root Beer, and Malt tonic, while some skilled workers were laid off. Bootleggers, meanwhile, catered to a strong local market with spirits produced elsewhere.(63) Unions proved unable to win strikes. In the immediate post World War I era, for instance, strikes by local foundry workers and at the National Gauge and Equipment Company in favor of the eight-hour day were unsuccessful. A 1922 strike by Chicago Burlington and Quincy Railroad yard employees also was unsuccessful.(64)

The Great Depression

The disparity between profitable local and national business conditions and generally low wages was brought into stark relief during the 1930's. Workers had little to fall back on when prosperity ended and the Great Depression arrived. Sources of credit dried up, factories shut down or functioned at reduced levels, unemployment mounted and the populations of hobos shifted about along the railroads, surviving as best they could under the circumstances.

Unions became important during the 1930's with help from the New Deal administration of President Franklin D. Roosevelt. Unions were accepted as a feature of American industrial life with the passage of the Wagner Act (1935). New types of unions emerged, too. Up to the 1930's, unions for the

most part were organized by craft. The craft unions were loosely affiliated with one another within the American Federation of Labor. Craft unions had little interest in organizing entire industries and thereby allowing unskilled workers to become union members. During the Great Depression labor underwent great changes as the Congress of Industrial Organizations (CIO) began creating industry-wide unions.

CIO activities gained strength in La Crosse during the 1930's. A five-month strike at the La Crosse Rubber Mills was successful in 1934. Union activities also occurred at the Auto-Lite plant.(65) In spite of union activities, unemployment was a persistent problem in La Crosse, as it was throughout the nation during the Depression.(66)

Construction activity during the Great Depression took on a different form than it had during the 1920's. Few homes were built. Rather, government-sponsored public works projects attempted to improve the local economy during the lean years.

Federally sponsored projects were undertaken at La Crosse. These included a remodeling of the Vocational School, putting in sidewalks, and making improvements at Myrick Park, all with the help of the Works Progress Administration. The Civil Works Administration, another federal New Deal Agency, sponsored local projects such as the Onalaska Dam #7 on the Black River and the nine-foot channelization of the Mississippi River.(67) Emerson Elementary School on Campbell Road (No Photo) was constructed in 1938, Longfellow Junior High was built on Denton Street (Map Code 15-3), Logan High School (not extant) was expanded along with Roosevelt Elementary School on the North Side (Map Code 12-2).(68)

The outbreak of World War II and American involvement in the conflict several years later dragged the nation's economy out of the financial doldrums of the 1930's. The war generated economic recovery and set the stage for contemporary American society.

1940 - 1970

La Crosse grew from 42,707 inhabitants in 1940 to 47,535 by 1950.(69) While many young men were killed or seriously injured in the war, local industry flourished. Trane and Auto-Lite, for example, produced war material. The Exchange Building on Fifth and Jay Street (Map Code 21-32) was built in 1941 and was the largest building in the city. Unions supported the war by insuring industrial harmony.(70)

After the war, however, strikes again rocked La Crosse industries. Several strikes took place at the Trane Company between 1947-1948. Auto-Lite experienced labor difficulties as well. Northern Engraving and Auto-Lite closed their La Crosse operations in 1959. Between 1959 and 1960 La Crosse lost 25% of its manufacturing employment. Unemployment ranged between 7% and 9%. Municipal authorities hesitated to make improvements which would involve raising local taxes. When the inflationary trend of the 1970's took hold, improvements which appeared expensive in 1960 would seem cheap by comparison. La Crosse stopped growing.(71) Between 1950 and 1960 the housing supply

increased by 10.7% while the population grew by a mere 0.1%. Numerous homes were vacant, 15.7% were in a dilapidated state, 1238 (out of 15,513) lacked private toilets or running water, and another 367 had not hot water. Traffic problems were only partially alleviated by the construction of the Interstate Highway bridge over the Mississippi.(72)

In spite of the problem, La Crosse remained a pleasant environment. The 12,000 member work force found employment, however intermittent, in the approximately 175 small and large industries that existed. Tourism increased. The city retained its position as an important retail trade center. Growth occurred in several major areas including education, government, and medical services. A downtown rehabilitation program cleared eleven acres of La Crosse waterfront, preparing for hoped for new development. Merchants agreed on the need to revitalize the downtown by rehabilitating older structures, thereby making the area more attractive for area consumers.(73)

It is difficult to predict the course of future developments. The problems faced by La Crosse are ones which affect many communities in Wisconsin and in the nation. La Crosse grew when it was a center of transporation and industry. The railroads have gone the way of the steamboat, replaced by trucks and airplanes. Manufacturing has been seriously affected by foreign competition and other structural changes taking place in the industrial sector of the American economy. Service based industries have taken up some of the slack, but not all. Like other communities, La Crosse hopes for a "high tech" future to add to its culture as a convention center, a tourism site, a regionally significant center of retail trade, educational, and medical facilities. It hopes to retain its remaining major industries like Trane and Heileman. Whether or not these hopes prove to be realistic ones rests on luck, leadership, and making the city into a location that draws new investments. Features such as adequate parking, accessibility, specialized shopping outlets, and physical improvements geared to making the city attractive might well reinvigorate La Crosse.(74)

INDEX OF REFERENCES: HISTORICAL OVERVIEW

Study Units: All Units

Anderson, Mons: House-410 Cass Street (Map Code 10-37); Notable People Chapter; Commerce Chapter

Anderson, Wendell A.: Notable People Chapter; Government Chapter; Parks, Planning and Landscape Chapter

Burns, Timothy: Notable People Chapter; Ethnic Groups and Neighborhoods Chapter; Industry Chapter

Board of Trade: Ethnic Groups and Neighborhoods Chapter; Commerce Chapter; Industry Chapter

Copeland Park (F. A. Copeland), Rose and Copeland Avenues (no photo); Parks, Planning and Landscape Chapter

Davidson, William and Peyton: Transportation Chapter; Industry Chapter

Emerson Elementary School, Campbell Road and 21st Street (no photo); Education Chapter

Exchange Building, 201-205 South 5th Avenue (Map Code 21-32); Architecture Chapter

Funk, Michael: La Crosse Rubber Mills (Map Code 91-20); Industry Chapter; Notable People Chapter

Germania Hall: Recreation and Entertainment Chapter

Grandad's Park, Grandad Bluff (Map Code 102-18); Architecture Chapter; Parks, Planning and Landscape Chapter

Gund, John: Gund Empire Brewery, 2104-2219 South Avenue (Map Code 9-15, 16, 17); City Brewery, 1000 South 3rd Street (Map Code 21-27); Architecture Chapter; Industry Chapter

Gund Brewery, 2104-2130 South Avenue (Map Code 9-15, 16, 17); Architecture Chapter; Industry Chapter

Hackner, Egid: House-1235 Ferry Street (Map Code 16-23); Hackner Altar Factory, 810 South 2nd Street (Map Code 82-12); Art and Culture Chapter; Architecture Chapter; Industry Chapter

Heileman's City Brewery, 1000 South 3rd Street (Map Code 21-27); Architecture Chapter; Notable People Chapter; Industry Chapter

Hirshheimer, Albert: Plow Company Buildings-214 Pine Street (Map Code 79-7) and 525 South 2nd Street (Map Code 82-3); Industry Chapter; Notable People Chapter; Parks, Planning and Landscape Center

Hogan, J. J.: Commerce Chapter

La Crosse Democrat: Social Activism Chapter; Commerce Chapter

La Crosse Normal School (WSU-La Crosse), State Street (Map Code SF4-19); Architecture Chapter; Education Chapter

La Crosse Rubber Mills, 1407 St. Andrew Street (Map Code 91-20); Architecture Chapter; Industry Chapter

La Crosse Vocational School, 304 South 6th Street (Map Code 78-20); Education Chapter; Architecture Chapter

Levy, John: Notable People Chapter; Architecture Chapter; Religion Chapter; Commerce Chapter

Longfellow Junior High School (nor Middle School), Denton Street (Map Code 15-3); Education Chapter; Architecture Chapter

Michel's (C. J.) Brewery, 710 South 3rd Street (Map Code 18-1); Michel House-1431 Cass Street (Map Code 2-20); Architecture Chapter; Industry Chapter

McKinzie (R. E.) Building, 1648 Liberty Street (Map Code 82-23); Architecture Chapter; Industry Chapter

Miller, H. J. B.: Commerce Chapter

Milwaukee Railroad: Railroad Bridge, North La Crosse (Map Code 13-9); Milwaukee Railroad Freight Depot, 107 Vine Street (Map Code 79-10); Milwaukee Round House, 300 Milwaukee Street (Map Code 12-22); Architecture Chapter; Transportation Chapter

Myrick, Nathan: Architecture Chapter; Notable People Chapter; Commerce Chapter

Myrick Park, La Crosse Street (Map Code 95-15); Social Activism Chapter; Parks, Planning and Landscape Chapter; Architecture Chapter; Recreation and Entertainment Chapter

National Gauge and Equipment Company: Building-Caledonia and Gillette Street (Map Code 102-19); Industry

Chapter

Nolen, John: Riverside Park (Levee Park), end of State Street (Map Code 102-2); Architecture Chapter; Parks, Planning and Landscape Chapter

Pettibone, A. W.: Pettibone Park, Pettibone Island (Map Code 22-22); Architecture Chapter; Parks, Planning and Landscape Chapter

Pomeroy, Marcus (editor, La Crosse Democrat): Art and Culture Chapter; Government Chapter; Commerce Chapter; Social Activism Chapter

Roosevelt, W. A.: Building-230 North Front Street (Map Code 15-16); Notable People Chapter; Commerce Chapter; Architecture Chapter

Roosevelt Elementary School, 1307 Hayes Street (Map Code 12-2); Architecture Chapter; Education Chapter

Rublee, Francis: Industry Chapter

St. Thomas Aquinas High School, South 11th Street (Map Code 62-14); Education Chapter; Religion Chapter; Architecture Chapter

Simonton, John: Industry Chapter

Stoddard, Thomas B.: Government Chapter

Stoddard Fire Station and City Hall and Jail, 507-509 Main Street (Map Code 78-32); Architecture Chapter; Government Chapter

Trane, James: Building-2313 South 16th Street (Map Code 25-3); Industry Chapter; Notable People Chapter

Trane Company: Building-2313 South 16th Street (Map Code 25-3); Notable People Chapter; Industry Chapter

HISTORICAL OVERVIEW, EARLY SETTLEMENT & PHYSICAL DEVELOPMENT NOTES

1. Western Historical Co. History of La Crosse County, Wisconsin (Chicago, 1881), pp. 329-330.

2. Morrison McMillan, "Early Settlement of La Crosse and Monroe Counties" Collections of the State Historical Society of Wisconsin, Vol. 4 (1906), p. 383.

3. 1881 History, p. 342; Lewis Publishing Co. Biographical History of La Crosse, Trempealeau and Buffalo Counties (Chicago, 1892), passim.; Albert H. Sanford and H. J. Hirshheimer, A History of La Crosse, Wisconsin 1841-1900 (La Crosse, 1951), p. 20.

4. Lafayette H. Bunnell, Winona and Its Environs on the Mississippi, (Winona, 1897), pp. 208-209.

5. Sanford and Hirschheimer, History of La Crosse, p. 27.

6. Ibid., pp. 20-22.

7. 1881 History, pp. 363-364.

8. Sanford and Hirshheimer, History of La Crosse, p. 32.

9. Ibid., pp. 363-364.

10. Ibid., pp. 363-364.

11. McMillan, "Early Settlement of La Crosse," p. 387.

12. Department of the Army, St. Paul District, Corps of Engineers, Flood Plain Information on Mississippi River and Tributaries in Vicinity of La Crosse, Wisconsin (St. Paul, 1970), p. 2.

13. J. J. Esch, "On the Future of La Crosse," Nordstern Jubilee (1907).

14. 1881 History, pp. 394-395; McMillan, "Early Settlement of La Crosse," p. 383.

15. Benjamin F. Bryant, Memoirs of La Crosse County Wisconsin From the Earliest Historical Times Down to the Present (Madison, 1907), pp. 32, 35.

16. Ibid., p. 171; 1881 History, pp. 402-404, 408; Albert H. Sanford Papers 1783-1943, La Crosse Public Library Archives, box 4.

17. 1881 History, p. 408.

18. Ibid., p. 400.

19. Sanford and Hirshheimer, History of La Crosse, p. 82.

20. Ibid., p. 102.

21. Ibid., pp. 99-100.

22. Wisconsin Blue Book 1913 (Madison, 1913), p. 108.

23. 1868 City Directory, p. 4.

24. Steven M. Baier, "A History of the Brewing Industry in La Crosse," unpublished typescript (1976), La Crosse Area Research Center.

25. Bryant, Memoirs of La Crosse, p. 71; Sanford and Hirshheimer, History of La Crosse, pp. 134-135; Milwaukee Lithography Co., La Crosse Wisconsin, 1873 (Milwaukee, 1873); H. E. Rogers, "The Car Ferry From La Crosse to Grand Crossing, Minnesota," La Crosse County Historical Sketches, series 2 (La Crosse, 1935), pp. 31-35.

26. H. I. Bliss, Map of the City of La Crosse 1874 (La Crosse, 1874); Map of the City of La Crosse, 1880 (La Crosse, 1881); Bryant, Memoris of La Crosse, p. 74; Robert Calvert (comp.), Annual Report of the Board of Trade of the City of La Crosse, Wisconsin 1879 (La Crosse, 1879), pp. 20-22.

27. 1881 History, p. 590; Sanford and Hirshheimer, History of La Crosse, p. 147.

28. Bryant, Memoirs of La Crosse, pp. 75-76.

29. Sanford and Hirshheim, History of La Crosse, p. 155.

30. Ibid.

31. Barbara J. Lindner, "Working Class Culture and Unionization in North La Crosse, Wisconsin," unpublished PhD. thesis, Bowling Green State University (1983), pp. 30-31.

32. Sanborn-Perris Map Co. La Crosse, Wisconsin 1887 (New York, 1887).

33. 1891 Report of the Board of Trade, p. 24.

34. Ibid.; 1913 Wisconsin Blue Book, p. 108.

35. Baier, "Brewing in La Crosse," p. 2.

36. Lindner, "Working Class Culture of Unionization in North La Crosse," p. 33; Bryant, Memoirs of La Crosse, p. 71.

37. 1881 History, p. 640; 1900 City Directory, p. 561; La Crosse Tribune May 10, 1931; 1887 Report of the Board of Trade, p. 25.

38. James E. Biecher, "Killian C. Flasch the Second Bishop of La Crosse," unpublished MA thesis St. Paul's Seminary (1958), p. 37.

39. 1881 History, p. 628.

40. 1913 Wisconsin Blue Book, p. 108; 1931 Wisconsin Blue Book, p. 610.

41. H. J. Hirshheimer, "The Passing of the Sawmills and the Growth of Manufacture in La Crosse," La Crosse County Historical Sketches, Ser. 3 (La Crosse, 1937), pp. 59-67.

42. 1887 Report of the Board of Trade, pp. 22, 25.

43. 1913 Wisconsin Blue Book, p. 108; 1931 Wisconsin Blue Book, p. 610.

44. 1900 City Directory, pp. 40-41; Aubrey W. Williams (comp.), The La Crosse Citizens Survey (n.p. 1930), p. 20.

45. Deutscher Verein of La Crosse Records 1859-1937, La Crosse Public Library Archives.

46. Centennial Booklet of the First Evangelical Lutheran Congregation La Crosse, Wisconsin 1859-1959 100 Years of Grace (n.p., 1959), p. 2.

47. Wisconsin Railway Commission to City Clerk, Sept. 16, 1908, Wendell A. Anderson Papers 1860-1917, La Crosse Public Library Archives, box 3; La Crosse Citizens Survey, p. 32; Sanford and Hirshheimer History of La Crosse, p. 187; Annual Report of the City Engineer, Jan. 21, 1901, Anderson Papers, box 1; W. A. Anderson to La Crosse Gas and Electric Company, May 20, 1907 ibid. box 3; City Engineer to W. A. Anderson, Oct. 6, 1908, ibid.

48. John L. Nolen, The Making of a Park System in La Crosse (La Crosse, 1911), pp. 13, 21; John Nolen to W. A. Anderson Jan. 9, 1909, Anderson Papers, box 2; Nolen to Anderson, Jan. 23, 1909, ibid.

49. Stanley N. Miller, "A History of La Crosse, Wisconsin 1900-1950," unpublished Ed. thesis, George Peabody College for Teachers (1959), p. 73.

50. Ibid., p. 88.

51. Ibid., pp. 113-114; George R. Gilkey, The First Seventy Years: A History of the University of Wisconsin La Crosse 1909-1979 (La Crosse, 1981), p. 7.

52. 1931 Wisconsin Blue Book, p. 610.

53. Miller, "A History of La Crosse," pp. 145-146.

54. John Nolen to James R. Kinsloe, Nov. 26, 1919, Hixon and Company Papers 1856-1928, La Crosse Area Research Center, box 69.

55. Miller, "A History of La Crosse," pp. 180-182; Sheldon Smith, "Of Bar's, Boy's Clubs and Businessmen: Leadership Networks of North La Crosse," paper presented at Central States Anthropological Society Convention,

Cincinnati 1981, pp. 37-39.

56. Miller, ibid., pp. 93-94, 182; School Census, May 3, 1900, Anderson Papers, box 2.

57. La Crosse's Citizen's Survey, p. 37.

58. Meyer Katz, "The Hirshheimer Saga," Part I, La Crosse County Historical Society, Historical Notes, Vol. 2, No. 3 (July, 1975), p. 3; ibid. Park II in Vol. 2 No. 4 (August, 1975), p. 4.

59. La Crosse Tribune July 17, 1927; Lindner, "Working Class Culture and Unionization in North La Crosse," p. 46; Archie Currie Interview, Oral History Project, University of Wisconsin - La Crosse (1975), unpublished transcript, Chapt. 2, pp. 10-15; Raymond C. Bice Interview, Oral History Project, University of Wisconsin - La Crosse (1974), unpublished transript 4 Vols, Vol. 2, p. 25F, La Crosse Area Research Center.

60. Lindner, "Working Class Culture and Unionization in North La Crosse" pp. 70, 72; La Crosse Rubber Mills Co., The Manufacture of Rubber Footwear: An Illustrated Story of Rubber from Its Growth to the Finished Product (n.p., 1925), p. 27.

61. Trane Company Miscellaneous Papers 1947-1973, La Crosse Area Research Center, folder 1.

62. La Crosse Citizen's Survey, pp. 22-25.

63. Miller, "A History of La Crosse," pp. 134-135.

64. Ibid. pp. 36-37; Lindner, "Working Class Culture and Unionization in North La Crosse," pp. 43-45.

65. Lindner, ibid., pp. 84-85; Archie Currie Interview, Chapt. 1, pp. 15-18.

66. Miller, "A History of La Crosse," p. 202.

67. Ibid., p. 218.

68. Ibid., pp. 202-210.

69. 1942 Wisconsin Blue Book, p. 435; 1962 Wisconsin Blue Book, p. 666.

70. Miller, "A History of La Crosse," p. 277.

71. Ibid., Currie Interview, Chap. 5, p. 19; Candeub, Fleisig and Associates, City of La Crosse, Wisconsin Summary Master Plan (n.p. 1962), pp. 3-4.

72. Candeub, Fleissig and Associates, ibid., pp. 39, 27.

73. Fritz Sauer, Preferences of Action in Downtown La Crosse (Eau Claire?, 1978-1982); La Crosse Area Research Center; 1953 City Directory, XIII; The Gateway City La Crosse, Heart of the Coulee Region (n.p. n. d. 1951?).

74. Brady J. Foust, Market Area and Threshold Analysis General Comments and Specific Recommendations for La Crosse (n.p.n.d.), pp. 16-17, La Crosse Area Research Center.

BIBLIOGRAPHY

Anderson, Wendell A. Papers 1860-1917, La Crosse Public Library Archives. Interesting and helpful.

Baier, Steven M. "A History of the Brewing Industry in La Crosse," unpublished typescript (1976) La Crosse Area Research Center. Very complete and thorough.

Bice, Raymond C. Interview, Oral History Project, Unviersity of Wisconsin - La Crosse (1974), unpublished transcript, 4 Vols., La Crosse Area Research Center.

Biecher, James E. "Killian C. Flaschtke Second Bishop of La Crosse," Unpublished MA thesis St. Paul's Seminary (1978). Specific.

Bliss, Henry I. Map of the City of La Crosse (La Crosse 1874, 1880, 1891).

Bryant, Benjamin F. Memoirs of La Crosse County From the Earliest Historical Times Down to the Present (Madison, 1907). Useful and informative by local postmaster, judge, and Republican Party leader.

Bunnell, Lafayette H. Winona and Its Environs on the Mississippi (Winona, 1897). Good on the period of early settlement. Pioneer account.

Calvert, Robert (comp.) Annual Report of the Board of Trade of the City of La Crosse, Wisconsin, 1879, 1881-1900 (La Crosse, 1879, 1881-1900). A wealth of information.

Candeub, Fleissig and Associates. City of La Crosse, Wisconsin Summary Master Plan (n.p. 1962). The best of the La Crosse planning studies.

Currie, Archie Interview, Oral History Project, University of Wisconsin-La Crosse (1975), unpublished transcript, La Crosse Area Research Center. Excellent on unions and the period 1920-1970.

Department of the Army, St. Paul District, Corps of Engineers. Flood Plain Information on Mississippi River and Tributaries in Vicinity of La Crosse, Wisconsin (St. Paul, 1970). Contains useful data on floods and river topics.

Centennial Booklet of the First Evangelical Lutheran Congregation La Crosse, Wisconsin 1859-1959 100 Years of Grace (n.p., 1959). Specific.

Deutscher Verein of La Crosse. Records 1859-1937, La Crosse Public Library Archives. Very complete and well organized.

Esch, J. J. "On the Future of La Crosse," Nordstern Jubilee (La Crosse, 1907). Opinions by prominent Congressman.

Foust, J. Brad. Market Area and Threshold Analysis General Comments and Specific Recommendations for La Crosse (n.p.n.d.). Planning document.

Gateway City La Crosse, Heart of the Coulee Region (n.p., n.d.), Boosteristic.

Gilkey, George R. The First Seventy Years: A History of the University of Wisconsin - La Crosse 1909-1979 (La Crosse, 1981). Good information on schools.

Hirshheimer, H. J. "The Passing of the Sawmills and the Growth of Manufacturers in La Crosse," La Crosse County Historical Sketches, Series 3 (La Crosse, 1937). Excellent and very thorough.

Hixon and Company, Records 1856-1928, La Crosse Area Research Center. Papers of Hixon Company, including activities of George C. Hixon, a civic minded La Crosse business leader.

Katz, Meyer. "The Hirshheimer Saga," part I, La Crosse County Historical Society, Historical Notes, Vol. 2, No. 3 (July, 1975) and Part II in Vol. 2, No. 4 (August, 1975). Biographical account of important business leader.

La Crosse Rubber Mills Company. The Manufacture of Rubber Footwear: An Illustrated Story of Rubber from its Growth to the Finished Product (La Crosse, 1925). Very interesting account along with information on an important La Crosse industry.

Lewis Publishing Company. Biographical History of La Crosse, Trempealeau, and Buffalo Counties, Wisconsin (Chicago, 1892). Useful biographical information.

Lindner, Barbara J. "Working Class Culture and Unionization in North La Crosse, Wisconsin." Unpublished PhD thesis Bowling Green State University (1983). Useful information on North La Crosse.

McMillan, Morrison. "Early Settlement of La Crosse and Monroe Counties," Collections of the State Historical Society of Wisconsin, Vol. 4 (1906). Pioneer reminiscence.

Miller, Stanley N. "A History of La Crosse, Wisconsin 1900-1950." Unpublished Ed. thesis, George Peabody College for Teachers (1959). Very good on 1920-1940.

Milwaukee Lithography Company. La Crosse, Wisconsin 1873 (Milwaukee, 1873). Bird's eye.

Nolen, John L. The Making of a Park System in La Crosse (La Crosse, 1911). Landscape Architecture in La Crosse.

Rogers, H. E. "The Car Ferry From La Crosse to Grand Crossing, Minnesota," La Crosse County Historical Sketches, Series 2 (La Crosse, 1935). Specific and interesting.

Sanborn-Perris Map Company. La Crosse, Wisconsin 1879, 1881, 1884, 1887, 1891, 1921, 1951 (New York 1879-1951).

Sanford, Albert H. Papers, 1783-1943, La Crosse Public Library Archives. Notes compiled for book, some quite useful.

Sanford, Albert H. and Hirshheimer, H. J. A History of La Crosse, Wisconsin 1841-1900 (La Crosse, 1951). The classic account.

Sauer, Fritz. Preferences of Action in Downtown La Crosse (n.p. 1978?). Planning document.

Smith, Sheldon. "Of Bar's, Boy's Clubs and Businessment: Leadership Networks of North La Crosse." Unpublished papers, presented at Central States Anthropological Society Convention, Cincinnati, Ohio 1981. Very interesting and contains sociological information.

Wellege, H. and Company. La Crosse, Wisconsin 1887 (Milwaukee, 1887). Bird's Eye.

Western Historical Company. History of La Crosse County, Wisconsin (Chicago, 1881). Used carefully.

Williams, Aubrey W. (comp.) The La Crosse Citizens Survey (n.p. 1930). Very useful, survey of La Crosse conditions 1920-1929.

Wisconsin Blue Book 1913, 1931, 1942, 1962 (Madison 1913, 1931, 1942, 1962). Good source for population trends.

History of Agriculture

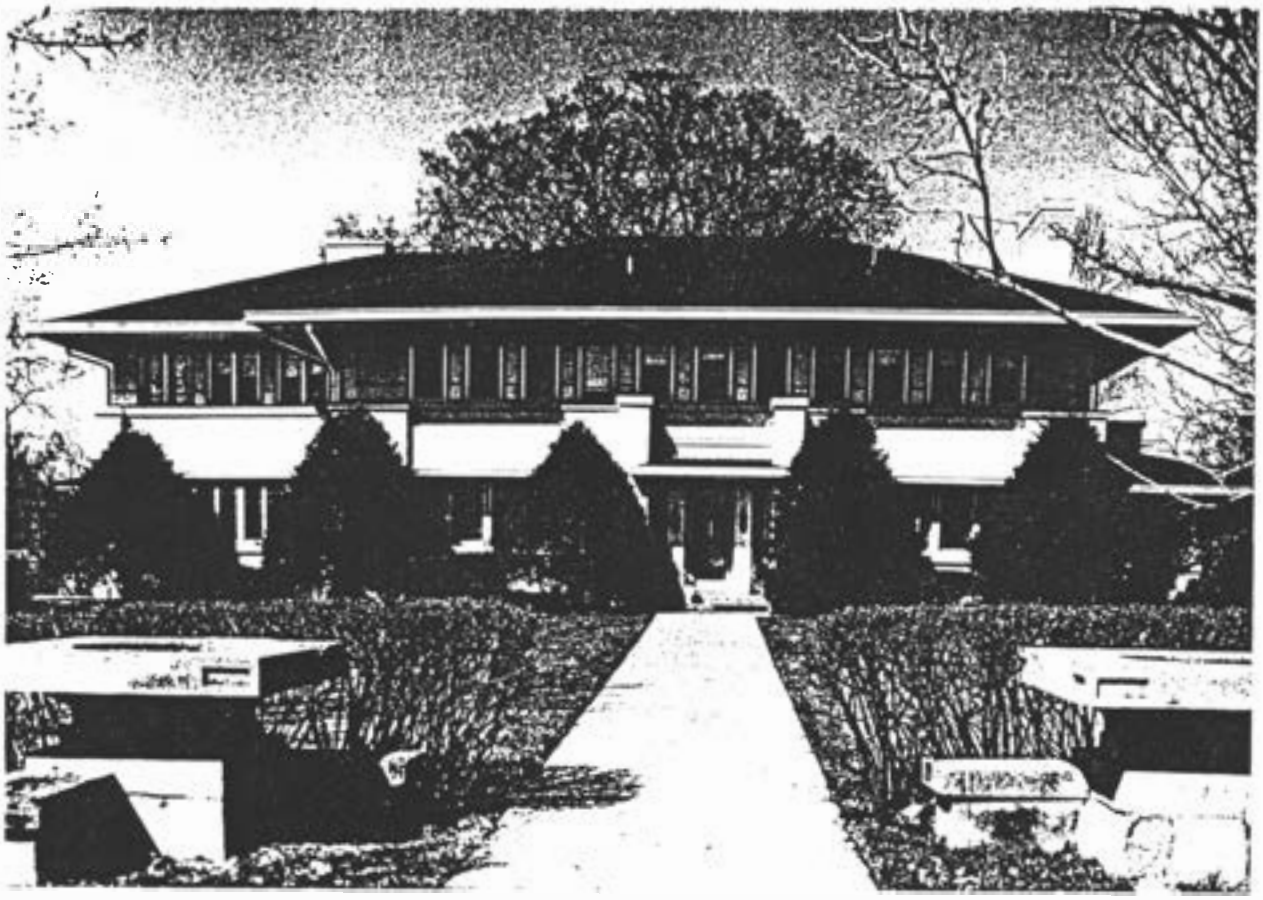


Photo by Joan Rausch, 1996

Henry Salzar House
1634 King Street, 1912-1913

2. AGRICULTURE

After the Civil War, La Crosse became an agricultural service and distribution center as well as a processor of certain farm products. Actual farming operations were carried out on the margins of the community and in the wide area which became the La Crosse hinterland from the earliest period of settlement. The city's favorable geographic location, climate, and well drained soil, and its well developed transportation facilities attracted a large volume of agricultural trade. Indeed, much of the agricultural product of Minnesota, south of Minneapolis-St. Paul, found its way to market via La Crosse starting in the 1870's. Agricultural products from Vernon, Trempealeau, and Monroe counties in Wisconsin likewise travelled to La Crosse for processing and shipping.(1) The La Crosse hinterland came to include northeastern Iowa, southern Minnesota, southwestern Wisconsin as well as immediately adjacent farm areas. In recent years, La Crosse still finds itself in a favorable geographic relationship to the dairying and tobacco growing district of western Wisconsin and southern Minnesota.(2)

Wheat Cultivation

As La Crosse developed during the 1850's, wheat was the typical farmer's market crop. As in many frontier areas, King Wheat dominated the agricultural inventory. The first wheat shipment departed from La Crosse in 1857. Six years later, 3,000,000 bushels left La Crosse.(3) By 1879 that figure had risen to 5,000,000 bushels.(4) Shipments took place over rail lines and by river barge to St. Louis and Milwaukee.(5)

Few farmers dwelt within the city limits of La Crosse.(6) But, La Crosse businessmen recognized the importance of agricultural commodities to the community's economic well being at an early date. In 1868, city business representatives established the La Crosse Board of Trade, forerunner of the Chamber of Commerce. The Board of Trade played a crucial role in the development of the city. The Board successfully urged the city to establish better roads and bridges connecting La Crosse to the agricultural areas which surrounded it. The Board of Trade appointed Robert Calvert, a bank employee, to act as its secretary, spokeperson, and statistician between 1881-1905. Calvert continually urged local businessmen to expand trade with distant areas and compiled records of local conditions.(7)

While the history of milling at La Crosse will appear in the chapter on Industry, it is important to note that La Crosse was a center of an important wheat growing region. The city's excellent transportation system and other facilities helped make La Crosse an agricultural center. The development of diversified agricultural production which replaced wheat cultivation with feed crops, by the 20th century, encouraged the growth of dairy production. Dairy production and tobacco cultivation is still a significant part of the La Crosse area agricultural scene.

Specialty Agricultural Production (And Related Businesses)

Other agriculturally related businesses emerged in La Crosse. John A. Salzer established a seed business in La Crosse in 1866. Salzer incorporated in 1886 and the John A. Salzer Seed Company erected a five-story building at 1205 South Seventh Street (Map Code 31-35). Salzer sold vegetable and farm seed and carried out an extensive mail order business.(8)

Two commercial greenhouses became established in La Crosse prior to 1890. Henry Kienahs and Son established a floral greenhouse at 1300 Madison Street. More important, and still extant, was the Oak Grove Greenhouse at 1605 La Crosse Street (Map Code 20-8).(9)

Michael Funk, a German immigrant who became one of the city's leading businessmen, organized the La Crosse Linseed Oil Company in 1884. The company built a four-story linseed mill (not extant) on State Street between Front and Second Street. Funk also had interests in the Funk Steam Boiler Works, the La Crosse Milling Company, the street railway, and was one of the directors of the Batavian Bank.(10)

Farmers Market

Municipal authorities demonstrated their commitment to help area farmers and La Crosse consumers by establishing a Market Square where agricultural products could be purchased. During the 1850's and 1860's specialized street markets sprouted up informally along Front Street between Pearl and State Streets.(11) Since Front Street became one of the city's major centers for manufacturing and trade, the curb markets were moved in 1874 by city ordinance to Fourth Street between Main and Jay near Fourth.(12) As La Crosse grew, the need to concentrate the varied open air market activities became apparent. Therefore, in 1886 the city acquired Market Square (not extant) between King and Jay fronting along Fourth Street. Market Square served area residents and farmers for many years before the automobile ended its utilitarian function. The site is now a city parking ramp.(13)

Agricultural Associations

The agricultural orientation of some La Crosse citizens was demonstrated by the establishing of the Northwest Agricultural Stock and Mechanical Association in 1873. Prior to that time, the La Crosse County Agricultural Society, which had been organized in 1858, held its fairs in West Salem. But in 1873 the organization built a display center (not extant) at Lake Park (now Myrick Park) between La Crosse and Pine Street west of Eighteenth Street (Map Code 95-15). The display building was eventually removed by the city.(14)

Industrialized Dairy Production

The rise of the dairy production and tobacco cultivation on area farms led to the rise of new agricultural business establishments. Creameries and cheese factories arose in West Salem and Bangor by

1890. By 1900 the city had the La Crosse Cheese and Butter Company (not extant) at the corner of Front and Vine, the Cook Austin Company (not extant) at 110 Main, and the Dabold Produce Company (not extant) at 115 Pearl Street.(15)

INDEX OF REFERENCES: AGRICULTURE CHAPTER

Study Units: Transportation Chapter; Parks, Planning and Landscape Chapter; Recreation and Entertainment Chapter; Overview Chapter

Market Square, 4th and Jay (not extant)

Myrick Park (also known as Lake Park), La Crosse Street (Map Code 95-15); Social Activism Chapter; Parks, Planning and Landscape Chapter; Architecture Chapter; Recreation and Entertainment Chapter

Oak Grove Greenhouse, 605 La Crosse Street (Map Code 20-8); Architecture Chapter; Parks, Planning and Landscape Chapter

Salzer (John A.) Seed Company Building, 1205 South 7th Street (Map Code 31-35); House-133 South 14th Street (Map Code 47-22); Architecture Chapter

AGRICULTURAL NOTES

1. Minnie A. Knight, "The Industrial Growth of La Crosse 1841-1879," Unpublished B. A. thesis, U. W. (1915), p. 2; Robert Calvert (comp.), (La Crosse, 1879), p. 25.

2. City Directory, 1928, pp. 8-91.

3. Albert H. Sanford and H. J. Hirshheimer, A History of La Crosse, Wisconsin 1841-1900 (La Crosse, 1951), pp. 134-135.

4. Annual Report of the Board of Trade 1879, p. 25.

5. Sanford and Hirshheimer, La Crosse, p. 135.

6. Ibid., p. 74.

7. Ibid., p. 213.

8. Industries of La Crosse, Wisconsin 1888 (La Crosse, 1888), p. 57; City Directory 1888-1889, p. 425.

9. Ibid.

10. Ibid., p. 49; Ibid., p. 471.

11. La Crosse Tribune, November 9, 1919; Sanford and Hirshheimer, History of La Crosse, p. 201.

12. Ibid.

13. Ibid.

14. Benjamin F. Bryant, Memoirs of La Crosse County From the Earliest Historical Times Down to the Present (Madison, 1907), p. 157; Sanford and Hirshheimer, History of La Crosse, p. 103.

15. City Directory, 1900, pp. 536-537; La Crosse Tribune, July 4, 1976.

AGRICULTURAL BIBLIOGRAPHY

Bryant, Benjamin F. Memoirs of La Crosse County From the Earliest Historical Times Down to the Present (Madison, 1907). One of the best works on the history of La Crosse by a local postmaster, judge, and important Republican Party official.

Calvert, Robert (comp.) Annual Report of the Board of Trade of the City of La Crosse, Wisconsin, (La Crosse 1881-1900). Excellent compilation of statistical and business information. One of the best sources available.

City Directory, La Crosse (La Crosse, 1860-1950). Various publishers, but all contain overviews of some type and addresses.

Industries of La Crosse, Wisconsin, 1888 (La Crosse, 1888). Very useful work with photographs and facts about the leading city establishments.

Knight, Minnie A. "The Industrial Growth of La Crosse, 1841-1870." Unpublished B. A. thesis University of Wisconsin (1915). Not as useful as its title implies. Superficial.

Sanford, Albert H. Hirshheimer, J. A History of La Crosse, Wisconsin 1841-1900 (La Crosse, 1951). The classic account.

Western Historical Company. History of La Crosse County, Wisconsin (Chicago, 1881). Subscription history, but used as a travel account and a glimpse of the city by a trained observer.

ADDENDUM TO 2. AGRICULTURE

Introduction

The purpose of this addendum is to present additional material that adds to the historical context of potentially eligible properties in LaCrosse; make additional eligibility statements, where necessary; and to prepare a revised list of potentially eligible properties based on both survey efforts. The format of the addendum will follow that of the original chapter, in general, and duplicate information will be presented only when necessary.

Specialty Agricultural Production

One of the most historically interesting specialty agricultural businesses that was developed in LaCrosse was the John A. Salzer Seed Company. John A. Salzer was a German Methodist minister who came to LaCrosse in the 1860s to be the pastor of the local German Methodist Church. In his spare time, Salzer started a small nursery and seed company, operating out of his residence. Although he was only a minister for three years, Salzer remained an active leader in the German Methodist Church, which was later renamed in his honor (Salzer Memorial Methodist Church, see Religion chapter addendum).(1)

When he ended his tenure as the German Methodist minister in 1868, Salzer purchased a plot of land to expand his nursery and seed business. During the early years of the company, Salzer sold mostly flowers, shrubs, and produce to local residents. In 1876, Salzer produced his first seed catalog, a one-page price list, and by 1878, the company was expanding rapidly due to catalog sales. Salzer officially incorporated the company in 1886, and at that time, Salzer seeds were being sold throughout the United States, Europe, and South America.(2)

In 1891, John Salzer died and his son Henry Salzer took over the company. During the 1890s, Salzer employed around 200 mostly-seasonal employees to process seeds grown on the 5,000 acres the company owned in the upper Midwest. By 1900, Salzer company buildings and greenhouses covered an entire block near 7th and Adams Streets, and when Henry Salzer died in 1916, the company was sending out a record number of catalogs. One of Kenneth Salzer's first accomplishments after taking over the company his grandfather started was to oversee the building of a new four-story office building in 1918. The company continued to grow during the 1920s and reached its zenith during the 1930s. But, after World War II, the company's fortunes declined, especially after it was sold to an out-of-town owner. Although the company continued to operate into the 1950s, it was sold again, and closed in 1959.(3)

In 1988, all of the Salzer Seed Company buildings were razed except for the office building,

which was renovated into apartments by Lutheran Hospital. And, although it was unfortunate that some of the earliest seed company buildings were included in the demolition, it was fortunate that the office building was retained, since that building was the most prominent example of the company's success. The Salzer Seed Company office building (1205 S. 7th St.) is historically significant and potentially individually eligible for the National Register of Historic Places because it represents the growth and development of this important and unique specialty agricultural company. Began as a part-time occupation in the mid-nineteenth century, the Salzer Seed Company grew to become one of the prominent seed companies of the Midwest and a business institution in LaCrosse. The renovation of the office building into an apartment complex saves the most notable historic resource of the company.

REVISED LIST OF POTENTIALLY ELIGIBLE AND LISTED PROPERTIES

Name	Address	Date
Salzer Seed Company Building	1205 S. 7th St.	1918

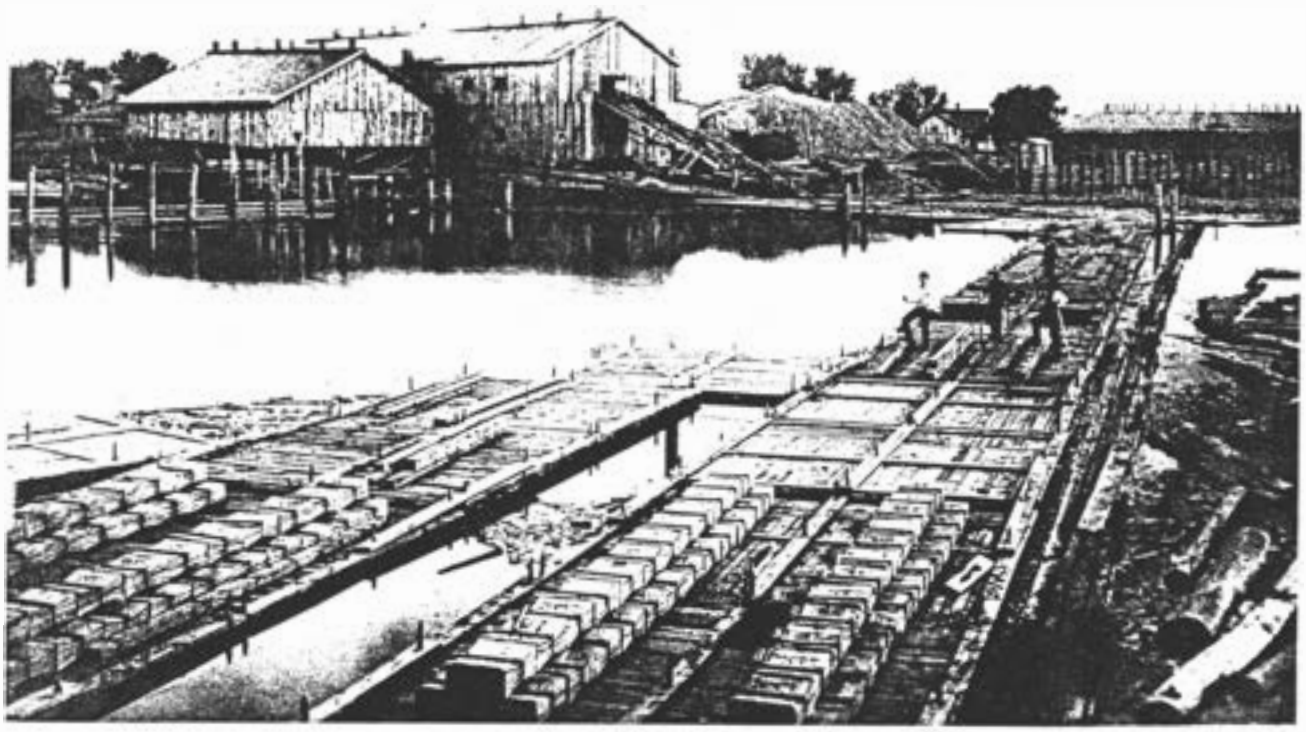
ADDENDUM TO 2. AGRICULTURE NOTES

(1) "German Methodist Pastor Founded Seed Firm in City," *LaCrosse Tribune*, 3 January 1954.

(2) *Ibid.*; Doug Connell, "Building Project Sprouts From Seed Company Roots," *LaCrosse Tribune*, 21 February 1988.

(3) Connell.

Architectural History
Building Materials and Labor



N. B. Holway Sawmill
North La Crosse, 1876

3. ARCHITECTURAL HISTORY OF LA CROSSE 1842 - 1935

I. INTRODUCTION

The intensive architectural survey of La Crosse was executed during the period from October 1983 to August 1984. The major objective of the intensive survey of La Crosse was to identify structures and districts of architectural or historical significance that are potentially eligible for nomination of the National Register of Historic Places. Conducted within the corporate limits of La Crosse, structure by structure, and street by street, the survey identified 2,625 sites of architectural interest built prior to 1935. An inventory card with accompanying photograph and a survey form was completed of the selected sites.

Criteria, as set forth by the Department of Interior and the Preservation Division of the State Historical Society, were used to determine the architectural merit of the structures surveyed. One hundred forty-seven sites in the survey have been identified as architecturally significant. Twenty architecturally significant structures are located in a potential historic commercial district in downtown La Crosse. Pearl Street from Second Street east to Fourth Street form the southern boundary of the La Crosse Commercial Historic District while Main Street from Second Street east to several structures beyond Fifth Avenue generally is the northern boundary. Second Street defines the western limits of the Commercial District that extends to include the west side of Fourth Street (See map, page 466). Although not many historic structures remain in the original commercial area along the riverfront, 8 structures at Front and King Streets have retained sufficient architectural and historical integrity to be the cornerstone of a small potential industrial district. In keeping with the high quality of historic houses in La Crosse, 37 significant structures are located in a residential district located for the most part on Cass Street from 19th Street to 17th Place and King Street from West Avenue to 17th Place. The east side of Main Street with an extension on 13th Street to include the 1300 block of State Street defines the northern limits while the southern boundary projects on 15th Street and 16th Street to include the 1500 block of Madison Street (See map, page 476). An additional potential district exists on South 20th Street in the block between King Street and Cass Street. Referred to as the 20th Street Residential Historic District, the brick paved street is lined with high quality early 20th century architecture (See map, page 483). Dependent on further study, research, and community interest, historic Oak Grove Cemetery and its attending structures also could be proposed for nomination as a historic district, representative of 19th century landscape design.

In reality, the architectural history of La Crosse began with the arrival of Nathan Myrick on Pettibone Island in November of 1841 and with the settlement of the present site of the City of La

Crosse the following Spring in 1842.(1) However, only extant buildings were surveyed and generally only extant structures are discussed in the architectural history. Unfortunately, time constraints did not allow the opportunity to research old buildings that are no longer standing. However, sufficient information was gathered to establish the general chronology of styles, building materials, and types of buildings in the city. This survey does not provide a complete catalog of La Crosse's architecture. The survey was selective by design and dependent on the present integrity of the structure while including only pre-1935 structures.

The history will show the influence of historic styles on local architecture including commercial, residential, and religious and the influence of materials and design sources. Generally, a true style could not be assigned to the buildings. The character of the many buildings in La Crosse is the result of popular architectural influences, personal taste, and opportunity offered by available skills and locally available building materials. As a result, structures in these cases are referred to as being influenced by a particular style.

II. BUILDING MATERIALS AND LABOR SUPPLY

LUMBER

When Nathan Myrick arrived, landing at the foot of what is known as Main Street today in the Fall of 1841, he had intended to erect a store and begin operations at once.(2) Because the only building material close at hand was on the island opposite the future City of La Crosse (Pettibone Island), Myrick was forced to use the available trees to quickly fashion a log structure to shelter him during the coming winter. The first structure, built on the mainland in the Spring of 1842, was constructed by Myrick and his companions Miller, Reed, and Wells of logs also from Pettibone Island transported over the ice during the previous winter.(3) Myrick's house and store was constructed south of the present corner of Front and State Streets (not extant). The following summer another building was erected with logs obtained from the Black River pinery(4) and floated from the river to La Crosse, a procedure that was to be repeated an infinite number of times during La Crosse's lumbering era. The first raft of logs left La Crosse for St. Louis in 1844.(5)

Frame construction apparently was not an option in La Crosse until 1846 when a house for John Levy and Mr. Snow was constructed by a carpenter named Manahan from Prairie du Chien.(6) Sawn lumber was brought from Black River by John Levy for this structure located at what is now known as the corner of Front and Pearl Streets, for the first frame building erected up to that date between Prairie du Chien and Red Wing (not extant).(7) A ready supply of sawn lumber was not available locally until 1852 when the first saw mill was built by Burns, Rublee, Smith and Symington

(on the southwest corner of Second and Badger.(8) During the same year, George Farnum established the first lumber yard in La Crosse.(9) From this period on materials necessary for modern construction were available for building, most of which were produced and manufactured locally. As early as 1854, the Reverend Spencer Carr wrote:

> There is now in operation in this place, one steam saw mill... and arrangements have been made for erecting another mill and a planning mill, early next season...By ascending the Black River to a distance of only sixty or eighty miles from the village, vast tracts of country, covered with stately pines of the finest quality, can be purchased...
>
> As a manufacturing town, La Crosse is favorably situated as any place in the West...Raw materials of most kinds can be obtained here...from our forest we can gather the elements of whatever is formed of wood...Our bluffs afford us stone for building purposes and for the manufacture of lime, and in the vicinity is clay suitable for making excellent brick.(10)

The earliest frame extant structure typical of this early period identified in the La Crosse survey is the Squire Burnett House at 410 South Third Street, constructed before 1857 (Map Code 10-34).(11) The original structure exists today as the center section of the vernacular styled house with an addition and the front porch built in 1871. An architectural-ly significant structure, the picturesque Cyphus Martindale Cottage at 714 Cass Street (Map Code 10-36) built in 1859, is a more elaborate example of frame construction during this early period in La Crosse.(12) Because of the devastating effect of many fires in downtown La Crosse in the 19th century, all early frame commercial structures were destroyed or were replaced by brick and a few stone structures. However, a few 19th century frame commercial structures remain in North La Crosse such as those at 1115 Caledonia Street (Map Code 89-5) and 1113 Caledonia Street (Map Code 89-4).

As the supply trade was stimulated by the increased population and business activity, supplies of doors, windows, and other manufactured materials regularly came up the river from Prairie du Chien, Galena, and St. Louis.(13) However, it soon became evident that it was more economical to send the product downstream than by rough log rafts. As a result, the citizens of La Crosse were provided with a readily available supply of wood products for use in the construction of their rapidly developing trade center. All mill owners had lumber yards at their mills and some had yards in the surrounding territory.(14) In the description of La Crosse in the 1884 Bonn and Philippi City Directory, it is noted that:

> ...probably the manufacture of lumber into all its multifarious forms for distribution and use, is the leading interest of the city...The rough stock comes largely from the Black and Chippewa Rivers, where numerous tracts of forest contribute...The factories extend along the west line of the city for miles. The railroads accomodate themselves and the factories with tracks. Lines of tow boats...distribute lumber along the river to consumers besides the large amount that leaves the city by rail.(15)

The only lumberyard remaining in the City from the earlier period of La Crosse history is the North La Crosse Lumber Company located on the banks of the Black River at 801 Copeland Avenue (Map Code 91-31).(16)

Wood-using industries soon followed the establishment of sawmills in the La Crosse district. In 1854 Charles L. Coleman began the manufacture of shingles in La Crosse at the location now known as Front and Ferry Streets.(17) Planing mills and sash, door and blind factories were among the earliest of La Crosse's industries. A. W. Dees advertised his "New Steam Sash and Blind Factory," located at the Sherman and Griswold sawmill in South La Crosse as early as 1856.(18) One of these plants begun in 1857 as Segelke and Sack continued in business as the Segelke and Kohlhaus Manufacturing Company until it was sold after bankruptcy proceedings in 1962.(19) Under the partnership of three German immigrants formed after the death of Elias Sack in 1859, C. F. Segelke, Jacob Kohlhaus, and John Kutzborsky, the Segelke and Kohlhaus Company manufactured sash, doors, blinds, and other materials for buildings including hardwood floors, stairs, stair railings, newel posts, and balustrades.(20) Later general contracting was added to the business.(21) The company enjoyed a reputation for excellence during its many years of activity. Segelke-Kohlhaus is known to have produced the materials for the following residences and public buildings erected in the city:

Residences:

I. C. Coleman, 207 West Avenue	(Map Code 3-2)
Joseph Hixon, 1326 Cass Street	(Map Code 11-5)
Dr. A. Gundersen, 1231 Ferry Street	(Map Code 16-24)
Bishop's House, 608 S. 11th St.	(Map Code 3-19)
P. M. Gelatt, 1212 Cass St.	(Map Code 2-24)
E. T. Mueller, 128 S. 14th St.	(Map Code 19-21)
Carl Michel, 1431 Cass St.	(Map Code 2-20)
Frank Sisson, 1511 Main St.	(Map Code 18-28)
F. R. Weatherwax, 2525 Losey Ct.	(Map Code 74-32)
Frank Schwalbe, 223 S. 17th St.	(Map Code 2-13)
Edward Schwalbe, 217 S. 17th St.	(Map Code 49-30)
William Ott, 1532 Madison St.	(Map Code 22-17, 23)
Cargill House (not extant)	

Public Buildings:

Batavian Bank, 319 Main St.	(Map Code 21-6)
Linker Hotel, 318 Main St.	(Map Code 21-4)
Grandview Hospital, 1707 Main St.	(Map Code 60-13)
Rivoli Theatre, 117 N. 4th St.	(Map Code 21-1)
Main Hall (WSU - La Crosse), 1724 State St.	(Map Code SF4-19)
La Crosse City Hall (not extant)	
La Crosse Court House (not extant)	
St. Ann's Maternity Hospital, 620 S. 11th St.	(Map Code 66-4)
Our Savior's Lutheran Church, 612 Division St.	(Map Code 41-27)

According to the La Crosse City Directory, by 1885 Segelke-Kohlhaus' business extended over a territory including Wisconsin, Minnesota, Dakota, Illinois, and Iowa.(24) Outstanding structures out of La Crosse known to have materials and interiors by the La Crosse firm include:(25)

Dr. Mayo Residence	Rochester, Minnesota
Barnham Office Building	Chicago, Illinois
Mc Cormick Building	Chicago, Illinois
Marko Theatre	Chicago, Illinois
Charles Ringling Residence	Baraboo, Wisconsin(26)

Originally located on King Street between Front and Second, the Segelke-Kohlhaus Company rebuilt their operation at Second and Cass Street (Map Code 82-8) in 1898, after a disastrous fire in 1897. Added to the complex in 1913, the architecturally significant structure, the Segelke-Kohlhaus Warehouse, is now known as Jacobson Moving and Storage at 610 South Second Street (Map Code 82-9).(28) Both structures are located in the proposed Waterfront Historic District.

BRICK

Brick construction was an important method of building early in the architectural history of La Crosse. At the end of the first decade of existence in 1853, accordingly to a local citizen, George Farnham, Esq., La Crosse contained 79 buildings.(29) By the end of 1856 some 450 houses had been erected.(30) From the early date, brick was an alternate building material for construction of the many buildings required by a city that grew to a population of 8,000 by 1859. The low lying hills extending back to the limestone bluffs contained a sandy stratified Luess type clay suitable for brick making.(31) The early brick yards of La Crosse produced common brick moulded first by hand and later by horse powered machines, dried in open yards, and burned in scove kilns. The general quality of La Crosse common brick was judged to be of good color but the absorption was considered to be rather high unless the clay was burned to an unacceptable dark brown color.(32)

The first bricks known to be made in the area were produced on Mons Anderson's Cliffwood farm in 1851.(33) The next year in 1852, the first known brick house was constructed in the latter part of the summer on Front Street south of Main for liquor dealers Lake and Webster (not extant).(34) The earliest known extant structures of brick identified in the La Crosse Survey are the 1866 John Voegle Building at 215 Pearl Street (Map Code 81-3) and St. Paul's First Universalist Church at 724 Cass Street (Map Code 18-11) of 1865-1866.

Evidence of a community's prosperity is reflected not only in the number of structures being built but also by a desire to create more permanent, substantial buildings to demonstrate personal wealth. Notice of this phenomenon was taken by the Democrat

in 1862: "...since the first of April over two hundred buildings of various kinds have been erected...on every principal street in the city can be seen signs of buildings. Huge piles of brick...old wooden tenements working off lively to make room for more substantial business houses."(35) The brick market was given additional stimulation by the fire laws first made by the city in 1857. The original wooden buildings of the business district were destroyed by extensive fires in 1857, 1862, 1866, 1867, and 1868. Fifty stores and their contents were destroyed in 1862 with a loss of $75,000.00.(36) On December 29, 1866 there were three serious fires, of which the largest burned the buildings on Fourth between Main and State and down Main to Third.(37) When a raging fire burned three blocks between Second and Third on both sides on Main in March 1868, the city finally was forced to build a professional fire department and building at 407-409 Main Street (Map Code 78-32).(38) Previously the city had attempted to control the danger of fire by setting fire limits within which new buildings must be of brick or stone. Fire limits first set in 1857 included Front Street and Second Street between Jay and Vine Streets. These limits were extended to Third Street in 1864, to Fourth in 1869, and finally to Fifth Street in 1876.(39)

Less costly and readily available, brick was the material used most frequently to replace the wooden structures and to meet the building code of the city. According to the Sanborn Insurance Map, few wooden structures existed west of Fifth Street between State and Jay Streets by 1887.(40) With the exception of a few stone structures, most of the commercial buildings were shown to be of brick construction. The following brickyards were know to have produced brick during this period, continuing on in the 20th century until the local brick market collapsed. All were located at the foot of the bluffs east of the city.

Valentine Weimar Brickyard

Weimar, a German immigrant, first manufactured brick in La Crescent in 1856 until 1858 when he returned to La Crosse to operate the Gunkle and Bloomer Kilns in association with his brother Sebastian in State Road Coulee.(41) According to the 1860 U. S. Census, the Weimar brickyard employed 11 men and had an inventory of 500,000 bricks.(42) He continued in the brick making business variously until his death in 1876. The Weimar plant was acquired by Dominic Mader in 1878.(43)

Egglehof Brickyard

Egglehof started brick making in Mormon Coulee in 1857. He furnished the brick for the first C. and J. Michel Brewery building.(44)

Miller's Farm Brickyard

According to an advertisement in the La Crosse Republican, B. F. Stocking was proprietor of this brickyard located "near the city" in 1856 at the present site of the Country Club.(45) The following year Peter Burns advertised 200,000 brick moulded at Miller's farm that are "fully equal to Milwaukee brick."(46)

Herman Keppel Brickyard

Keppel established a brickyard in 1868 on Campbell Road three miles east of La Crosse near South Salem Road. The clay deposit was situated at the foot of the bluffs. Operating for a short time, the Herman Keppel brickyard produced about one million hand moulded brick a year.(47)

Anton Keppel Brickyard

Mader acquired the old Weimar brickyard in State Road Coulee in the township of Shelby in 1878.(50) According to the La Crosse City Directory, the Mader brickyard continued in business at least until the turn of the century.(51) The original brick church and school building of the Holy Trinity parish then known as Saint Nickolas (not extant) constructed in 1887 was built of brick supplied by Dominic and Taylor Mader.(52)

Schnell Brothers Brickyard

After immigrating from Germany in 1870, John and Phillip Schnell formed a partnership for a brick manufacturing plant in 1887 on Highway 33 in Road Coulee. An inventory of 1,500,000 brick were produced annually, most of which was sold in the City of La Crosse.(53) The Schnell family brickyard stayed in operation at least until 1940.

Boma Brickyard

Located south of the Schnell Brickyard, the Boma Brickyard operated briefly beginning in 1906. Only the commercial structure at 312 South Third Street (Map Code 75-25) is known to be constructed of Boma brick.(54)

Meir Brickyard

Robert Herold and his father, Gotthelf, established the Meir Brickyard in 1880 after his interest in brickyards was stimulated during time spend in Kansas.(55) In 1881 a track of land was purchased in Mormon Coulee near the present intersection of Highways 35/14/16 where there was a deposit of "red ball" clay and a nearby source of wood on land owned by the family on Goose Island. The new business was known as the Mormon Coulee Brick Works. The responsibility of the family run brickyard was eventually assumed by Amelia Herold and her husband, Michael Meir, whom she married in 1884. Louis E. Meir, son of Michael and Amelia, was the proprietor in the later years. By 1883 the company was able to ship over one and a half million brick to Minneapolis, transported by the river barges. While the Southeastern railroad operated, many brick were transported to the small river towns and eastward to Coon Valley, Westby, Cashton, and Viroqua. At the turn of the century construction was booming in La Crosse with the breweries, the Plow Works and many downtown commercial buildings under construction requiring a steady demand for brick. In 1914 the Meir Brickyard shifted from a wood burning kiln to one fired by coal that required forced air for draft. Each of the new kilns fired 250,000 brick for a burn. Except for temporary closing of the business during the Depression and World War II, the Brickyard continued to operate making as many as 2,250,000 brick in 1939 and 2 million in 1952. In 1958 the demand for brick slowed dramatically; cement block, metal and other contemporary materials had become the building materials in demand. The Meir Brickyard was closed in the Fall of 1958.

Many larger brick structures in the City were constructed using Meir brick as "back-up" brick and imported hard brick for the outside wall. These structures include Coleman Vocational School Building at 304 North 6th Street (Map Code 78-19), Holy Trinity School Addition at 1417 South 13th Street (Map Code 36-7), St. James School at 716 Windsor Street (Map Code 14-31), and Longfellow School at 1900 Denton Street (Map Code 15-3).
Structures included in the La Crosse Survey, known to be constructed entirely of Meir brick, include:

National Gauge Equipment Company, Rose & Gillette Sts.	(Map Code 102-19)
Heileman Brewery Stock House, 1000-1100 S. 3rd St.	(Map Code 21-27)
Trane Company Building, 2313 S. 16th St.	(Map Code 25-3)
Listman Mill, 400 Front St.	(Map Code 97-20)
Pete Markle House, 6104 St. 35	(Map Code 23-3)
George Jansky House, 2150 Farnam St.	(Map Code No Photo)
Richard Meir House, 4130 Brickyard Lne	(Map Code 102-9)

Local soft and hard soft brick was not used in brick construction in La Crosse in all instances. Frequently hard brick was imported by barge and by railway for construction purposes particularly for the larger structures. St. Louis brick is known to have been used for the First National Bank on 3rd and Main (not extant) in 1881 although La Crosse limestone was used for the trim.(56) In 1888 it was noted that the Three Star Ice and Fuel Company was the agent for Austin Red Pressed Brick Company, which supposedly according to a governmental test made the finest brick in the Northwest.(57) When Richard Huston of Chicago was awarded the original contract for brick paving in downtown La Crosse in 1900, he used Canton (Ohio) brick shipped by rail from Milwaukee. When the Gund's Brewery was rebuilt after fire destroyed the original stone brewery in 1897, the new brewery on South Avenue (Map Code 9-17) was built of imported brick from the Griffin Clay Manufacturing Company while Winona brick and white Merrimac brick was used in the St. James Catholic Church at 1102 Caledonia Street in 1900-1901 (Map Code 14-7.)(58)

STONE

Native stone from local quarries provided the opportunity and supplied the material to build substantial structures that were less susceptible to fire than frame buildings. However, the desirable limestone capped the tall bluffs of sandstone, making it difficult to get the stone safely and economically to the bottom of the hill. The early companies hauled the rock from the quarries on top of Grandad's Bluff on steep roads down the south side of the bluff to where the rock was broken for roads or cut for buildings. As a result, stone construction could not compete on an economical basis with brick that was more accessible to the city builders. The stone from the Lower Magenesium formation occurred in beds from three inches to three feet in thickness although some of the clear uniform rock was found in beds above eight inches. The limestone, dense and grayish blue in color, was hard and brittle, suitable mainly for footings, foundations, and small building stone.(59) The earliest known stone structure identified in the La Crosse Survey is the east one and a half story wing of the Mons Anderson house at 410 Cass Street (Map Code 10-37) constructed in 1855. The earliest known commercial structure of stone, the Smith and Company Building, later known as the Schilling Building, constructed in 1856 on the corner of Front and Second has not survived.(60)

In the 19th century and the early 20th century limestone rock from Grandad Bluff and

surrounding bluffs and coulees was in great demand. Many buildings and houses remaining from this period identified in the survey rest upon foundations of rock from local quarries. Such structures in the City of La Crosse are:

James Vincent House, 1024 Cass Street	(Map Code 2-25)
Will Crosby House, 221 S. 10th Street	(Map Code 9-9)
Tuteur-Powell House, 101 S. 9th Street	(Map Code 22-11)
Kutzborsky Houses, 721 & 729 S. 5th Avenue	(Map Code 40-34,32)

However, only 12 representatives of all stone construction dating from the early period of La Crosse History were identified in the architectural survey. Because so few have remained, all those retaining their integrity are architecturally significant as important representatives of a period in La Crosse's architectural history where very little visual evidence has survived. The five significant representatives of early stone construction include the Mons Anderson House at 410 Cass Street (Map Code 10-37) constructed in 1855 and added to in 1878, the Zeisler House (not extant) at 903 South Second Street (Map Code 82-14) built in 1855, the Burkhardt Cottage (not extant) at 804 South 4th Street (Map Code 76-21) constructed sometime before 1867, the 1866 German Reformed Church now the La Crosse Awning and Tent Company at 901 South Fourth (Map Code 17-8), and the John O'Neil Building of 1875 located in the original northside commercial district at 522 Copeland Avenue (Map Code 93-16). Later around the turn of the century stone from the bluffs was used to construct the Salzer Memorial Methodist Church in 1895 at 525 South 7th Street (Map Code 17-28)(61) and the architecturally significant Christ Episcopal Church at 831 Main Street (Map Code 11-7) in 1898.(62) Under the auspices of the WPA, who promoted the use of native materials, the shelters at Myrick Park and Grandad Bluff Park (Map Code 95-7, 102-17) were constructed of local stone from Miller Bluff.

In the 20th century, stone was imported for the comparatively few occasions when stone construction was used. As early as 1900, when stone curbing was required for the new brick streets, the tendency of local stone to chip and crack was widely discussed.(63) Winona stone used in Our Savior's Lutheran Church at 612 Division Street (Map Code 41-27), dedicated in 1964, and in Stoffel Hall constructed in 1960 at 1509 King Street (Map Code 98-7)(65) was frequently imported to La Crosse. Lannon stone also frequently shipped into La Crosse was the material of choice for St. Joseph the Workman Cathedral at 530 Main Street (Map Code 80-4) in 1960 while Bedford Indiana limestone, considered to be the finest by local stone masons, was used for the trim.(66)

Local limestone for buildings and foundations came from quarries located along the tops of the bluff's east and south of La Crosse. Although the stone quarries were open in the mid 1850's, a continous clear history of the production of cut stone in La Crosse is difficult to assimilate because not much specific information is available. The earliest known quarry was the Wilson and Moe stone quarry advertised in 1861.(67) Although there was a great local demand for stone, the quarries never

developed enough volume to export stone from the La Crosse area. Only two of the later quarries, started at the turn of the century: the La Crosse Stone Company on Grandad's Bluff and the Woolley and Hanson quarry on Cliffwood Bluff ever did quarrying on any large scale.(68) Quarrying on the face of Grandad's Bluff ceased when the Bluff was purchased by the citizens of La Crosse from the Bliss family descendants with the aid of Mrs. G. Hixon in 1909.(69)

Following is the information presently available on the Bluff quarries that contributed to the architectural development of the City of La Crosse:

C. L. Wilson and Moe Quarry

Wilson and Moe advertised their new stone quarry on Grandad's Bluff in the La Crosse Democrat in 1861.(70) In 1863, Thomas Shimmons became associated with them until 1878. Shimmins and Moe were known to have a stone-cutting shop on Second and Badger Streets by 1866. Shimmins furnished the cut stone for the elaborate Mons Anderson Building on Second and Main (not extant) built in the late 1860's.(71)

Captain Bantam Quarry

Located on the face of Grandad's Bluff due east of the city in a line with State Street, the quarry was opened by Bantam in 1869 and operated for the stone cutters Moe, Shimmins, Weston Wilson and others.(72) Hoping to make stone construction more economical and more accessible, Bantam built a tramway in 1869 down the face of the Bluff and a narrow gauge railroad on State Street from the foot of the bluff to West Avenue in 1869 to where Shimmins, Wilson and Weston had their stone cuttery establishment at the southwest corner of West Avenue and State Street (not extant).(73) The railway continued to operate for six years.

La Crosse Stone Company

Established in 1903, the La Crosse quarry was located on the south side of Grandad's Bluff. The rock from this quarry was brought down the bluff on a tramway to the rock crusher placed at the foot of Grandad's Bluff at 28th and King Streets. The company employed 35-40 people producing mostly stone for foundations. Edward P. Funk was the proprietor. Closed in 1935, the stone crusher was finally dismantled about 1941.(75)

Miscellaneous Quarries

Other local quarries operating in the 19th century of which there is very little information include: Meister Quarry, 1870's; Ruel Weston Quarry, 1879; Magnus Nelson Quarry, located in Ebner's Coulee in the 1860's and 1870's; John Nelson and Louie Mattison Quarry located in the Miller Coulee; the Klaus Quarry (also the Pammel-Klaus Quarry) established south of Cliffwood Bluff; the Wooley and Hanson Quarry opening in 1892 at the top of the Cliffwood Bluff and operating at least until 1905.(77) Others that were in existence in the late 1890's were William Niemeyer and Ebner, Anderson, Marquat and the Peter and Wahl (Wold) Quarry on Cliffwood Bluff.(78)

There is also very little known of the following quarries producing stone in the early 1920's: William Hass, George Holtzhammer, Peter and John Dagendesh (who had a stone cutting shop on 9th and Jackson Streets), H. Stransah, N. Kaiser, and L. Kriebich.(79)

IRON AND METAL

A major change in commercial building followed the introduction of iron as a structural material in La Crosse as well as in the world in general. Cast iron columns to support the brick and stone arches and cast iron lintels to carry the walls above were produced by local La Crosse foundaries beginning in the 1860's. Although the effect of iron materials on the structural frame on specific buildings in La Crosse cannot be readily determined, the use of ornamental iron columns and other facade elements is readily apparent in few store fronts in the La Crosse Survey. Unfortunately, in the process of continual modernization, the iron fronts on most of the structures have been lost. Highly ornamental iron columns by the local W. Hirshheimer Company remain to decorate the architecturally significant Healy Block at 200-212 Main Street (Map Code 21-11). Less ornate iron columns have survived on several Pearl Street structures including the George Zeisler Building constructed in 1886 at 201 Pearl Street (Map Code 81-8) and the John Voegle Buildings at 213 and 215 Pearl Street (Map Code 81-3, 81-4). Ornate Corinthian styled cast iron columns survived the otherwise complete alterations of the structure at 221 Pearl Street (Map Code 80-35). Unusual for the highly active commercial strip on Main Street is the integrity of the architecturally significant John Rehfuss Building at 414 Main Street (Map Code 80-7). Constructed in 1894, the structure already shows the use of the iron lintel supported by square capped iron columns in the manner typical of store fronts constructed after the introduction of iron in the 1860's. Ornamental iron fences are still in place at the Hixon House at Seventh and Badger Streets (Map Code 1-8), the Withee Home at 9th and Cass (Map Code 18-10), and the John Torrance House at 726 Cameron Street (Map Code 17-34).

The manufacture of iron and brass castings and the conversion of these materials into saleable articles was in the early days of the history of La Crosse carried out in a single shop. The following are foundries and machine shops known to have produced products used in architectural construction in the 19th century and early 20th century. They furnished all the ironwork used in many buildings that were erected in the city during these years.(80) Unfortunately, not much is known concerning specific structures and the particular source of their iron components.

The Pioneer Foundry and Machine Shop

The Pioneer Foundry and Machine Shop was established at Front and King Streets by George Leach in 1855. Thornley and James secured the business in 1874, which was eventually owned by John James and Company when Thornley retired in 1878.(81) The John James Foundry Building is an architecturally significant industrial building now the site of Mike's Building Supply at 100 King Street (Map Code 15-19).

Franklin Iron Works

Founded by Hill and Goddard in 1872, the Franklin Iron Works was owned by Goddard from

1876 to 1877. S. B. Pierce with various partners owned the business in the late 1870's and 1880's. The Franklin Iron Works made all the drift bolts in the architecturally significant bridge across the Black and Mississippi River constructed in 1876 (Map Code 13-9).(82) The remains of the stone building housing the Franklin Iron Works constructed in 1873 exist at 401 Copeland Avenue (Map Code 12-17).

John Torrance Foundry

Originally the foundry was established at the northeast corner of Second and La Crosse Street in 1862 by John Torrance and his partner, Archibald Gould, doing business until the foundry was destroyed by a fire in 1865.(83) Re-established in 1876, the foundry under the name of J. W. Torrance and Son moved to 328 South Front (not extant) in 1882. The firm continues to operate today as Torrance Casting, Inc. at 3131 Commerce Street. The Torrance Company is credited with much of the ornamental iron work used in the 19th Century and early 20th century store fronts. Structures known to have decorative cast iron made by Torrance, Gould and Company include the Mons Anderson Building constructed at 2nd and Main Street from 1865-1870 (not extant), while the P. Wehrers Building at 118 South Fourth Street, (Map Code 75-20) built in 1874, had cast iron inscribed "J. Torrance and Son."(84) The iron work to the Rodolf Building on the corner of 3rd and Main Streets (Map Code 75-17) was manufactured by the Torrance Brothers Foundry in 1891. In 1898, the contract for the iron work at the new brick Gund Brewery Complex at 2104-2130 South Avenue was awarded to the John Torrance and Son Company (Map Code 9-17).(85)

More visually evident in the City of La Crosse are the metal elements that were used in the 19th century and 20th century architectural designs. Most obvious in the La Crosse Survey are the great number of metal roofs. Promising long life and a measure of fire resistance, metal roofs were used for elaborate as well as simple structures. Near the turn of the century, the City of La Crosse actually passed an ordinance forbidding the use of wooden shingles on any buildings in the city.(86) Sold by salesmen such as Gunther Klein-schmidt of the Chicago based Ideal Roof Company, and local companies like Kuhlman and Gass, the terneplate roofing material was applied by skilled tinsmiths.(87) Some of the more prominent structures identified in the La Crosse Survey exhibiting a metal "plank" roof include the houses at 929 King Street (Map Code 9-7), 410 South 3rd Street (Map Code 10-34), 950 Cass Street (Map Code 9-5), 1333 South 13th Street (Map Code 36-6) and 608 North 6th Street (Map Code 71-34).

Metal ornaments such as decorated cornices, window hoods, and sheet metal coverings with pressed designs have survived the march of progress in a greater number than the cast iron store fronts. Elaborate galvanized metal cornices essential to the commercial Italianate design popular in the second half of the 19th century found in the La Crosse Survey include the architecturally significant example of early Italianate commercial architecture, the Solberg Building at 127-129 South 3rd Street of 1870 (Map Code 2-5). The Healy Building at 200-212 Main Street (Map Code 21-11), the Bliss and Sill Building at 307-309 Main Street (Map Code 78-25) and the Pamperin Tobacco Company at 113 South Second Street (Map Code 82-5) exhibit the most elaborate metal cornices found in the La Crosse Survey. Galvanized iron cornices and window caps were

manufactured locally by concerns such as Tenny and Company on Front Street in the 1860's,(88) the Seth Morse Company on Main Street and Kuhlman and Gass at 316 South Third in the 1880's and 1890's,(89) the Vincent Tausche Company at 119 North Third, and the Fred Bittman Company at 129 South Fourth in the 1890's.(90) These tin shops also produced sheet iron roofing for the local market.

Sheet metal with floral and "classical" influenced designs pressed into the surface and used to cover wood surfaces was a prominent feature of particularly commercial structures in the late 19th century. The architecturally significant Rehfuss Building constructed in 1894 at 414 Main Street (Map Code 80-7) has retained the metal covering on exceptional two-story oriel windows as has the Gund Building located at 323 Pearl built in 1875 (Map Code 80-25). The C & J Michel Building on 115 South Third Street (Map Code 2-2) is an example of the application of sheet metal to the surface of the building, but not nearly as well maintained. Many oriel windows originally found on the commercial structures influenced by the Queen Anne style in downtown La Crosse have been removed.

CONCRETE

Concrete construction became an alternative to traditional material after the turn of the century in La Crosse. Although the majority of the structures were still built of traditional materials in traditional ways, no early concrete commercial buildings were identified in the Survey. Several residential structures utilized concrete block moulded to resemble the rough face of stone were included in the Survey. The Fenwick Reed House at 423 South 20th Street (Map Code 53-4) constructed in 1911 is representative of this method of construction. Additional examples exist at 421 Winnebago Street (Map Code 69-7), 1024 St. Paul Street (Map Code 91-27) and 1518 Adams Street (Map Code 33-35).

Frequently at the turn of the century, the new construction methods were used in traditional ways giving an unsettling feeling to the visual appearance of the structure. Concrete columns moulded in the traditional Ionic classical style support porches at:

STAINED AND LEADED GLASS

Many structured 19th century and early 20th century houses and churches in particular identified in the La Crosse Survey contain leaded and stained glass windows. Unfortunately very little information on the sources of the glass and the designs have survived and very little research has been done. In addition to the creation of the Rose Window in the south transept of the Christ Episcopal Church at 831 Main Street (Map Code 11-7) created by the Tiffany Studios at the turn of the century, two local companies are known to have been the source of the windows in the 19th century and at the turn of the century.(91)

Segelke-Kohlhaus Company

Established in 1857 to produce sash, doors, blinds, and other materials for buildings, the Segelke-Kohlhaus Company later added a general contracting department. Along with the services offered to their customers, the company created stained glass at their plant from designs chosen by the customer. Although, undoubtedly, the leaded and stained glass in the interiors created by Segelke-Kohlhaus, can be attributed to them, the only specific window that can be credited to the Segelke-Kohlhaus Company at present is the Star of David window of amber cathedral leaded glass created by craftsman, Roland Holy, in the Synagogue at 1820 Main Street (92) (Map Code 60-12).

The Art Glass Company

Located at 123 South Front Street, the Art Glass Company was founded in 1897 by H. V. Lamborn and F. H. Flemmer. Four men and seven machines were used in the operation. Working directly with sash and door factories and church committees, they specialized in memorial windows for churches. Works created by the Art Glass Company include the windows for the St. James Church, an architecturally significant structure, on 1102 Caledonia Street (Map Code 14-7) constructed in 1900-1901, The English Lutheran Church (not extant) and many others.(93) The Art Glass Company continued to operate in the 20th century.

Architectural History

Builders, Architects, Designers and Engineers



Photo by Joan Rausch, 1996

Frank Schwalbe, Jr, House
223 South 17th Street, 1921

BUILDERS, MASONS AND ARCHITECTS

The State Directories, local histories, and the census records provide a limited amount of information on La Crosse's architectural builders. The 1854 Directory compiled by the Reverend Carr shows 26 carpenters were American born while one immigrated from England and one immigrated from Ireland.(94) The available information appears to indicate the building practices in the early period were influences mainly by the American settlers from the East. Later a significant Northern European taste somewhat influenced the building styles. By 1890, when great numbers were immigrating from Europe, the United States Census shows that of 8,369 foreign born - 3,518 were German and 2,680 were Norwegian.(95) However, further research is necessary to determine the extent of the Northern European influence on the architectural taste and construction found in La Crosse.

The builders of early La Crosse did not have to possess great carpentry skills or architectural training. The new balloon framing method had largely replaced the hand hewn frame and mortise and tenon joining type of carpentry by skilled craftsmen at mid-century. Relatively unskilled persons were able to construct the necessary buildings. There were few architects in the country during the early period of La Crosse's development. As a result, the architectural form of the building was determined by the carpenters and mason who constructed them. Using manuals such as The Modern Builder's Guide (1833) illustrating plans and details, the builders and carpenters spread ideas of American architecture throughout America, relying on their taste and the wishes of their customers to guide their choices. Further adding to the ecclectism that resulted were the variety of building materials that could be ordered from a catalog. By the second half of the 19th Century, everything from the base, to the ridge pole, to the windows, doors and ornaments came from the factory. Only a few laborers were needed to erect a complete building of parts selected from a catalog like the Sears Roebuck Catalog. Builders and contractors were in great demand in the early history of La Crosse. During the year 1856 alone, between four and five hundred houses were erected in La Crosse.(96) Only a few of the builders' names and their associated works identified in the La Crosse Survey are known at present.

EARLY BUILDERS AND CONTRACTORS:

The Drake Contracting Firm

The Drake Contracting Firm was established in 1857 by Lemul Drake, an immigrant from Essex, England. He learned the carpenter's trade in Appleton and Cleveland. Drake was in business with his brother for a time and was joined by his son, George, in 1886.(97) The Drake Contracting Firm was located at 318 Pearl Street until 1890 when it moved to the corner of 7th and Main where it continued in business as the Drake Brothers and Drake Contracting Firm until the turn of the century.(98) Prepared to furnish plans, build and supervise, the Drakes were responsible for many

large buildings in the City of La Crosse. The Drake Company is known to have built the first City Hotel, Fire Station and Jail at 407-409 Main Street (Map Code 78-32) in 1869,(99) to have remodeled the Rodolf Building at 100 South Third Street (Map Code 75-17) in 1891.(100) The Drake Firm also built the Healy Block at 200-212 Main Street (Map Code 21-11) in the 1870's, the Mons Anderson Store (not extant) in the late 1870's, and the First National Bank at Third and Main Streets (not extant) in 1881.(101)

Joseph E. Rawlinson, Contractor and Builder

Born in England, Rawlinson and his parents came to America in 1840. He learned the bricklayer's trade in Jersey City. In partnership with his brother, William, from 1860 until 1870, he was associated with a fellow Englishman, David Wallace, from 1870 to 1876. With his two partners and as a sole proprietor from 1876, the Rawlinson firm is credited with many city buildings including the Pump House at 3rd and Main in 1870 (not extant) and the old State Bank Building at 311 Main Street (Map Code 78-27) in 1885.(102)

Ole Larsen, Contractor and Builder

Born in Norway, Ole Larsen learned the building trade in Norway. Immigrating to La Crosse in 1866, he continued in the building business and developed logging and lumber interests. He erected the Rodolf Block at 100 South 3rd Street (Map Code 75-17) in 1870, and the Solberg Block at 3rd and Pearl (Map Code 2-5), constructed in 1870. He also had the contract for the Coast House in Viroqua and a number of Norwegian churches in the area.(103)

Joseph Burgermeister, Contractor and Builder

Burgermeister, born in Austria, came to La Crosse in 1863. He learned the mason's trade in Germany. Among the buildings he constructed in the 19th Century include the stone mills owned by Freeman and Co. and Listman, and the ice houses connected with the breweries of C. & J. Michel, John Gund and G. Heileman, as well as many fine stone foundations.(104) Joseph Burgermeister and Louis A. Miller were awarded the contract for the stonework on the massive new Gund Brewery complex on South Avenue (Map Code 9-17) constructed of brick in 1897-1898 after a fire destroyed the old stone Brewery in September of 1897.(105) The Burgermeisters continued to operate until the turn of the century.

Fred A. Gross, General Contractor and Builder

Established in 1883, Gross remained in business as a contractor for public and private buildings until the turn of the century when he no longer appears in the City Directory. In business with his brother in 1891, Gross was responsible for structures such as the Salzer seed house,(106) and many residences including the Joseph Gutman House at 912 King Street (no photograph) constructed in 1894.(107)

Joseph Schwalbe and Son

Thoroughly trained in architectural design and construction in the schools of Austria, Schwalbe came to La Crosse in the late 1860's.(108) Working mainly as a builder, he started a family contracting business that continued until the 1950's. Joseph Schwalbe's son, Frank, continued the business along with his son, Art, in the 20th century.(109) Although responsible for many structures in the City of La Crosse, only a few are known at present. Credited to the Schwalbe firm is the old Bartl Brewery at 12th and La Crosse Street (not extant), the old City Hall built at 5th and State Street in 1891 (not extant),(110) the 1901 Wisconsin Telephone Company building on the corner of North

Fourth and State Street (Map Code 77-34),(111) the Hoeschler Building at 115 South 5th Avenue (Map Code 21-31) built in 1930, the Rivoli Building at 115-123 North 4th Street (Map Code 21-1), the English Lutheran Church at 16th and Cass Street (Map Code 62-20) built in 1924, and the Will Ott House at 1532 Madison Street (Map Code 22-17) built in 1900.(112)

A close personal friend of the La Crosse architect, Otto Merman, Frank Schwalbe built many of the houses designed by Merman.(113) Included among these were the Schwalbe House at 1420 Madison (Map Code 16-11) in 1914, the Schwalbe houses at 217 South 17th Street (Map Code 49-30) and 223 South 17th Street (Map Code 2-13), both built in 1920, and the house for Frank Schwalbe, Sr. at 115 South 17th street in 1925 (Map Code 49-36).

Peter Nelson and Son Contracting Firm

Established in the early 1890's as the Nelson Brothers, the Peter Nelson firm now located at 1701 Miller contiues to operate at the present time.(114) Although many large and small structures have been constructed in the City of La Crosse by the Nelson Company, some early representatives are the Erick Rynning House at 1418 Charles Street (Map Code 13-12) built in 1893,(115) the Aquinas High School built in 1930 at 315 South 11th Street (Map Code 62-14),(116) the Northside Library at 1552 Kane Street (Map Code 13-3) built in 1942,(117) the O.J. Oyen Building at 507 Main Street built in 1912 (Map Code 19-6), the W. A. Roosevelt Company Building at 230 South Front (Map Code 15-16) built in 1916, the Viterbo Convent at 912 Market Street (Map Code 17-15), Our Savior's Lutheran Church at 612 Division Street (Map Code 41-27) built in 1957, and the Blessed Sacrament Church at 130 Losey Boulevard South (Map Code 62-5) built in 1950.(118)

Molzahn Construction Company

Operating from 1895 to 1965, the Molzahn Contracting Firm originally was established by Theodore Molzahn. In recent times until 1960, the company was directed by Harold Molzahn. The Molzahn Company constructed the brick Theodore Jankowski House at 325 West Avenue South (Map Code 63-9) in 1933,(119) the Tribune Building at 4th and Cass (Map Code 21-29) in 1938, and the Montgomery Ward Store at 112 South 5th Avenue (Map Code 78-11).(120)

Other Local Contracting Firms

Not much information is available at present concerning the following contracting firms found to be associated with structures identified in the Survey.

James Stormant & Sons Contracting Firm established their business in the 1890's and continued until at least 1915. The William Withee House at 1434 Cass Street (Map Code 2-19) was constructed by this firm in 1897.(121)

John Arenz and Son Contracting Firm is credited with the Holy Trinity School (Map Code 36-7) constructed in 1907 at 1417 South 13th Street and the stone curbing of the brick streets laid in 1900.(122) The Arenz family continued in the construction business until the 1930's.

William Crowley, Builder and Contractor

A native of La Crosse, William Crowley leanred carpentry in La Crosse with various contractors of the area after his return from homesteading in Montana about 1918. He became an independent contractor in 1920.(123) Crowley built his first house at 2106 State Street (Map Code 58-25) in 1920. Crowley's last house was completed in 1963 at 2715 Glendale Avenue. The following houses and one commercial building in the La Crosse Survey were constructed by William Crowley:

(1) 1427 Winnebago Street (Map Code 68-14), 1927

(2)	118 South 22nd Street	(Map Code 85-30), 1930
(3)	210 South 22nd Street	(Map Code 50-3), 1934
(4)	2135 Grandview Place	(Map Code 99-8), 1928
(5)	2131 Grandview Place	(Map Code 99-7), 1932
(6)	2126 Grandview Place	(Map Code 99-6), 1928
(7)	2123 Grandview Place	(Map Code 99-5), 1927
(8)	2117 Grandview Place	(Map Code 99-4), 1928
(9)	2116 Grandview Place	(Map Code 99-3), 1925
(10)	2109 Grandview Place	(Map Code 99-2), 1925
(11)	2102 Grandview Place	(Map Code 98-37), 1924
(12)	2020 King Street	
(13)	411 North 22nd Street	(Map Code 55-11), 1934
(14)	2106 State Street	(Map Code 58-25), 1920
(15)	2918 South Avenue	(Map Code 34-35), 1934
(16)	3511 Mormon Coulee Road	(Map Code 34-4), 1931-1932
(17)	404 North 24th Street	(Map Code 57-21), 1938
(18)	409 North 24th Street	(Map Code 99-11), 1936
(19)	410 North 24th Street	(Map Code 99-12), 1936
(20)	415 North 24th Street	(Map Code 57-22), 1937
(21)	420 North 24th Street	(Map Code 99-13), 1936
(22)	424 North 24th Street	(Map Code 99-14), 1935
(23)	444 North 24th Street	(Map Code 57-23), 1938
(24)	510 North 24th Street	(Map Code 57-24), 1936
(25)	514 North 24th Street	(Map Code 57-27), 1938-1939
(26)	522 North 24th Street	(Map Code 57-25), 1939
(27)	544 North 24th Street	(Map Code 57-26), 1937-1938
(28)	543 Cass Street/ Modern Dry Cleaning Building	(Map Code 81-26), 1937

Barney Spangler, Builder and Contractor

After attending a school of mechanics in Kansas City, Spangler returned to his home in La Crosse determined to learn carpentry.(124) Upon losing his job as a carpenter in 1919 when all the union carpenters went on strike, Spangler established his own contracting business. He constructed his first house at 110 North 23rd Street in 1919. Spangler continued in business until he retired in 1960. Spangler's lack of formal training resulted in a personalized style of building and designing. Spangler was noted for his rough drawings on brown manilla paper that illustrated the construction to be done. The following houses in the La Crosse Survey were built by Barney Spangler between the years 1919 and 1939:

(1)	2309 Main Street	(Map Code 4-18), 1920
(2)	115 North 23rd Street, The John Otten House	(Map Code 56-33), 1926-1928
(3)	116 North 23rd Street	(Map Code 56-34), 1927
(4)	2215 Main Street	(Map Code 59-31), 1923
(5)	2211 Main Street	(Map Code 59-32), 1923
(6)	2205 Main Street, The Flood House	(Map Code 59-33), 1927-1928
(7)	120 North 22nd Street	(Map Code 55-27)
(8)	136 North 22nd Street, The Ted Burns House	(Map Code 55-26), 1927
(9)	101 North 22nd Street	(Map Code 55-29)
(10)	308 North 22nd Street	(Map Code 55-19), 1928
(11)	304 North 22nd Street	(Map Code 59-22)

(13)	2135 Main Street, The Pettibone House	(Map Code 59-34)
(14)	2129 King Street	(Map Code 61-36)
(15)	1912 King Street, The Alex Mull House	(Map Code 61-30), 1930
(16)	2205 State Street, The Barney Spangler House	(Map Code 57-34)
(17)	2407 Vine Street	(Map Code 69-34), 1929-1930
(18)	215 North 24th Street, Everett Walters House	(Map Code 57-13)
(19)	216 North 24th Street, The Ruggles House	(Map Code 57-14)
(20)	226 North 24th Street	(Map Code 57-16), 1929
(21)	312 North 24th Street	(Map Code 57-17)
(22)	316 North 24th Street	(Map Code 57-18), 1929
(23)	319 North 24th Street	(Map Code 99-10), 1936
(24)	320 North 24th Street	(Map Code 57-18), 1929-1930
(25)	323 North 24th Street	(Map Code 57-19)
(26)	327 North 24th Street	(Map Code 99-9), 1928

Ethel Olberg Tausche, Contractor

Between 1925 and 1941, Ethel Tausche built 21 houses mostly in the 22nd and Ferry Street area. Mrs. Tauschee completed her first house at 343 South 23rd Street in 1925.(125) The last house she constructed at 201 South 21st Street was built in 1941. The daughter of local contractor-builder, Christian Olberg, Ethel Tausche was known to have built the following houses included in the La Crosse Survey:

(1)	357 South 23rd Street, Earl Krause House	(Map Code 54-31), 1929
(2)	227 North 22nd Street, James McCord House	(Map Code 55-24), 1929
(3)	400 South 15th Street, Ethel Tausche House	(Map Code 48-6), 1939

Raymond Bice, Contractor

Beginning in 1920, Raymond Bice worked in the La Crosse area as a builder-contractor until his retirement in the 1960's. Known as the Bice-Olsen Company in the 1920's, Bice is responsible for over 300 homes in the City of La Crosse. Nineteen houses constructed by the Bice firm are located on State Street between University of Wisconsin and Losey Boulevard.

Big contracting companies from outside La Crosse were brought in during the 20th century to construct some of the larger buildings. The Chicago Construction Company built the La Crosse Vocational School at 6th and Vine (Map Code 78-20) in 1923 and the Standard Construction Company of Minneapolis constructed the Exchange Building at the corner of 5th and Jay (Map Code 21-32) in 1940.

MASONS

Stone and brick construction required the presence of skilled craftsmen in the community. Unfortunately, not much more than the name of the brick and stone masons are known. During the early period of La Crosse's architectural history, the need for mason occurred along with the opening of the stone quarry in the late 1850's to early 1860's and the manufacturing of brick first occurring as early as 1851. High quality dressed stone construction that continues in a similar manner throughout the 19th century and early 20th century, particularly evident in the precise dressed stone foundations found in the City of La Crosse, indicate the existence of masons, well trained according to a local tradition and apprenticeship program. Soon after the formal apprenticeship program was organized on a state wide basis in 1914, apprenticeship training for the trowel trades, brick and stone masons and plasterers, was set up in La Crosse. Generally based on a ratio of four journeymen to one apprentice, the four year training program supervised by a joint committee of labor and management included 400 hours of classroom education. In the 19th Century the brick and stone masons were viewed as separate crafts; however, the skills of both were expected of the mason at the turn of the century increasingly until World War II when the separation of stone and brick masonry trades no longer existed.(126)

Very little information about the early masons have survived. The Reverend Carr lists two stone cutters and two masons, of whom only one was foreign born, in 1854.(127) Histories and newspapers from the era inform us about a few of the craftsmen from the period that are associated with structures identified in the survey.

A. W. Shepherd (Shepard), Stone Mason

Listed as a stone cutter from New York in Carr's 1854 Directory, some of Shepherd's work has been recorded in the local histories and newpapers.(128) Apparently, the master stone mason during this era in the City of La Crosse, constructed the following stone structures: the Egyptian styled jail, 45' x 67' built at the rear of the Court House square fronting on Fourth Street (not extant) in 1858 (129) and a stone house on his lots south of the Methodist Church in 1855,(129) now the east wing of the Mons Anderson House at 410 Cass Street (130) (Map Code 10-37). Attributed to Shepherd by reputation and techniques by local historians are the Zeisler House at 903 South Second Street (Map Code 82-14) and the old stone Morton Smith store built on the corner of Front and Main Street (not extant) in 1856.(131)

Thomas Shimmin, Jr., Stone Cutter

Shimmin was one of the proprietors of the Moe and Shimmin Stone Quarry on Grandad's Bluff and the Oak Grove Steam Marble-Works at West Avenue and State Street. Born on the Isle of Man, Shimmin immigrated to La Crosse in 1855.(132) He started quarrying in 1863 and opened his stone cutting shop in association with R.T. Wilson and Ruel Weston in 1875. Shimmon sold his interest in the quarry in 1878, securing sole proprietorship of the stone cutting shop in 1879.(133) In the La Crosse City Directory of 1866, Shimmin and his partner Moe advertized their willingness to construct "stone houses built by contract or by the day." Shimmin left his mark, an Isle of Triskelion

coat of arms, in the stone at each end of the Mons Anderson inscription on one of the most significant structures in the early architectural history of La Crosse built during the period of 1864 to 1870 (not extant).(134)

George Dagendesh, Stone Cutter and Contractor

Located at the corner of 9th and Jackson, Dagendesh learned the stone cutter's trade in Milwaukee where the family immigrated from Switzerland. Arriving in La Crosse in 1870, he and his partner established the firm of Tenny and Dagendesh.(135) In the 1885 City Directory, George Dagendesh is listed as the sole proprietor of his firm, and is listed continously until 1905.(136) Peter and John Dagendesh continued the Dagendesh Stoneworks in the 20th century.

In the early 20th century when the local quarries were still in operation, Ben and Paul Beissen, Fred Papenfuss and Jim Pavela were considered by local masons to be the master stone masons in the City of La Crosse.(137)

Although many masons in La Crosse did both stone and brick work, some masons were billed as brick masons. Even less is known of the individual brickmasons than that of the stone masons. The firm of Sees and Hughes constructed the brick house designed by Andrew Roth at 1339 State Street (Map Code 1-19) for John Hughes, a building contractor, in 1885.(138) The Klich family were bricklayers working in the later years of the 19th century continuing on into the 20th century. Albert Klich, who learned the trade from his father Henry, had the distinction of laying the first bricks in the Doerflinger Store at the corner of 4th and Main in 1904 (Map Code 19-11) and in the old La Crosse Courthouse in 1904 (not extant).(140) Albert Klich and his father Henry constructed the brick German Lutheran Church at 400 West Avenue (Map Code 20-3) during the years 1904 to 1905.(141) Considered one of the most respectable bricklayers in the city, Klich constructed many of the early 20th century Prairie School houses including the brick interpretation of the style at 2028 Main Street (Map Code 18-22) in 1923(142) and the Albert Klich home designed by Percy and Bentley in 1918 at 2019 State Street (Map Code 15-7).(143) D. Wallace and Sons, a family who continued the brick mason craft in the 20th century, was awarded the contract for the brick work on the large Gund Brewery Complex on South Avenue (Map Code 9-15, 16, 17) in 1898 when the brewery was rebuilt after the fire.(144) According to local sources, the master brick masons of the early 20th century include Ben Beissen, George Wallace and Jim Pavela. Fred Papenfuss was called upon to do the decorative brickwork at the turn of the century on the fronts of the C. & J. Michel Brewery at 710 South 3rd Street (Map Code 18-1) and the Gund Brewery on South Avenue (Map Code 9-17).(145)

LA CROSSE ARCHITECTS AND DESIGNERS

When La Crosse was settled during the mid-19th century, the architectural profession in America was still in the early years of development. During the first years of settlement, builder-contractors called themselves architects, despite their lack of formal academic training. By the end of the 19th century, La Crosse's architects benefited from training in architectural schools as well as the traditional apprentice system. Although architects from Milwaukee, Minneapolis, Chicago, and Dubuque received commissions in La Crosse, most of the city's commercial, residential and public building designs by architects have been created by local architects. While a good number of buildings in La Crosse were designed by architects, carpenters and masons created the majority of the city's housing with aid of pattern books, prefabricated parts, and tradition. As architects became professional and more available in the late 19th century and in the early 20th century, the citizens of La Crosse used their service with greater frequency, particularly for the larger public, commercial, and religious buildings. In partnership with the fast growing building trade, two designers of prominent reputation were based in La Crosse. One, the noted interior designer of public buildings, O. J. Oyen, and the other, Egid Hackner, a designer and architect of altars and other interior fixtures, received more recognition outside of La Crosse, than in La Crosse.

Architects of the 19th century

Little more than a decade after Nathan Myrick built the first structure in the settlement of La Crosse, architects were leaving their imprint on La Crosse. The earliest known structure designed by an architect identified in the La Crosse Survey is the Rublee-Washburn House at 612 Ferry Street (Map Code 17-27) designed by Mr. Gregory.(146) When describing Gregory as an architect of taste and skill, the National Democrat pointed out to the citizens of La Crosse, "Mr. Rublee is setting a good example...Most of our buildings in La Crosse are got up without the least regard to style or beauty." Furthermore they suggested, "Those intending to put up good buildings this summer are advised to consult Mr. Gregory."(147) During the early development of most towns of the American West, the services of an architect were not sought regularly until a measure of economic development and prosperity had taken place. Either La Crosse became prosperous very quickly or a desire for improvement was very strong from the earliest period of La Crosse's history. As early as 1853, Justin Jacobs, who was identified as a carpenter in Carr's directory,(148) opened a School of Architecture, "where the drawing and working of the Orders with their Capitals will be taught; likewise, stairbuilding, both straight and circular, with such lines in geometry as are necessary for the builder to understand."(149) The City of La Crosse was never without the services of an architect from this period to the present. Following are the architects associated primarily with the 19th century in the La Crosse Survey and the structures credited to them.

William H. J. Nichols

Apparently well trained as an architect, Nichols arrived in La Crosse in 1855-56 and reportedly moved to Denver, Colorado c.1880.(150) However, he appears in the Baraboo, Wisconsin City Directory in1890.(151) Showing a preference for the mansard roof and the associated Second Empire style, Nichols designed many of the substantial structures during his tenure in La Crosse. The following are some of the more important structures credited to him; unfortunately, most have been altered or demolished.

(1) Mons Anderson Building, 2nd and Main Sts.(not extant), 1865-1870(152)
(2) Pomeroy Opera House, 4th and Main Sts. (not extant), 1868(153)
(3) La Crosse City Hall, Fire Station & Jail,407-409 Main Street (Map Code 78-32-) 1869(154)
(4) Union High School, Black River Falls, Wisconsin 1870-1871(155)
(5) F.M. Rublee House, moved to West Salem, Wisconsin (now called Dudley House). (156)
(6) Undocumented buildings attributed to Nichols include early houses for J. M. Levy, J. W. Losey, W. W. Crosby, P. S. Davidson and Thomas Davis. (157)

Charles J. Ross

According to the City Directory, Ross practiced as an architect in La Crosse from c.1870 to 186.(158) Only one structure in the Survey has been determined to be designed by Ross.

(1) Peter Wehrers Building, 118 So. 3rd Street (Map Code 75-20), 1873(159)

C. F. Struck

Born in Christiana, Norway, Struck immigrated to the United States in 1864. Struck came to La Crosse in 1877 from Marquette, Michigan, where he worked as a builder-architect after his arrival there in 1873.(160) He went to Minneapolis in 1881, moving on to Seattle at the turn of the century.(161) None of Struck's buildings generally designed in the Victorian Gothic mode have survived to the present day.(162)

(1) Germania Hall, 5th & Main Sts. (not extant), 1877
(2) International Hotel, Front & Pearl Sts. (not extant), 1877
(3) Giles Building (Park Store) 4th & Main Sts. (not extant), 1880
(4) First National Bank, 3rd and Main Sts. (not extant), 1881

William Parker

A native of New York State and a graduate of Cornell University at Ithaca, New York, Parker established himself in business in Milwaukee in 1876.(163) Arriving in La Crosse in 1884, Parker is listed in the La Crosse City Directory until 1893 when he moved to Galesville, Wisconsin. Apparently still working in the area, he was listed in the Directory again in 1899.(164) Several of Parker's designs remain in the city, all showing the eclecticism character

(1) La Crosse County Court House, 3rd & State (not extant), 1867
(2) State Bank Building, 311 Main St. (Map Code 78-27), 1885 (166)
(3) Goddard Hotel, 1639 Prospect St. (Map Code 12-7), 1888 (167)
(4) United States Post Office & Federal

	Building, 4th & State Sts.	(not extant), 1889
(5)	Leinlokken Bank, 203 S. Fourth St.	(Map Code 77-5), 1891

Joseph A. Leinfelder

Born in Bavaria, Joseph Leinfelder learned his trade in Cleveland, Ohio, Advertizing himself as a contractor and architect, Leinfelder came to La Crosse in 1870 after living for five years in Jefferson, Wisconsin.(168) Apparently having a close association with the Catholic church, Leinfelder designed many structures for the church during the time the Catholic church was becoming established in the city. Only the Italianate influenced Second Empire styled Bishop's House has retained its architectural integrity.(169)

(1)	Viterbo Convent & Chapel, 9th & Market	(not extant), 1870-71,& 1874
(2)	St. Wenscenlaus Church, 9th & Winnebago	(not extant), 1874
(3)	The Bishop's House, 608 S. 11th St.	(Map Code 3-19), 1877
(4)	St. Mary's Church, 7th & Cameron Avenue	(not extant), 1874
(5)	St. Nicholas (Holy Trinity) Church & School Building	(not extant), 1887 (170)
(6)	Joseph Leinfelder House, 819 West Ave.	(Map Code 63-20), 1888 (171)

Gustav Stoltze, Hugo Schick and Andrew Roth

Working in partnership during the years 1887 to 1899 with offices in the Batavian Bank Building,(172) Stoltze and Schick worked alone for short periods of time before and after this period. A few years after the termination of his association with Stoltze, Schick formed another partnership with Andrew Roth. Stoltze, Schick and Roth designed most of the extant substantial commercial buildings in downtown La Crosse. Their extant works exhibit influences ranging from the historic Romanesque and Neo-classic styles to early Modern.

Gustav Stoltze, a German immigrant arriving in Boston in 1872, received his architectural training in Boston. After his technical course was completed, he worked in the offices of Ware and Van Brunt and also in the offices of Rotch and Tilden for two years. He came to La Crosse in 1885 after working for a time in Minneapolis and then for the Northern Pacific Refrigeration Company. Stoltze was a member of the American Institute of Architects.(173) His activities after the termination of his partnership with Schick is unknown. No specific works designed by Stoltze before his association with Schick are known at present.

Hugo Schick, a native of Austria, was a graduate of the Polytechnical School and Academy of Arts of Vienna, completing a course in architecture in 1877. He arrived in America in 1880, working in New York City, Chicago, and St. Paul before coming to La Crosse in 1886. He formed an association with Stoltze in 1887.(174) He worked alone after the end of his association with Stoltze until he formed a partnership with Andrew Roth, lasting from late in 1901 until Schick's death c.1909.(175) Schick was associated with W. F. Sprague for a few months in 1900 when illness forced Sprague to return home.(176) During the years when he worked alone, Schick designed mostly residences and small commercial structures.

Andrew Roth began his life in architecture as a carpenter. After working as a carpenter for twenty years, Roth first advertized himself as an architect in 1893. Late in 1901, Roth and Hugo Schick entered into a partnership until Schick's death c.1910. Roth continued to practice as an architect until his death on January 30, 1920.(177)

Following are the structures designed by the 1887-1899 partnership of Stoltze and Schick. Most are extant structures identified in the La Crosse Survey.

Residences:

(1)	E.C. Dailey House, 1420 Cass Street	(Map Code 19-19),	c.1890 (178)
(2)	Bentley-Wheeler House, 950-952 Cass St. (Remodeled)	(Map Code 9-5),	Before 1891
(3)	George Metzger House		1890 (179)
(4)	Stephen Gantert House, 1304 Main St.	(Map Code 11-3),	1891 (180)
(5)	Nymphus B. Holway House, 1419 Cass St	(Map Code 2-21), 1891	frame(181) 1892 stone
(6)	A. F. Youngberg House, 1228 Ferry St.	(no Photo)	1894 (182)
(7)	J. L. Callahan House, 933 Rose St.	(Map Code 20-35),	1894 (183)
(8)	Charles Michel, 1431 Cass St.	(Map Code 2-20),	1892 (184)
(9)	J. B. Grigg House, 412 S. 11th St.	(Map Code 46-11),	1894 (185)

Commercial, Religious and Civic Structures:

(1)	Heileman Brewery Building, 1000-1100 S. 3rd St.	(Map Code 21-17),	(186)
(2)	Odd Fellows Temple, 121 S. 4th St.	(Map Code 77-21),	1887
(3)	Chicago Burlington & Northern Railway Depot, 2nd and Pearl St.	(not extant),	1892
(4)	Tillman Brothers Furniture Block 116 S. 4th St.	(Map Code 77-28)	1889
(5)	E. R. Barron Building, 426 Main St.	(Map Code 19-13),	1891 (187)
(6)	C & J Michel Building, 115 S. 3rd St.	(Map Code 2-2),	1892
(7)	C. F. Klein Building, 207 S. 4th St.	(Map Code 77-4),	1891
(8)	Metzer Block, 306-312 Pearl St.	(Map Code 81-12),	1892 (188)
(9)	F. R. Hickish Store & Residence 830 Vine Sts.	(Map Code 22-10)	c.1891
(10)	La Crosse City Hall, 5th & State Sts.	(not extant),	1892 (189)
(11)	John Gund Brewing Co. Building 323 Jay St.	(Map Code 77-23),	1894 (190)
(12)	Hogan Stone Store, Front Street	(not extant),	1894 (191)
(13)	John Rehfuss Building, 414 Main St.	(Map Code 19-12),	1894 (192)
(14)	Norwegian Lutheran Church, West Avenue & Division (Demolished: 1961)		1896 (193)

The following are known to be designed by Andrew Roth when he conducted his architectural practice alone from 1893-1901.

Residences:

(1)	J. W. Hughes House, 1337 State St.	(Map Code 1-19),	1893 (194)
(2)	William Will House, 503 Caledonia St.	(Map Code 88-30),	1893
(3)	Ole Elbertson House, 711 Division St.	(Map Code 18-6),	1893
(4)	Charles Williams House, 1130 Vine St.	(no photo),	1893
(5)	George Baum Market & House, 801 Rose St.	(no photo),	1893
(6)	Robert Thompson House, 116 S. 17th St.	(no photo),	1894 (195)
(7)	A. S. Dunham House, 1512 Madison St.	(Map Code 22-14),	1899 (196)

Other Structures:

(1)	St. Clara Convent, 1120 Caledonia St.	(Map Code 14-6),	1893 (197)
(2)	First German Methodist Church (Salzer) Memorial), 525 S. 7th St.	(Map Code 17-28),	1895
(3)	St. James Catholic Church, 1102 Caledonia St.	(Map Code 14-7),	1900-1901 (194)

The following are commissions of Hugo Schick when he conducted his solo practice as an architect between the years of 1899 to late 1901.

(1)	McMillan Building, 401 Main St. (interior remodeling)	(Map Code 19-10),	1901 (200)
(2)	Harry Hirshheimer House, 218 N. 8th St.	(Map Code 43-6),	1900 (201)
(3)	John P. Salzer House, 133 S. 14th St.	(Map Code 47-22),	1900 (202)
(4)	Hirshheimer Plow Company Building, 3rd & Pine St.	(not extant),	1900

During the partnership of Schick and Roth, 1901-1910, the following structures are known to have been designed by the firm.

(1)	Doerlinger Department Store, 400 Main St.	(Map Code 19-11),	1903
(2)	La Crosse County Court House 4th & State Sts. (Demolished: 1965)		1904-1905 (203)
(3)	Emanuel German Evangelical Lutheran Church, 1201 Avon St.	(Map Code 14-24),	1907 (204)
(4)	Arenz Store (Front), 321 Pearl St.	(Map Code 80-27),	1907 (205)
(5)	O. J. Oyen House, 124 S. 17th St.	(Map Code 49-34),	1903 (206)
(6)	First Evangelical Lutheran Church, 400 West Avenue	(Map Code 20-3),	1904 (207)

Obscure La Crosse 19th Century Architects

Very little outside of the name in the La Crosse City Directory or State Gazetteer has survived the following architects: J. C. Bennett has an advertisement in the La Crosse National Democrat on October 31, 1856; E. F. Fasset listed in the 1879 State Gazetteer is credited with the Fifth Ward School in 1877 and the first separate High School Building at 8th and Main Streets in 1878.(208) A woman architect, Rosa Ross, is listed in the City Directory in 1884. G. P. Bradish is listed in the 1895 State Gazetteer; E. S. Wolcott is found in the City Directories of 1895-1897.(209)

19th Century Architects From Outside La Crosse

Occasionally architects from cities outside La Crosse received commissions. Minimal information is available about these architects and their connection with La Crosse. Generally if they fulfilled one commission well, their services were sought again by others in the La Crosse community. W. L. Carroll of Chicago was brought to La Crosse to remodel the bankrupt Pomeroy Opera House at 4th and Main Streets for its new owners in 1879 (not extant).(210) He returned to design the

architecturally significant Victorian Gothic house for the lumberman James Vincent at 1024 Cass Street (Map Code 2-25) in 1884.(211) James Douglas of Milwaukee was noted for his new American style called the "Douglas Style." He was brought to La Crosse to design the architecturally significant W.W. Crosby House at 221 South 10th street (Map Code 9-9) in 1886.(212) Douglas returned to design the Micheal Funk House at 1407 Main Street (not extant) in 1891 and the J. S. Medary House at 200 South 14th Street (Map Code 98-12) in 1898.(213)

An experienced architect of large structures, R. M. Detweiller of Columbus, Ohio, came to design the Christ Episcopal Church at 831 Main Street (Map Code 11-7) in 1898 and toyed with the idea of staying in the community,(214) although no other designs by him are know. Starting his career as a contractor, Detweiller belatedly studied architecture. For three years he studied privately at the Ecole des Beaux Arts in Paris. While working at the firm of Edbrooke and Burnham, he took design at the Chicago Institute of Art. Among the buildings to his credit in Ohio are Woodsfield Methodist Episcopal Church and the Great Southern Hotel and Opera House at Columbus. Other 19th century architects included in the La Crosse Survey and their designs are:

(1) Louis Lehle (Chicago): The Gund Brewery Complex, 2130,2219, 2104 South Avenue (Map Code 9-15,16,17), 1898 (215)
(2) Solon S. Beman (Chicago): Batavian Bank, 319 Main St. (Map Code 21-6), 1887-1888 (216)
(3) Guido Beck (Dubuque, IA): Holy Trinity Church, 1333 S. 13th St. (Map Code 15-15), 1892 (217)

La Crosse Architects of the 20th Century

When the construction declined in the early 20th century, the number of architects needed in the community also declined. At the same time young architects were needed to design in the new styles because the architecture of the 20th century completely changed the old attitudes.

Wells E. Bennett

Listed in the La Crosse City Directory as an architect from the early 1900's to the 1930's, Bennett is most well known locally as the architectural office where Percy Bentley obtained his first local architectural experience. Later in his life, Bennett supervised the building and real estate interests of Frank Hoeschler.(218) Only a few structures can be attributed to Wells Bennett in the La Crosse Survey.

(1) Colonel Holway House, 134 S. 14th St. (Map Code 47-21), 1904 (219)
(2) Mons Anderson House, 410 Cass St. (Remodeled: YWCA) (Map Code 10-37), 1906 (220)
(3) Hogan House, 1525 State St. (no photo)

Bernard Dockendorff and A. E. Parkinson

Bernard Dockendorff, a La Crosse native, worked for two years (c.1895-1897) with the local architectural firm of Stoltze and Schick. About 1897 he left to study for three years at the Technicum in Darmstadt, Germany. Upon his return to America, Dockendorff obtained a position with Louis Becker of Mayence.(221) Returning to La Crosse c.1905, he formed a partnership with Albert Parkinson, which lasted until their death in 1952. A. E. Parkinson, a native of England was trained in the practice of architecture by his father and the schools of Scranton.(222) Licensed to practice in Wisconsin, Michigan, Minnesota, Iowa, North Dakota, and Illinois, the Parkinson and Dockendorff

offices located in the Linker Building provided practical training for many young architects of the area including Otto Merman. Credited with the design of over 800 public buildings, their commissions included schools, residences, hospitals, commercial structures and civic buildings. Generally designed with little historic ornament using modern building methods, many of Parkinson and Dockendorff's designs remain outside the scope of the survey. The following are designs of Parkinson and Dockendorff included in the La Crosse Survey.

(1)	Holy Trinity School, 1417 S. 13th St.	(Map Code 36-7),	1907 (223)
(2)	Y.M.C.A., 629 Main St.	(Map Code 79-5,	1908 (224)
(3)	St. Wenscelaus Church, 936 Winnebago St.	(Map Code 68-34),	1914
(4)	Wittich Hall (P.E. Bldg.-UW-La Crosse), 1725 State St.	(Map Code SF4-15),	1916
(5)	Hoeschler Building, 115 S. 5th Ave.	(Map Code 21-31),	1930
(6)	St. Francis Hospital Building,10th & Market St	(Map Code 65-36),	
(7)	Logan High School, 1450 Avon St.	(not extant)	
(8)	W. A. Roosevelt Building, 230 N. Front St.	(Map Code 15-16),	1916 (225)
(9)	Salzer Seed Company Building, 1205 S. 7th St.	(Map Code 31-35),	1918
(10)	Albert Parkinson House, 112 S. 9th St. (Moved to 3011 South Losey)	(Map Code 24-13),	1938 (226)
(11)	Aquinas High School, 315 S. 11th St.	(Map Code 62-14),	1930

Percy Bentley and Otto Merman

Percy Bentley (1885-1968)

Born in La Crosse in 1885, Percy Bentley studied at Ohio Wesleyan University as a member of the non-graduating class of 1967.(227) He entered Chicago's Armour Institute in September of 1906 and again in September of 1909. He never finished the year at either time, leaving for good on January 21, 1910. During this period, Bentley was subject to the same influences as Wright and his colleagues, which clearly showed in his work upon his return to La Crosse in 1910. Bentley explained the influence in this manner, "Our mornings were spent at the Art Institute and afternoons at Armour. The office of Frank Lloyd Wright was in a building almost directly across Michigan Avenue...Louis Sulllivan was in a building not far from Wright's...I became...indoctrinated with both." However, Bentley never met nor served an apprenticeship with the masters of the Prairie School design. Clearly a talented architect of little formal training, Bentley easily synthesized and interpreted the latest architectural thinking and trends just as Wright and many other architects in the Chicago area during the same period. When in La Crosse, Bentley worked for Wells Bennett as a draftsman at various times when not at school between 1907 and 1910. Upon returning to La Crosse after permanently leaving the Armour Institute in 1910, Bentley formed a brief partnership with William Bajari, hiring Otto Merman as a draftsman. Located in the Batavian Bank Building until c.1913-1914, both Merman and Bentley worked in the Minneapolis-St. Paul area where Percy Bentley became associated with architect Charles Hausler for about a decade. Registered as an architect in Wisconsin in 1917, Bentley returned to La Crosse periodically for the next five years. The City Directory lists the Bentley and Merman firm at 210 Linker Building only in the year 1919. From this point on Otto Merman remained permanently in La Crosse, gradually taking over the Bentley-Merman practice as his own. By 1921 Bentley gave his office and home address at St. Paul, where he remained paying more attention to his musical interest than his architectural interest until he moved to Hood River, Oregon, in the 1930's. Moving on to Eugene, Oregon c. 1939, he retired in 1961. Dwight Percy Bentley died February 2, 1968.

Bentley and Merman's residential designs account for the greater number of architecturally

significant residential structures of the second and third decades of the 20th century in La Crosse. When considering the additional influence of Bentley's Prairie style on the houses constructed by builders and contractors in the area, his contribution to the high quality of the architectural environment of La Crosse is considerable. Acquiescing to the increasing demands of clients for the traditional comfort, Bentley began the move to historic styles by the time he was taking his leave of La Crosse. One of the last houses bearing the signature of Bentley and Merman in La Crosse is the Colonial Revival Argyle Scott House design of 1918 constructed at 1721 King Street (Map Code 10-33).(228) Finally noted for his avant garde La Crosse Prairie School designs in recent years, Bentley achieved national recognition much earlier for his architectural work of the 1930's and 1940's in Oregon.

Structures by Percy Dwight Bentley and Otto Merman in the City of La Crosse:

(1)	Edward C. Bartl House, 238 S. 17th St.	(Map Code 15-2), 1913 (229)
(2)	C. J. Felber House, 1408 King St.	(Map Code 2-35), 1913
(3)	O. J. Oyen Building, 507 Main St.	(Map Code 19-6), 1912
(4)	Dr. H. H. Chase House, 221 S. 11th St.	(Map Code 3-16), 1913
(5)	Henry Wohlhuter House, 223 S. 11th St.	(Map Code 3-14), 1913
(6)	Henry Salzer House, 1634 King St.	(Map Code 49-13),1912-1913
(7)	Emil T. Mueller House, 128 S. 14th St.	(Map Code 19-21),1915
(8)	Argyle Scott House, 1721 King St.	(Map Code 10-33), 1918
(9)	Albert Klick House, 2019 State St.	(Map Code 15-7), 1918 (230)
(10)	Adolph & Helga Gundersen Summer Cottage, Pettibone Island	Map Code 100-31), 1918
(11)	Lutheran Hospital Addition, 1910 South Ave.	(Map Code 34-19), 1917
(12)	Percy Cilley House, 140 S. 19th St. (attributed)	(no photo), 1918
(13)	Vincent Kidder House, 2425 Cass St. (attributed)	(Map Code 59-22)c.1924
(14)	Gus Sexauer House, 1421 State St. (attributed)	(Map Code 1-16), 1914 (231)
(15)	Frank Sisson House, 1511 Main St. (attributed)	(Map Code 18-28), 1916

Otto Merman (1890-1935)

A native of La Crosse born in 1890, Merman received his early training in La Crosse, working in the offices of Parkinson and Dockendorff from c.1907 to 1910.(232) After a short period in Minneapolis, Merman returned to La Crosse, taking a job in the office of the young architect Percy Bentley in c.1912. From about c.1913-1914 to 1918, Otto lived and worked outside the City of La Crosse. After working in Minneapolis and later in the Manitowoc Shipyards in 1918, Merman returned to La Crosse forming a partnership with Percy Bentley with offices at 210 Linker Building. The La Crosse City Directory listed the Bentley-Merman association in this manner in only the 1919 directory. When Bentley withdrew permanently from La Crosse in 1919, Otto Merman assumed the architectural practice. Merman was associated briefly with Herbert Skogstad from 1924 until 1928 when Skogstad died. Alfred Widman, possibly only a draftsman, was connected with Merman briefly in 1919. Certified as an architect in Wisconsin in 1918, Merman lived a very productive life, dying at an early age on June 2, 1935.

The amount of credit to be given Merman for the architecturally significant structures designed during the association of Bentley and Merman is difficult to determine; however, houses such as the Prairie style Dan McMillan House designed by Merman in 1914 indicate he

favored more irregularity and more experimental use of large masses whereas Bentley favored a more tightly controlled, symmetrical design and greater attention to detail and interior finishing. Following are all the known designs by Otto Merman in the La Crosse Survey and the dates of the design. Construction occurred in the same year or in some within a year or two. All the structures dated 1924, 1925, 1926, and 1928 are Merman and Skogstad designs.(233)

Residences:

(1)	Dan McMillan House, 1222 Cass St.	(Map Code 2-22), 1914
(2)	Frank Schwalbe, Jr. House, 1420 Madison St.	(Map Code 16-11), 1914
(3)	P. M. Gelatt House, 1212 Cass St.	(Map Code 2-24), 1918
(4)	Albert Arenz House, 2501 Cass St.	(Map Code 40-10), 1918
(5)	Frank Dietz House, 126 N. 11th St.	(Map Code 15-20), 1921
(6)	Ed Schwalbe House, 217 S. 17th St.	(Map Code 49-30), 1920
(7)	Frank Schwalbe House, 223 S. 17th St.	(Map Code 2-13), 1920
(8)	Charles Callaway House, 121 S. 17th St.	(Map Code 15-23), 1921
(9)	Ben Ott House, 241 S. 17th St.	(Map Code 15-24), 1921
(10)	Art Bruha House, 215 N. 15th St.	(Map Code 48-19), 1921
(11)	Emil Erickson House, 232 S. 17th Pl.	(Map Code 50-25), 1922
(12)	Fred Miller House, 353 S. 20th St.	(Map Code 52-31), 1922
(13)	George Schultz House, 1021 S. 4th St.	(Map Code 76-18), 1922
(14)	William Walker House, 503 S. 16th St.	(no photo), 1922
(15)	Olaf Skaar House, 135 S. 16th St.	(Map Code 96-33), 1922
(16)	Carl Rau House, 1733 Cameron Ave.	(Map Code 65-30), 1923
(17)	H. W. Skogstad House, 2145 King St.	(no photo), 1924
(18)	Will Ott House, 121 Losey Blvd.	(Map Code 74-29), 1924
(19)	John Bayer House, 1127 Cass St.	(Map Code 62-15), 1925
(20)	John G. Felton House, 2607 Cass St.	(Map Code 40-4), 1927
(21)	Frank Schwalbe House, 115 S. 17th St.	(Map Code 49-36), 1925
(22)	Dr. Gunnar Gundersen House, 1504 King St.	Map Code 61-18), 1927
(23)	W. A. Kroner House, 131 Losey Blvd.	(Map Code 74-27), 1927
(24)	Leighton Oyen House, 120 N. 24th St.	(Map Code 57-12), 1928
(25)	Norman Meir House, 1820 Cass St.	(Map Code 62-28), 1929
(26)	Dr. James A. Evans House, 600 S. 28th St. (moved from 105 Losey Blvd. S.)	(Map Code 39-29), 1928
(27)	Alonzo Sisson House, 211 N. 16th St.	(Map Code 48-23), 1922
(28)	A. W. Lange House, 727 S. 4th St.	(Map Code 76-22), 1923

Commercial, Religious, School and Other Structures:

(1)	Grandview Hospital Addition, 1707 Main St.	(Map Code 60-13), 1919&1925
(2)	Hogan School, 807 East Ave. S.	(Map Code 56-14), 1920
(3)	La Crosse Lutheran Hospital Nurses Home, 1910 South Avenue	(Map Code 34-23), 1923
(4)	La Crosse Vocational School, 304 N. 6th St.	(Map Code 78-20), 1923
(5)	Lincoln School, 510 S. 9th St.	(Map Code 44-13), 1924
(6)	North Branch School(Roosevelt) 1307 Hayes St	(Map Code 12-2), 1923
(7)	Lutheran Hospital Addition, 1836 South Ave.	(Map Code 34-19), 1924
(8)	Bath House, Pettibone Island	(Map Code 99-30), 1925
(9)	English Lutheran Church, 1601 Cass St.	(Map Code 62-20), 1924
(10)	Avalon Ballroom, 206 Copeland Avenue	(Map Code 87-23), 1927
(11)	St. John the Baptist School, 818 St. James St.	(Map Code 91-29), 1928

(12)	Trane Company Building, 2313 S. 16th St.	(Map Code 25-3), 1930
(13)	Monkey Island & Zoo Building, Myrick Park	(Map Code 99-26), 1929
(14)	Roosevelt School Addition, 1307 Hayes St.	(Map Code 12-2), 1931
(15)	Salzer Flower Shop, 618 Main St. (moved to 1803 King St.)	(Map Code 61-27), 1933
(16)	Washburn School, 102 N. 8th St. (attributed)	(Map Code 43-9), 1921
(17)	Bill Zurn Bar, 324 S. 4th St.	(Map Code 76-33), 1933
(18)	La Crosse Public Library, 1552 Kane St. (constructed posthumously: 1942)	(Map Code 13-3), 1934

Miscellaneous 20th Century Architects

Ori Sorensen was a member of the Davis and Sorensen Firm who came to La Crosse from Madison in 1887 to provide building and contracting services to La Crosse during its boom period. Mostly known for interior woodwork and furnishings, the Sorensen Contracting Firm provided architectural services in the 1920's and the 1930's. Ori Sorensen, known to have constructed the Masonic Temple in 1901, is credited with the earliest known Prairie School design, the J. C. Hogan House at 104 South 17th Street constructed in 1911,(234) as well as the all-electric Prairie School influenced house at 121 South 21st Street in 1923 (Map Code 55-9).(235)

Out of Town Architects in 20th Century La Crosse

Architects from larger cities such as Chicago and Minneapolis were brought to La Crosse at times in the 20th century as in the 19th century. Well-known architects from Chicago, Handy and Cady, were brought to La Crosse by Joseph M. Hixon to design his mansion at 14th and Cass Streets (Map Code 11-5) in 1903.(236) In the same year they were responsible for the design of the Stoddard Hotel (not extant). Returning in 1908, the Handy and Cady firm completely remodeled the interior and exterior of the 1893 Frank Hixon House at 1431 King Street (Map Code 2-3).(237) Importing the architectural design as well as the workmen, the St. Rose Convent commissioned Eugene Liebert to create a magnificent chapel adjacent to their convent at 912 Marke Street (Map Code 17-26) in the early 20th century.(238)

With increasing frequency architects from the outside were brought in for larger structures built in La Crosse in the 1930's. J. Mandor Matson was brought from Minneapolis by the Hoeschler family to design their modern house at 117 Losey Boulevard, North (Map Code 95-14) and the Art Moderne Exchange Office Building at 201-205 5th Avenue South in 1940 (Map Code 21-32).(239) During the same period, Kruse and Parish of Davenport, Iowa created the design for the Art Moderne Tribune Building at 435 South 4th Street (Map Code 21-29) in 1938.(240)

Others identified in the Survey known to have received commissions in La Crosse in the 20th century include:

(1)	H. J. Esser (Milwaukee): Wisconsin Telephone Company, 125 N. 4th St.	(Map Code 74-34),	1901 (241)
(2)	Van Ryn and DeGellke: Main Hall, UW-La Crosse 1724 State St.	(Map Code SF4-19),	1908 (242)
(3)	C. A. Boehme (Minneapolis): John Rehfuss House, 1732 Cass St.	(Map Code 62-27),	1916 (243)
(4)	Ed Schultz: St. Joseph Cathedral, 530 Main St.	(Map Code 80-4),	1959 (244)

La Crosse Designers

E. Hackner Co. (1880-1963)

Egid Hackner founded the Hackner "Altar Factory" in La Crosse in 1880 in rented rooms at the rear of the La Crosse Hotel on State Street.(245) Born in Bavaria in 1856, Hackner had extensive training in Europe as an architect and craftsman. Apprenticed to Michael Wagner, a master of church art for three years, he studied at the Munich School of Art for two years. Hackner worked with an altar builder named Muller and traveled as a journeyman throughout Europe for four years before coming to America in 1880. When St. Francis Hospital needed the lot with his house and workshop at 11th and Winnebago for expansion in 1886, he built a workshop and a house of his own design at 1235 Ferry Street (Map Code 16-23). Twenty skilled craftsmen were employed at this shop in 1894, where nearly all the work was done by hand and foot-powered machine. Sculpting in marble was begun in 1891 and continued until World War II when Italian marble was no longer available. A new factory at 810 South 2nd Street (Map Code 82-12) called the E. Hackner Company was built in 1910. At this time power tools were installed and the work force increased to 50-75 men. Egid Hackner died in 1952 at the age of 95. Under the direction of three sons and one daughter, the Hackner Company continued until 1963.

Undoubtedly much work by the Hackner Company has survived. Following are some examples among many executed by the Hackner Company.

(1)	Christ Episcopal Church: altars and re-redoes, 831 Main St.	(Map Code 11-7),	1898 (246)
(2)	Maria Angelorum Chapel - St. Rose Convent: six marble altars and Statuary, 912 Market St.	(Map Code 17-26),	1905-1907(247)
(3)	St. Joseph Cathedral: altars, pews, choir stalls, woodwork, 6th and Main Sts.	(Map Code 80-4),	1960 (248)
(4)	James Vincent House: interior woodwork, 1024 Cass St.	(Map Code 2-25),	1885 (249)

Oven Interior Design Firm (1888-1931)

Born in Norway in 1865, Odin J. Oyen spent his formative years in Madison. Oyen studied at the Art Institute of Chicago for two years while working for the Maxwell Decorating Company (250). In February of 1888, Odin J. Oyen came to La Crosse at the suggestion of Ori Sorensen of the Davis and Sorensen Contracting Firm, who was enjoying great success during La Crosse's boom period. First employed to decorate churches, commercial structures and mansions, Oyen began competing on contracts for large public buildings throughout the Upper Midwest. The decoration or large buildings particularly for courthouses throughout the entire upper Midwest brought Oyen national recognition. Oyen employed many skilled immigrant craftsmen from Europe and trained artists including Joseph Erickson in the 1890's and A. E. Soderberg from 1903 to 1922. Continually trying new ideas, Oyen set up an outdoor advertising company, The Oyen-Ad Sign System, in 1903 that painted large advertisements on the sites of buildings. Examples of these art ads can be identified in early photographs of the City. In 1912 Oyen opened his new store and studio at 509 Main Street (Map Code 19-6) and turned increasingly to a more locally based business of interior-design used in the new Prairie styled and other houses of the era. After Oyen's death in 1926, the firm operated under the direction of his son, Leighton Oyen, until the Depression forced its closing in 1931.

Although the Oyen firm decorated many structures in the City, very little of Oyen's work can be viewed today. The following are known examples of his work in the City of La Crosse.

(1)	La Crosse County Courthouse, 4th & State Sts.	(Not extant)	1904

(2)	Christ Episcopal Church, 913 Main St.	(Map Code 11-7),	1898
(3)	Methodist Episcopal Church, 721 King St.	(Map Code 18-17),	1888/1904
(4)	Rivoli Theatre, 115-123 N. 4th St.	(Map Code 21-1),	no date
(5)	Armory, 711 S. 6th St.	(Map Code 17-11),	1888/1922
(6)	Y.M.C.A., 629 Main St.	(Map Code 79-5),	1909
(7)	Salzer Seed Company Building, 1205 S. 7th St.	(Map Code 31-35),	1918
(8)	The Bodega, 329 Pearl St.	(Map Code 77-27),	1897
(9)	William Ott House, 127 Losey Blvd. S.	(Map Code 74-29),	1925
(10)	C. J. Felber House, 1408 King St.	(Map Code 2-35),	1913
(11)	Edward Bartl House, 238 S. 17th St.	(Map Code 15-2),	1913

INDEX OF REFERENCES: ARCHITECTURE CHAPTER
BUILDING MATERIALS AND LABOR SUPPLY SECTION

Study Units: All Chapters. Only the architecturally and historically important structures have been indexed.

Anderson (Mons) House, 410 Cass Street (Map Code 10-37): Commerce Chapter; Overview Chapter; Notable People Chapter; Residential Architecture Section

Art Glass, Segelke-Kohlhaus, Art Glass Company: Industry Chapter; Religious Building Section

Burkhardt (C.) Cottage, 804 South 4th Street (Map Code 76-21): Industry Chapter; Residential Architecture Section

Burnett (Squire) House, 410 South 3rd Street (Map Code 10-34): Residential Architecture Section

La Crosse Architects and Designers: W. Nichols; C. J. Ross; C. F. Struck; W. Parker, J. Leinfelder; Stoltze, Schick and Roth; Bennett, Dockendorf and Parkinson; P. Bentley; O. Merman; O. J. Oyen; E. Hackner:
Religion Chapter; Education Chapter; Art and Culture Chapter; Industry Chapter; Sections on Residential Architecture, Architecture of Commerce and Industry, Architecture of Public Buildings and Architecture of Religious Buildings

La Crosse Brickyards: Weimar, Egglehof, Miller's Farm; Keppel, Keppel, Mader, Schnell Brother, Boma and Meir

La Crosse Contractors: Drake Brothers, Rawlinson, Larsen, Burgermeister, Fred Cross; Joseph Schwalbe, Peter Nelson; Molzahn; William Crowley; B. Spangler; Ethel Tausche; Raymond Bice; Sections on Residential Architecture, Architecture of Commerce and Industry, Architecture of Religious and Public Buildings; Religion Chapter; Education Chapter; Art and Culture Chapter

La Crosse Foundries: Pioneer (John James Foundry); Franklin; John Torrance: Industry Chapter; Architecture of Commerce Section

La Crosse Stoneyards: Wilson and Moe; Bantam, La Crosse Stone Company and Miscellaneous Quarries

Levy, John: Notable People Chapter; Religion Chapter; Commerce Chapter

Martindale (Cyphus) Cottage, 714 Cass Street (Map Code 10-36): Residential Architecture Section

Myrick, Nathan: Notable People Chapter; Overview Chapter; Government Chapter

Segelke-Kohlhaus Company: Buildings-604-610 South 2nd Street (Map Code 82-8, 82-9, 100-18): Industry Chapter; Architecture of Commerce Section

Voegle (John) Block, 211-215 Pearl Street (Map Code 81-3, 4,): Architecture of Commerce Section

Zeisler (George) House, 903 South 2nd Street (Map Code 82-14); buildings-201 Pearl Street (Map Code 81-8): Industry Chapter; Residential Architecture Section

BUILDING MATERIALS AND LABOR SUPPLY NOTES

1. History of La Crosse County Wisconsin (Chicago: Western Historical Company, 1881), pp. 339-340, 342.

2. Ibid., p. 340.

3. Ibid., p. 450.

4. Harold Weisse citing Myrick's letter in Biographical History of La Crosse, Trempealeau and Buffalo Counties (1892), pp. 549-551, "Types of Architecture Illustrated in La Crosse and Vicinity," La Crosse County Historical Society Sketches, Series 5 (La Crosse, 1940), p. 7.

5. La Crosse (Wisconsin) National Democrat, June 27, 1856.

6. History of La Crosse County, p. 367.

7. Ibid., p. 367; Weisse, "Types of Architecture," p. 7.

8. La Crosse (Wisconsin) National Democrat, June 27, 1856; Albert H. Sanford and H. J. Hirshheimer, A History of La Crosse, Wisconsin 1841-1900 (La Crosse: La Crosse County Historical Society, 1951), p. 155.

9. Weisse, "Types of Architecture," p. 7.

10. The Rev. Spencer Carr, A Brief Sketch of La Crosse, Wisconsin (La Crosse: W. C. Rogers, Democrat Office, 1854), pp. 8-9.

11. City of La Crosse Tax Records, Area Research Center, Murphy Library, UW-La Crosse.

12. Harold Weisse, "Types of Architecture", p. 16.

13. Weisse, "Types of Architecture," p. 7.

14. Sanford, A History of La Crosse, p. 163.

15. La Crosse City Directory (La Crosse: Bunn and Philippi, 1884), p. 14.

16. James Bruha, Interview with the author, July 9, 1984.

17. Sanford, A History of La Crosse, p. 155.

18. La Crosse (Wisconsin) National Democrat, September 5, 1856.

19. Marie Kroner, Story of the Segelke-Kohlhaus Manufacturing Co. 1857-1960, Unpublished paper, 1973, p. 29. Area Research Center-Murphy Library, University of Wisconsin-La Crosse.

20. Ibid., p. 3: La Crosse City Directory (La Crosse: Urban Publishing Co., 1885-1886), p. 72.

21. Kroner, Story of the Segelke-Kohlhaus Co., p. 3.

22. Unless otherwise noted, the following list of works attributed to Segelke-Kohlhaus was taken from the La Crosse (Wisconsin) Tribune, October 30, 1927.

23. National Register Nomination Papers of the Will Ott House, Preservation Division State Historical Society, Madison, Wisconsin.

24. La Crosse City Directory, 1885, p. 72.

25. List also taken from the La Crosse (Wisconsin) Tribune, October 30, 1927, unless otherwise noted.

26. La Crosse (Wisconsin) Morning Chronicle, May 10, 1900.

27. La Crosse (Wisconsin) Morning Chronicle, May 10, 1900.

28. Kroner, Story of the Segelke-Kohlhaus Co., p. 11.

29. La Crosse (Wisconsin) Democrat, April 26, 1853, as quoted by Dennis Senn in "The Becker-Lyndes House," unpublished paper, Area Research Center, Murphy Library, University of Wisconsin-La Crosse, (n.d.).

30. La Crosse (Wisconsin) National Democrat, December 31, 1856, p. 8, as quoted by Senn in "The Becker-Lyndes House."

31. Heinrich Ries, The Clays of Wisconsin and Their Uses (Madison, State of Wisconsin, 1906), p. 147.

32. Ibid., p. 148.

33. H. J. Hirshheimer, "Manufacturing In La Crosse, 1853-1880," La Crosse County Historical Sketches, Series 4 (La Crosse, 1938), p. 35.

34. History of La Crosse County, 1881, p. 400.

35. La Crosse (Wisconsin) Democrat, November 18, 1862.

36. La Crosse (Wisconsin) Tri-Weekly Union and Democrat, March 3, 1862, as quoted in Ray Keeler, "History of La Crosse 1841-1871," unpublished paper, Area Research Center, Murphy Library, University of Wisconsin - La Crosse, 1915, p. 34.

37. La Crosse (Wisconsin) Weekly Democrat, January 15, 1866.

38. La Crosse (Wisconsin) Daily Democrat, March 24, 1868.

39. Sanford, A History of La Crosse, p. 102, and La Crosse County History, 1881, p. 504.

40. Sanborn - Perris Insurance Map, City of La Crosse (New York: Sanborn Map and Publishing Co., 1887).

41. History of La Crosse County, 1881, p. 806, and Hirshheimer, "Manufacturing," p. 35.

42. United States Census Record (Industrial Schedule), La Crosse, 1860.

43. Hirshheimer, "Manufacturing," p. 35.

44. Ibid., p. 35.

45. La Crosse (Wisconsin) Republican, June 30, 1856, as quoted by Hirshheimer, "Manufacturing," p. 35.

46. La Crosse (Wisconsin) City Democrat, June 2, 1857, as quoted by Hirshheimer, "Manufacturing," p. 35.

47. Ernest R. Buckley, The Clays and Clay Industries of Wisconsin (Madison: State of Wisconsin, 1901), p. 168.

48. Ibid., p. 168.

49. R. L. Polk, Wisconsin State Gazetteer and Business Directory (Chicago: Polk & Co., 1901, 1905).

50. Hirshheimer, "Manufacturing," p. 35, and Atlas of La Crosse County, Wisconsin (La Crosse: Roth Realty Co., 1913), p. 9.

51. La Crosse City Directory (La Crosse: Philippi Publishing Co., 1895).

52. Souvenir of the Golden Jubilee

53. Bryant, Benjamin. Memoirs of La Crosse County from the Earliest Historical Times Down to the Present (Madison, Wisconsin, 1907), p. 393.

54. Ibid., p. 252; Richard Meir, Interview with the author, July 8, 1984.

55. All information on Meir Brickyard taken from: Richard Meir, The Meir Brick Company, unpublished paper, Area Research Center, Murphy Library, University of Wisconsin - La Crosse, n.d.) and interview with the author, July 8, 1984.

56. La Crosse County History, 1881, p. 626.

57. The Industries of La Crosse, Wisconsin (La Crosse: Spicer and Buschman, 1888), p. 47.

58. La Crosse (Wisconsin) Morning Chronicle, June 31, 1900; La Crosse Wisconsin Republican and Leader, December 31, 1898; La Crosse Wisconsin Morning Chronicle, August 1, 1900.

59. "Many Stone Quarries Operated on Grandad During the Early Days," La Crosse, Wisconsin;

60. Weisse, "Types of Architecture," p. 10.

61. Ruth Tichenor, Bible Baptist Congregation, unpublished paper, March 1979; Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

62. La Crosse (Wisconsin) Daily Republican, December 31, 1898.

63. La Crosse (Wisconsin) Morning Chronicle, March 29, 1900.

64. Dedication, Our Savior's Lutheran Church, La Crosse, WI, February 17, 1957.

65. La Crosse (Wisconsin) Tribune, July 19, 1960.

66. Alma Smith, Cathedral of St. Joseph Workman, August 5, 1971, unpublished paper, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

67. Hirshheimer, "Manufacturing," p. 47.

68. "Many Stone Quarries," La Crosse (Wisconsin) Tribune, April 17, 1932.

69. Chris Nudd, "Mrs. G. C. Hixon Saved Grandad Bluff for City," La Crosse (Wisconsin) Tribune, August 9, 1969, p. 6.

70. La Crosse (Wisconsin) Democrat, March 18, 1861, as quoted by Hirshheimer, "Manufacturing," p. 47.

71. La Crosse (Wisconsin) Democrat, August 17, 1869, as quoted by Hirshheimer, "Manufacturing," p. 47.

72. Hirshheimer, "Manufacturing," p. 47.

73. La Crosse (Wisconsin) Daily Democrat, May 22, 1869 and June 11, 1869.

74. "Many Stone Quarries," La Crosse (Wisconsin) Tribune, April 17, 1932.

75. "The Way It Was," Series La Crosse (Wisconsin) Tribune, June 26, 1977.

76. Robert Funk, Interview with the author, July 6, 1984.

77. "Many Stone Quarries," La Crosse (Wisconsin) Tribune, April 17, 1932; Polk, State Gazetteer, 1905.

78. Buckley, Clays of Wisconsin, p. 263.

79. Edward Steidtmann, Limestones and Marks of Wisconsin (Madison: State of Wisconsin, 1924), p. 61.

80. Hirshheimer, "Manufacturing," p. 43.

81. Ibid., p. 42.

82. Ibid., p. 43.

83. Ibid., p. 42.

84. Steven Chappell, The Influences of New York and Chicago on the Style of Cast Iron Facades in La Crosse, December 23, 1971.

85. La Crosse (Wisconsin) Chronicle, September 16, 1891 and September 27, 1891; La Crosse (Wisconsin) Republican and also Leader, December 31, 1898.

86. St. Paul (MN) Pioneer Press, November 30, 1975, p. 10.

87. St. Paul, Minneasota Pioneer Press, November 30, 1975, p. 10, and La Crosse City Directory (La Crosse): Urban Publishing Co., 1885).

88. Wisconsin and Minnesota State Gazetteer (Indianapolis: George Hawes, 1865).

89. La Crosse City Directory (La Crosse: Morrissey and Bunn, 1880) and La Crosse City Directory, 1885.

90. La Crosse City Directory, 1891-1895.

91. Daily Republican, December 31, 1898.

92. Information taken from Kroner, Segelke-Kohlhaus, p. 20.

93. La Crosse Today (n.p., 1904), p. 19.

94. Spender Carr, A Brief Sketch, pp. 17-26.

95. Sanford, A History of La Crosse, p. 208.

96. La Crosse (Wisconsin) National Democrat, October 22, 1854, as quoted in the La Crosse County History, 1881, p. 533.

97. La Crosse County History, 1881, p. 75; and La Crosse City Directory, 1888-1889, p. 125.

98. La Crosse City Directory, 1865, 1901.

99. La Crosse (Wisconsin) Daily Democrat, January 23, 1869.

100. La Crosse (Wisconsin) Morning Chronicle, September 16, 1891 and September 27, 1891.

101. La Crosse City Directory (La Crosse: Burn and Philippi, 1888-1889), pp. 125-126.

102. La Crosse County History, 1881, pp. 785-786; La Crosse Morning Chronicle, October 21, 1885.

103. Ibid., p. 638.

104. Ibid., p. 743.

105. La Crosse City Directory, 1895.

106. La Crosse City Directory, 1888-1889, p. 77.

107. La Crosse (Wisconsin) Morning Chronicle, May 20, 1894.

108. Weisse, "Types of Architecture," p. 20.

109. La Crosse City Directory, 1891-1932.

110. La Crosse (Wisconsin) Morning Chronicle, January 13, 1892.

111. Ibid., March 17, 1901.

112. Louis Gautsch and George Jansky interview with the author, July 2, 1984.

113. Margaret Merman Holley, daughter of Otto Merman, Interview with the author, 1977.

114. La Crosse City Directory (St. Paul, Minnesota, 1984).

115. Research, PAL Awards Banquet, 1983, Unpublished document, Area Research Center, Murphy Library - University of Wisconsin - La Crosse.

116. Frank Papenfuss, Interview with the author, June 18, 1984.

117. Research, unpublished document, La Crosse Public Library, Northside Branch, La Crosse, Wisconsin.

118. Files on La Crosse Architecture, Area Research Center - Murphy Library, University of Wisconsin-
La Crosse.

119. Joni Monroe, A Study on 325 West Avenue, South, December 10, 1979. Unpublished paper, Area Research Center, Murphy Library - University of Wisconsin - La Crosse.

120. Louis Gautsch and George Jansky, Interview with the author, July 2, 1984.

121. La Crosse City Directory, 1891-1915; La Crosse (Wisconsin) Weekly Argus, March 13, 1897.

122. Souvenir of the Golden Jubilee of the Holy Trinity Congregation (La Crosse: G. A. Keller, 1937).

123. All information on Crowley taken from: Carol Edland, William Crowley unpublished paper and Photograph Collection, 1980, Area Research Center, Murphy Library - University of Wisconsin - La Crosse.

124. Information on Barney Spangler taken from Carol Edland, A Brief Biography of Mr. A. Barney Spangler and the Houses He Built, June 1, 1981, unpublished paper, Area Research Center, Murphy Library - University of Wisconsin - La Crosse.

125. "Photos Depict Life of Female Builder," La Crosse (Wisconsin) Metro News, June 15, 1983, p. 1.

126. James Bruha, William Page and Sherman Miller, Interview with the author, July 9, 1984.

127. Carr, A Brief Sketch, pp. 19-26.

128. Ibid., p. 23.

129. A History of La Crosse County, 1881, pp. 419, 129; La Crosse (Wisconsin) National Democrat, June 13, 1854, as quoted in A History of La Crosse County, 1881, p. 531.

130. Weisse, "Types of Architecture," pp. 10, 11.

131. La Crosse County History, 1881, p. 791.

132. Hirshheimer, "Manufacturing," p. 47.

133. La Crosse County History, 1881, p. 791.

134. La Crosse (Wisconsin) Tribune, April 18, 1948, p. 9.

135. La Crosse County History, 1881, p. 748.

136. La Crosse City Directory, 1885-1905.

137. James Bruha etc., Interview with the author, July 9, 1984.

138. Karl Lubke, The John Hughes House, 1983, unpublished paper, Area Research Center, Murphy Library - University of Wisconsin - La Crosse.

139. La Crosse City Directory, 1888-1889, p. 92.

140. La Crosse (Wisconsin) Tribune, April 17, 1983, p. 25.

141. Frank Papenfuss, Interview with author, June 18, 1984.

142. Ibid.

143. Bentley and Merman Blueprint Collection, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

144. La Crosse (Wisconsin) Republican and Leader, December 31, 1898.

145. Frank Papenfuss, son of Fred Papenfuss, Interview with the author, June 18, 1984; and James Bruha, etc., Interview with the author, July 9, 1984.

146. La Crosse (Wisconsin) National Democrat, April 4, 1856, p. 2.

147. Ibid.

148. Spencer Carr, A Brief Sketch, p. 25.

149. La Crosse (Wisconsin) Democrat, December 20, 1853.

150. Weiss, "Types of Architecture," p. 7.

151. Baraboo City Directory (Wisconsin, 1890).

152. La Crosse (Wisconsin) Daily Democrat, June 11, 1869.

153. Ibid.

154. Ibid., September 27, 1869.

155. Files, Preservation Division, State Historical Society of Wisconsin, Madison, Wisconsin.

156. Weiss, "Types of Architecture," p. 17.

157. Ibid., p. 17.

158. La Crosse City Directory (La Crosse: A. Brainerd, 1870-1876).

159. Charles J. Ross, Building Specifi cations for Wehrers Building, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

160. History of La Crosse County, 1881, p. 798.

161. Dennis Gommestad, Minnesota State Historical Society, St. Paul, Minnesota.

162. All structures noted in History of La Crosse County, 1881, pp. 626, 628.

163. Pen and Sunlight Sketches (La Crosse: n.p., c. 1893), p.

164. La Crosse City Directory, 1884-1893, 1899.

165. Unless otherwise noted the source of all Parker's designs is the Exhibit on La Crosse Architecture, La Crosse County Historical Society, Fall, 1983.

166. La Crosse (Wisconsin) Chronicle, October 21, 1885.

167. J. Tatarek, The Goddard Hotel also known as the C. B. And Q Hotel, 1983. Unpublished paper, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

168. History of La Crosse County 1881, p. 771.

169. Source of all structures by Leinfelder unless noted otherwise: La Crosse County History, 1881, p. 575.

170. Heritage Awards Research, 1984, Unpublished document, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

171. Ibid.

172. La Crosse City Directory, 1885-1902.

173. Biographical History of La Crosse, Trempealeau, and Buffalo Counties, Wisconsin (Chicago: Lewis Publishing Co., 1892), pp. 179-180.

174. Ibid., p. 179; Pen and Sunlight Sketches (n.p., c. 1893), p. 196.

175. La Crosse City Directory, 1902-1911.

176. La Crosse (Wisconsin) Morning Chronicle, June 15, 1900.

177. Information on Roth's biography taken from: Rich Nordstrom, The Bible Baptist Church or the Salzer Memorial Church, unpublished paper, Area Research Center, Murphy Library, University of Wisconsin - La Crosse, n.d.; La Crosse (Wisconsin) Morning Chronicle, January 3, 1894.

178. Biographical History of La Crosse, p. 179.

179. Sources of (2) and (3): La Crosse (Wisconsin) Daily Press, July 4, 1891.

180. Biographic History of La Crosse, p. 180.

181. Ibid., p. 180, La Crosse (Wisconsin) Morning Chronicle, January 1, 1893.

182. Ibid., April 6,1894.

183. Ibid., June 5, 1894.

184. Ibid., January 1, 1893.

185. Ibid., March 24, 1894.

186. Source of No. (1)-(2)-(3)-(4): Biographical History of La Crosse, pp. 179-180.

187. Source of No. (5)-(6)-(7): La Crosse (Wisconsin) Daily Press, July 4, 1891.

188. Source of (9) and (10): Pen and Sunlight Sketches (n.p., c. 1893), p. 196.

189. La Crosse (Wisconsin) Morning Chronicle, January 13, 1892.

190. La Crosse (Wisconsin) Weekly Chronicle, February, 1894.

191. La Crosse (Wisconsin) Weekly Chronicle, October 4, 1894.

192. Ibid., February 15, 1894.

193. La Crosse (Wisconsin) Weekly Argus, June 27, 1896, p. 7.

194. Sources of (1)-(2)-(3)-(4)-(5): La Crosse (Wisconsin) Morning Chronicle, January 3, 1894, pp. 1,3.

195. Ibid., July 8, 1894.

196. La Crosse (Wisconsin) Republican Leader, August 25, 1899.

197. La Crosse (Wisconsin) Morning Chronicle, January 3, 1894.

198. La Crosse Republican and Leader, December 7, 1895.

199. La Crosse (Wisconsin) Morning Chronicle, August 1, 1900.

200. Ibid., March 16, 1901.

201. La Crosse (Wisconsin) Daily Press, March 15, 1900.

202. Ibid., May 5, 1900.

203. La Crosse (Wisconsin) Leader Press, March 16, 1905.

204. La Crosse (Wisconsin) Argus, August 3, 1907.

205. La Crosse (Wisconsin) Daily Chronicle, August 2, 1907.

206. Leighton Oyen, 124 No. 24th Street, La Crosse.

207. La Crosse (Wisconsin) Argus, August 3, 1907.

208. La Crosse County History, 1881, pp. 519, 520.

209. La Crosse City Directory, 1884-1895.

210. La Crosse County History, 1887, p. 623.

211. Heritage Award Research, Unpublished document, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

212. Robert Funk, 123 So. 22nd Street, La Crosse.

213. Esther Wiebben, Research on the J. S. Medary House, Unpublished Paper, 1977. Area Research Center, Murphy Library, University of Wisconsin-La Crosse.

214. All information on Detweiller taken from: La Crosse Republican and Leader, December 31, 1898.

215. Ibid.

216. Les Crocker. Department of Art, University of Wisconsin - La Crosse.

217. Heritage Awards Research. Unpublished Document, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

218. Leighton Oyen, 124 No. 24th Street, La Crosse.

219. La Crosse (Wisconsin) Morning Chronicle, April 12, 1904.

220. Ibid., July 20, 1906.

221. Ibid., September 2, 1900.

222. Information on Parkinson and Dockendorff: Files, Preservation Department, State Historical Society of Wisconsin, Madison, Wisconsin.

223. M. Bina, The Architectural and Communal Growth of Holy Trinity Parish, December 2, 1975. Unpublished paper, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

224. Source of (2) through (7): Exhibit on La Crosse Architecture, Fall, 1983, La Crosse County Historical Museum.

225. Source of (8) and (9): Preservation Division Files, State Historical Society of Wisconsin.

226. La Crosse (Wisconsin) Tribune, November 12, 1977.

227. Biographical information on Bentley: H. Allen Brooks, The Prairie School (New York: W. W. Norton and Co., 1976) and La Crosse City Directory.

228. Bentley-Merman Collection, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

229. Sources of (1) through (8): Ibid. and City of La Crosse Tax Records, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

230. Source (9) through (11): Bentley - Merman Collection.

231. Numbers (12) through (14) are attributed to Bentley by local authorities.

232. Information on Merman: Margaret Merman Holley, daughter of Merman, interview with the author, 1977; La Crosse City Directory 1905 - 1935; La Crosse (Wisconsin) Tribune and Leader Press, June 3, 1935.

233. Merman Commission: Bentley-Merman Collection, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

234. Mrs. G. Van Steenwyck, original owner of the Hogan House, interview with the author, January 1978.

235. La Crosse (Wisconsin) Tribune, September 16, 1923.

236. Western Architect, January 1909.

237. Ibid., February 1909.

238. Souvenir of Consecration of Chapel "Maria Angelorum" August 2, 1906.

239. La Crosse (Wisconsin) Tribune, July 14, 1940.

240. Dr. Les Crocker, Department of Art, University of Wisconsin - La Crosse.

241. La Crosse (Wisconsin) Morning Chronicle, April 11, 1900.

242. Dr. Les Drocker, Department of Art, University of Wisconsin - La Crosse.

243. Blueprints per owner, Warren Loveland, Jr.

244. Times-Review Cathedral Dedication Tabloid, May 11, 1962.

245. Information on the Hackners and the Hackner firm: Ibid.; Egid Hackner, "Records and Reminiscences," La Crosse County Historical Sketches, Series VII, September 1945 and Series VIII, 1955; J. Burki, Egid Hackner House, December 15, 1971, Unpublished Paper, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

246. La Crosse (Wisconsin) Republican and Leader, December 31, 1898.

247. Hackner, "Reminiscences."

248. Cathedral Dedication Tabloid.

249. Heritage Award Research, 1982, Unpublished document, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

250. Information on Oyen Firm: Joan Rausch, A Catalog of the Oyen Collection (La Crosse, 1979).

Addendum: Architectural History



Photo by Joan Rausch, 1996

John and Virginia Elliott House, 1936
1420 King Street

ADDENDUM TO 3. ARCHITECTURAL HISTORY OF LA CROSSE
1842 - 1945

Introduction

The 1983-84 intensive survey of historic resources in the city of La Crosse was updated during the year 1995 to 1996. The major objective of the earlier survey in 1983-84 was to identify properties and districts of architectural and historical significance, which were potentially eligible for listing in the National Register of Historic Places. The objective of the 1995-96 intensive survey was to update the survey and inventory of historic properties and to establish the historical and significance of the properties determined to be potentially eligible for listing in the National Register of Historic Places. Therefore, all of the 2,625 properties included in the previous 1983 Survey were reevaluated for historic and architectural significance. Furthermore, 531 properties with historic architectural integrity that have reached 50 years of age [constructed by 1946] since the 1983 Survey were added to the inventory and evaluated for significance using the National Register of Historic Places criteria.

The survey was selective by design and dependent on the present integrity of the building, structure or site, while excluding contemporary construction. Criteria, as set forth by the National Historic Preservation Act and the Historic Preservation Division of the State Historical Society of Wisconsin, were used to determine which of the surveyed properties are significant examples of historic architecture. For the NRHP criteria, please see Methodology Chapter. The selected significant sites were researched intensively and the information is contained in this addendum. Generally, only the significant examples of architecture in the city of La Crosse that are extant are included in the following discussion; however, some attention will be paid to the buildings constructed during the period from the late 1930s to 1950, which had not been included in the previous survey. Furthermore, the buildings, sites and structures will be referred to by their historic name, that is, the name of the original owner or business name.

This survey report does not provide a complete catalog of La Crosse's architecture.

Building Materials

LUMBER/WOOD (See previous entry in the 1983 Intensive Survey)

Wood continued to be the material of choice for the majority of the buildings included in the 1995 Survey. Approximately 80 percent of the buildings added to the inventory built between 1935 and 1950 are of wood construction, a number of which are covered by stucco.

For information compiled on the builders and suppliers of wood buildings and wood products during the 1995 Intensive Survey, see the Segelke-Kohlhaus entry under La Crosse Designers

BRICK (See previous entry in the 1983 Intensive Survey)

As La Crosse reached the mid-20th century, the percentage of buildings constructed of brick was significantly reduced from that of the 19th and early 20th century. Along with the demise of brick construction came the closing of the local brick yards. The Schnell Brickyard closed in the 1940s and the Meir Brickyard closed in the fall of 1958. Only 76 of the 531 properties added to the inventory in the 1995 Survey were constructed using brick materials.

The following additional information on local brick yards was found during the 1995 Survey. (See previous entry on local brick yards in the 1983 Survey)

Schnell Brickyard (1884 - c. 1940) (Also see previous entry in 1983 Survey)
The Schnell Brick Company was organized in 1884 by Phillip Schnell on State Road in State Road Coulee, three and half miles from the city limits. The business gradually increased in size, employing 18 men by 1916. Phillip Schnell, active in the brick business for 46 years in 1916, continued as president of the company while his son John functioned as secretary and general manager and his son Charles acted as treasurer. The annual production in the early 20th century was 2,500,000 brick. The kiln, which took ten to twelve days to burn using coal fuel, had a capacity of a million bricks. According to the Schnell Brickyard, 1916 was the best year up to that time for the brick industry. In 1916, the yard was selling daily all it could produce and "practically every brick is going into buildings in the city of La Crosse."[1]

Brick from outside La Crosse continued to supplement local brick as a building material throughout the 19th and 20th centuries. Brick from other brick making centers, such as Watertown and Milwaukee, was imported, particularly when hard or face brick was preferred. New information obtained in the 1995 Survey indicates the following additional buildings were constructed using imported brick:

Watertown brick:
Chicago/Milwaukee/St. Paul R. R. Freight Depot 107 Vine Street (79-10) 1880[2]

Dresbach brick:
La Crosse Waterworks Building 119 King Street (79-27) 1880[3]

Some of the more notable examples of well-preserved brick construction during the period from the late 1930s to the l950s include:

Franklin Elementary School	1611 Kane Street (150-17)	1955[4]
Blessed Sacrament School	2404 King Street (62-4)	1938[5]
Blessed Sacrament Rectory	130 Losey Boulevard South (131-6)	1945[6]
John Hehli House	515 Losey Boulevard North (130-34)	1941-42[7]
La Crosse Cooler Company	2809 Losey Boulevard South (145-3)	
Sons of Abraham Synagogue	1820 Main Street (60-12)	1947[8]
Mount Calvary Lutheran School	1614 Park Avenue (144-9)	1957[9]
Asbury United Methodist Church	1818 Redfield (38-13)	1948[10]
St. James Catholic School	716 Windsor (14-31)	1941[11]
Allis-Chalmers Plant	525 North 2nd Street (82-3)	1937-38[12]
Viterbo College	815 South 9th Street (44-19)	1941[13]
St. Francis School of Nursing	615 South 10th Street (44-30)	1941[14]
James Kapellas House	509 North 24th Street (127-22)	1940[15]
Elmer Warninger House	518 North 24th Street (127-34	1940[16]
Ralph Page House	544 North 24th Street (57-26)	1937-38[17]
William Newburg House	522 North 24th Street (57-25)	1940[18]

STONE (See previous entry in the 1983 Survey)

Few representatives of early masonry construction utilizing stone from the surrounding bluffs remain in the city of La Crosse. Moreover, the few examples that survived to the present time are disappearing from the landscape. Since the 1983 Survey, two of the five significant examples of early stone construction have been demolished. The Burkhardt Cottage at 804 South 4th and the Zeisler House at 903 South 2nd Street were demolished to accommodate local industry in the area. In addition, a small stone cottage on 1026 South 5th Street (21-36) was demolished to make way for a modern apartment house. Furthermore, the architecturally and historically significant German Reformed Church at 901 South 4th Street (17-8) has been altered extensively by the addition of stucco to the upper half of the building and most of the pointed arch windows have been partially filled-in and otherwise altered. This building is no longer potentially eligible for listing in the National Register of Historic Places.

Stone construction, which was less often the choice of the builders of La Crosse as the 19th century came to a close and in the 20th century. Local stone, which had limited potential for suitable building stone, was replaced with better quality imported stone. Architect Parkinson opted for less

expensive stone from the Biesanz Company in Winona rather than the more expensive and more well known Lannon stone for his house built in 1937-38 at 9th and Main (24-13) and moved to 3011 South Losey Boulevard in 1977. Stone construction, which had become a rare method of construction in La Crosse in the earlier 20th century, was popular once more for a brief period from the 1930s until the 1950s. The stone for these buildings most often was imported from quarries with better quality stone; however, local stone from the Miller Bluff Quarry purchased by the city of La Crosse was the material of choice for WPA projects constructed around 1940[19]. Local stone continued to be used for road work and for building foundations until concrete became the material of choice.

A number of institutional buildings of stone construction built during the period from the late 1930s to the 1960s are included in the Intensive Survey of La Crosse. Most of these buildings will become eligible for the National Register of Historic Places in the next decade:

St. Luke's Methodist Church	1022 Caledonia Street (151-27)	1958[20]
Our Savior's Lutheran Church	612 Division (41-27)	1957[21]
Holy Cross Seminary	3710 East Avenue South (14-32)	1947-51[22]
Grandad Bluff Park Shelter	Grandad Bluff Park Road (102-17)	1938
Myrick Park Shelter	La Crosse Street (95-7)	1940[23]
Blessed Sacrament Church	130 Losey Boulevard South (62-5)	1950[24]
Trinity Lutheran Church	1010 Sill Street (150-32)	1956[25]
Trinity Lutheran Church	1010 Sill Street (150-33)	1952[26]
City Water Utility Building	South Avenue/15th Street (146-17)	
Trane Park Bath House/Wading Pool	South Avenue/15th Street (164-36)	
St. Dominick Monastery	3000 South Avenue (34-36)	1953[27]
Morris Hall, La Crosse Normal School	1724 State Street (4-14)	1939[28]
First Presbyterian Church	233 West Avenue South (163-13)	1949-50[29]
Mount Calvary Lutheran Church	1411 South 16th Street (144-8)	1962[30]

Lannon stone was used in the following buildings constructed from the late 1930s to 1950:[31]

Edward/Elsie Newburg House	127 Losey Boulevard North(74-29)	1940
St Joseph the Workman Cathedral	530 Main Street (80-4)	1960-2[32]
Les C. Stukins House	2141 State Street (149-9)	1940
Thomas Gantenbein House	208 South 17th Street (50-18)	1940

The more notable examples of houses using stone building materials, all built in the mid to late 1940s and early 1950s, include:[33]

Ernie Grindler House	1204 Bluff Street (143-27)	late 1940s
House	1212 Bluff Street (142-25)	l950s
Lauritz Nelson House	1420 Hyde Avenue (145-33)	late 1940s

Clarence VanDeSteeg House	444 Losey Court (130-20)	late 1940s
St. Joseph the Workman Cathedral Rectory	530 Main Street (80-5)	1945
Robert McKenzie House	218 Zephyr Circle (130-28)	late 1940s
Richard H. Pearse House	204 South 26th Street (131-20)	late 1940s

REVISED LIST OF POTENTIALLY ELIGIBLE AND LISTED PROPERTIES

Name of Property	Street Address/Map Code	Construction Date
Mons Anderson House	410 Cass Street (10-37)	1855, 1874 (Listed NRHP-1975)
Grandad Bluff Park Shelter	Grandad Bluff Park Road (102-17)	1938
La Crosse Waterworks Building	119 King Street (79-27)	1880 (Listed NRHP-1979)
Blessed Sacrament School	2404 King Street (62-4)	1938
Myrick Park Shelter	La Crosse Street (95-7)	1940
St. Joseph the Workman Cathedral	530 Main Street (80-40)	1960-62
Morris Hall, La Crosse Normal School	1724 State Street (4-14)	1939
Chicago/Milwaukee/St. Paul Freight Depot	107 Vine Street (79-10)	1880 (Listed NRHP-1982)
First Presbyterian Church	233 West Avenue South (163-13) (Located in proposed Cass-King Street Historic District)	1949-50
St. James Catholic School	716 Windsor (14-31)	1941
Allis-Chalmers Plant	525 North 2nd Street (82-3)	1937-38
Segelke-Kohlhaus Office Building	610 South 2nd Street (82-9)	1899, 1912
Viterbo College	815 South 9th Street (44-19)	1941
St. Francis School of Nursing	615 South 10th Street (44-30)	1941

ADDENDUM TO 2. BUILDING MATERIALS NOTES

1. *La Crosse Tribune*, 28 November 1916.
2. *La Crosse Republican Leader*, 14 October 1880.
3. "being built of Watertown brick--cream colored and finely pressed," *La Crosse Republican Leader*, 21 October 1880.
4. Cornerstone.
5. Cornerstone; *La Crosse Tribune*, 21 July 1938.
6. Parkinson and Dockendorff, Commission List, University of Wisconsin-La Crosse, Area Research Library.
7. *La Crosse City Directory,* Milwaukee: Wright Directory Co., *1939, 1943.*
8. Cornerstone.
9. Cornerstone.
10. Cornerstone.

11. Cornerstone; *La Crosse Tribune*, 23 May 1941.
12. *La Crosse Tribune*, 12 December 1937.
13. *La Crosse Tribune and Leader Press*, 22 April 1941.
14. *Ibid,* 31 December 1941.
15. *La Crosse City Directory,* Milwaukee: Wright Directory Co., *1939, 1943.*
16. *Ibid.*
17. *La Crosse City Directory,* Milwaukee: Wright Directory Co., *1939, 1943.*
18. *Ibid.*
19. *La Crosse Tribune and Leader-Press*, 31 December 1940.
20. Cornerstone.
21. Cornerstone.
22. La Crosse Register, *Holy Cross Seminary*, La Crosse, 1951, pp. 55-56.
23. *La Crosse Tribune*, 14 March 1940.
24. Blessed Sacrament was constructed of "Indiana limestone" in the "rural Gothic" style, *La Crosse Catholic Register*, 7 July 1950.
25. Cornerstone.
26. Cornerstone.
27. *The Dominican Nuns, St. Dominic's Monastery, La Crosse, WI,* University of Wisconsin-La Crosse, Area Research Center.
28. George Gilkey, *La Crosse: "*A Half-Century of Higher Education in Wisconsin's Coulee Region," in History of the Wisconsin State Universities, 1968.
29. Cornerstone.
31. Cornerstone.
31. *La Crosse Tribune*, 31 December 1940.
32. *La Crosse Times-Review*, 11 May 1962.
33. The *La Crosse City Directory*, Milwaukee: Wright Directory Co., 1939-1943, is the source for the following names and dates of construction.

ADDENDUM TO 3: BUILDER-CONTRACTORS AND MASONS

Introduction

This addendum presents additional information on the builders and designers of La Crosse's architecture gathered during the intensive survey during the year 1995-96. Information included in the previous survey of 1983 will be duplicated only when necessary to avoid confusion. Each builder, architect or designer listed in the previous survey will be so referenced. A survey of La Crosse newspapers and architect and builder's commission lists provided most of the new information collected in the l995 survey.

Builder-Contractors

Bartz, C.A., general contractor and builder.
Charles Bartz, who arrived in La Crosse from Germany in 1864, established his construction contracting business in 1880. He apparently was among the most respected of the builders in the City, having received some of the prestigious contracts in the city during his career. Bartz's office was located at 922 Farnam in the late 1880s and moved to his residence at 20th and Main in 1890.[1] Apparently Bartz worked as a contractor until around the turn of the century.

Adam Kroner House	747 Division Street (17-35)	1895[2]
City Fire Station No. 4	Gillette/Liberty Streets (not extant)	1892-93[3]
Christ Church Rectory	1220 King Street (98-9)	Re modeled: 1897[4]
S.Y. Hyde House	1224 King Street (3-1)	1897[5]
Stephen Gantert House	1304 Main Street (11-3)	1890-91[6]
George Volz House	2017 Main Street (4-26)	1895[7]
St. Nicholas (Holy Trinity) Church	1333 South 13th Street (not extant)	1887[8]

Beckwith, H., contractor.
Specific information on Beckwith is not readily available at this time.

John J. Callahan House	933 Rose Street (20-35)	1894[9]

Crowley, William, contractor and builder. (See previous entry in the 1983 Survey)
Crowley, who established his contracting business in 1920, worked in construction and on development projects in La Crosse until 1963. The development known as the Crowley Addition was platted in the Fall of 1930 on 30 acres land situated between the County Club and Myrick Park. He purchased the land from the Sisters of St. Rose de Viterbo convent in April 1930. Crowley sold houses he constructed for speculation as well as lots for building. Crowley also developed Grandview Place, a one block area of Bungalow styled houses in the 1920s.[10] The following houses were added to the previous information on the buildings constructed by Crowley during the 1995 survey:[11]

Roy/Margaret Ahlstrom House	408 North 23rd Street (162-18)	1938

Donald Minard House	416 North 24th Street (127-33)	1933
Clarence Smith House	518 North 24th Street (127-34)	1939-40
Robert/Cecelia Anthony House	525 North 24th Street (127-25)	1938-39
Ross Cheney House	532 North 24th Street (127-35)	1935-36
Mathias Crowley House	540 North 24th Street (127-36)	1938
Theodore Jankowski House	1909 King Street (161-24)	1946
John Hehli House	515 Losey Boulevard, North (130-34)	1942
Charles Gelatt House	521 Losey Boulevard, North (130-33)	1941
Runge/Viola Sletten House	533 Losey Boulevard, North (165-29)	1950
James Bartlett, Jr. House	547 Losey Boulevard, North (130-30)	1949
Ross/Hattie Cheney House	555 Losey Boulevard, North (165-32)	1945-46
Dr. John Mueller House	561 Losey Boulevard, North (165-34)	1947
House	1106 Losey Boulevard South (144-31)	1947
House	1110 Losey Boulevard South (144-30)	1948
House	3511 Mormon Coulee Road (34-4)	1931-32
House	2918 South Avenue (34-35)	1934

Davis, Sorensen and Co., contractor and builder.
The Davis, Sorensen Company, although active earlier, was listed in the *La Crosse City Directory* from 1891 until the turn of the century. Ori Sorenson [also listed as Sorenson] of this firm came to La Crosse from Madison in 1887 to establish a contracting company, having learned the construction trade from his father. The Davis and Sorensen offices were at the corner of Front and Mount Vernon Streets.[12]

E.C. Dailey House	1420 Cass Street (19-19)	1889[13]
E.R. Barron Building	426-430 Main Street (19-13)	1891[14]
Hickish Grocery Store	830 Vine Street (22-10)	1889[15]

De Lorea, Frank X., contractor and builder.
De Lorea is listed in the 1891 *City Directory* as a contractor-builder with offices at 518 South 5th Street [Avenue].[16]

Exchange State Bank/Masonic Temple	800 Rose Street (20-30)	1887[17]
L.C. Colman House	126 South 15th Street (48-13)	1893[18]

De Lorea formed a partnership with the mason William Rawlinson for the following project:

First Methodist Church	721 King Street (18-17)	1885-86[19]

DRAKE CONTRACTING COMPANY, contractor and builder. (See previous entry in the 1983 Survey)
The Drake contracting business was established by Lemul Drake and his brother Fred. in 1857. Around 1886, the Drake brothers formed separate partnerships with their sons. F. Drake and Son had their office at 125 South 2nd Street while Lemul Drake and Son had offices at 318 Pearl Street. [20]

Gregory Boschert House	1235 West Avenue (29-28)	1893[21]
Drake Commercial Building	133 South 4th Street	1884[22]

Drake, Fred and Son, contractors.

John Torrance House	726 Cameron Avenue (17-34)	1889[23]
Fred Easton House	1327 Cass Street (11-6)	1886-87[24]
W.W. Crosby House	221 South 10th Street (9-9)	1886[25]

Drake, Henry, contractor.
Specific information on Henry Drake is not readily available at this time.

Dr. H.H. Chase Bungalow	221 South 11th Street (3-16)	1912
H.G. Wohlhuter Bungalow	223 South 11th Street (3-14)	1912[26]

Eberhart and Lawrence, contractor.
Specific information on the partnership of Eberhart and Lawrence is not readily available at this time.

St. Nicholas (Holy Trinity) Church	1333 South 13th Street (15-15)	1892[27]

Gobel, William, contractor and builder.
William Gobel was born in Cincinnati, Ohio, in 1831. He learned the carpenter trade from his father Jeremiah Gobel, who brought the family to La Crosse in 1857. Gobel established himself as a contractor in 1873 and formed a partnership with the Norwegian immigrant John Hoff in 1877. Gobel continued in the contracting business until at least the 1890s.[28]

Henry Esperson House	1414 Cass Street (19-20)	1887[29]

Johnson, A., contractor.
Johnson, listed in the *La Crosse City Directory* in 1888-89, had an office at 618 Main Street.[30]

Canterbury Building	531-535 Main Street (19-5)	1889[31]

GROSS CONTRACTING COMPANY, general contractor-builders.
The Gross family contracting business was established by Fred A. Gross in 1883. Gross employed a large force of men, serving the surrounding area as well as La Crosse. In the 1880s, Fred Gross's list of constructed buildings, most of which are not extant, included Salzer's seed house, Tenth Ward School, residences of David Law, William Doerflinger, James Mosher, Charles Burroughs, J. Forfar, and the German Lutheran parsonage. The Gross Company's office, which was at 1251 Farnam in the late 1880s, was located on Main, between 21st and 22nd Streets in the 1890s and at 107 North 4th in the mid-1890s. The company was continued in the 1890s by Gross' sons.[32]

Gross, Fred A.

Funk Building	200 South 4th Street (77-25)	1888[33]
First German Methodist Episcopal Church	525 South 7th Street (17-28)	1895[34]

Gross Brothers

N.B./Jessie Holway House	1419 Cass Street (2-21)	1891-92[35]
La Crosse Waterworks Building	119 King Street (79-27)	Addition: 1895[36]

Gutzke, Albert, contractor-carpenter.
Gutzke [also Kutzke], who worked as a contractor in La Crosse in the first two decades of the 20th century, had his office at his home at 323 South 16th Street in 1914. He moved to Racine c. 1916-1918.[37]

German Lutheran Church	1201 Avon Street (14-23)	1907-08[38]
Peter Cappelen House	1530 Main Street (18-27)	1903-04[39]
German Evangelical Lutheran Church	400 West Avenue South (20-3)	1905 [40]
Gutzke Duplex	319-321 South 16th Street (48-33)	1910[41]
Albert Kutzke House	323 South 16th Street (48-34)	1905[42]

Miller, John A., contractor and builder.
John Miller, born of German immigrant parents in La Crosse in 1857, learned the carpenter and builder trade from his father Casper Miller. Casper Miller [Mueller] learned his craft at the polytechnic schools in Germany before immigrating to America in 1853. John Miller formed a partnership with his father under the name C. Miller and Son in 1881, which lasted until Casper's death in 1887. John Miller was one of the founders of the La Crosse Builders Exchange. John Miller maintained an office at 1229 State Street in the 1880s and at 329 and, later, 320 Main Street in the 1890s. Miller continued as a general contractor until the 1920s when he is listed as a carpenter.[43]

La Crosse Boiler Company	400 Carr Street (88-12)	1906[44]
U.S. Weather Bureau Station	432 Cass Street (18-13)	1907[45]
Our Lady of Sorrows Chapel	519 Losey Boulevard (15-34)	1891[46]

Miller, Louis A., contractor.
Specific information on Louis A. Miller is not readily available at this time.

Adam Kroner House	947 Division Street (17-35)	1895[47]
Masonic Temple	724 Main Street (60-36)	1902[48]

Miller and Kahler, contractor.
Specific information on the Miller and Kahler partnership is not readily available at this time.

Ernest Horner Building	1220 Caledonia Street (14-2)	1894[49]

Moffat, Richard and Richard R., carpenters.
Specific information on the Moffats is not readily available at this time.

Laverty-Martindale House	237 South 10th Street (9-4)	1859[50]

Molzhan Theodore and Son, general contractor. (See previous entry in the 1983 Survey)
The Molzhan Construction Company was established in La Crosse by Theodore Molzhan in 1895. The company continued to operate under the direction of his son Harold until 1965.

Pettibone Park Beach Bathhouse	Barron Island (99-30)	1925[51]
Trane Company Plant No. 2	2313 South 16th Street(25-3)	Addition: 1936[52]

Noble, Charles W., general contractor.
Charles Noble had a business office at in room 206 in the State Bank building in the early 20th century and at 520 Main Street in the early 1930s.[53]

Wisconsin Light & Power Co.	518 Logan Street (14-22)	1905[54]
Y.M.C.A.	617-629 Main Street (79-5)	1908[55]
U.S. Fish Hatchery	Veterans Memorial Drive (NR-144)	1924[56]

Peter Nelson and Son, general contractor. (See previous entry in the 1983 Survey)
Peter Nelson, one of the leading contractors and builders in La Crosse for many years, was born the youngest son of Norwegian immigrant parents in the town of Holland in 1857. He became a carpenter's apprentice at age 14, working with several local construction companies. Nelson established his contracting business in 1890. He also was the president of North La Crosse Lumber Company at the turn of the century.[57]

St. James Catholic Church	1102 Caledonia Street (14-7)	1900[58]
La Crosse City Fire Station, No. 4	906 Gillette Street (82-29)	1940[59]
Roosevelt Grade School	1307 Hayes Street (12-2)	1923[60]
Frank Toland House	1402 King Street (61-16)	1902[61]
St John's Reformed Church	630 West Avenue South	1925[62]
St. Francis Hospital	700 West Avenue South (65-35)	Addition:1931[63]
La Crosse Home for Children	2507 Weston Street (24-25)	Addition:1975[64]
St. James Catholic School	716 Windsor Street (14-31)	1941[65]
Viterbo College	815 South 9th Street (44-19)	1941[66]
St. Anne's Maternity Hospital	620 South 11th Street (66-4)	1928[67]
Trane Company Plant No. 2	2313 South 16th Street (25-3)	1930[68]

Mr. Powers
Specific information on contractor Powers is not readily available at this time.

Goddard Hotel	1639 Prospect Street (12-7)	1888[69]

Preeschl (Max) and Hanson (Alfred), building contractor.
Max Preechel operated a building-contractor business in La Crosse in the early decades of the 20th century. He maintained an office at 1603 Jackson Street. Alfred Hanson, a local carpenter, entered into a partnership with Max Preechel around 1925.[70]

Frank/Mamie Weatherwax House	2525 Losey Court (74-32)	1925[71]

Riley, E.C., contractor and builder.
Riley formed a partnership with Darling when he received the contract for St. Clara Convent in the early 1890s. Apparently, he discontinued the partnership after the convent was built. Riley worked as a contractor in La Crosse from the early 1890s until after the turn of the century.[72]

St. Clara's Convent	1120 Caledonia Street (14-6)	1893[73]

Leo Hall	1315 South Park Street (36-10)	1898[74]

Joseph Schwalbe and Son (Frank), general contractor-builder. (See previous entry in 1983 Survey)

Henry Ott's Pure Oil Service Station	400 Cass Street (81-31)	1937[75]
U.S. Naval Reserve Center	2226 Green Bay (38-27)	1947[76]
Henry Salzer House	1634 King Street (19-31)	1912[77]
A.S. Dunham House	1512 Madison Street (22-14)	1899[78]
Adolph Kohlhaus House	1518 Madison Street (22-15)	1898[79]
Frank Schwalbe, Sr. House	1524 Madison Street (22-16)	1897[80]
Masonic Temple	724 Main Street (60-36)	1902[81]
C & J Michel Brewery	719 South 3rd Street (18-1)	Addition: 1935[82]
Percy Wiggenhorn House	109 South 14th Street (96-30)	1905[83]

Barney Spangler, contractor - builder. (See previous entry in 1983 Survey)
Barney Spangler started building houses on speculation in 1919. He marketed the houses he built, often offering them for rent, particularly during and following the Depression era, when he was unable to sell them immediately.[84]

Mrs. Henkerson House	1801 Cass Street (163-30)	
Robert/Miriam Hurtgen	2404 Vine Street (166-5)	1929
House	332 North 22nd Street (126-12)	1929
J.A. Durkee House	209 South 22nd Street (126-5)	1940
Reuben Anderegg House	324 North 24th Street (127-30)	1933
August/Ruth Benz House	330 North 24th Street (127-31)	1952
William/Esther Farley House	331 North 24th Street (164-7)	1933

Stormondt, James, contractor. (See previous entry in 1983 Survey)
Stormondt formed a partnership with his son in the late 1890s under the name James Stormondt and Son with offices at 1426 Ferry Street.[85]

J.M. Hixon House	1326 Cass Street (11-5)	1901[86]

Stormondt formed a partnership with Thorson to construct the following:

J.A. Miller House	117 South 13th Street (19-26)	1895[87]

Western Construction Company, general contractor-builder.
The Molzahn and Lyons, formerly Molzhan and Lyons, was organized as the Western Construction Company in 1910. Molzhan and Lyons worked in La Crosse, primarily as mason and plastering contractors, beginning in 1898. Their business office was moved from the State Bank to 310 South 4th Street in 1916. The Western Construction Company worked in northern Iowa, southern and northern Wisconsin as well as La Crosse.[88]

La Crosse Rubber Mills	1407 Adams Street (91-20)	Addition:1916[89]
National Gauge and Equipment Co.	Gillette/Caledonia Street (102-19)	1914[90]
St. Francis Hospital	700 West Avenue South (not extant)	Addition:1916[91]
St. Wenscelaus Church	936 Winnebago Street (68-34)	1914[92]

OUT-OF-TOWN CONTRACTORS (See previous entry in 1983 Survey)

Big contracting companies from outside La Crosse were brought to construct some of the larger buildings more often as the 20th century evolved. In some cases , the architect of the building came from the same area or city as the construction company. Most of the large construction companies, like the architects, came from the nearby large cities such as Milwaukee or Minneapolis/St. Paul. Information was not readily available on the construction companies from outside La Crosse.

MILWAUKEE

Bentley Brothers, Inc.,
Milwaukee Railroad Station — 601 St. Andrew Street (14-12) — 1926-27[93]

Foster Construction Company
Listman Mills Grain Elevators — 416 South Front Street (15-18) — 1907[94]

Klug and Smith
Cass Street Bridge — Cass Street/Mississippi River (100-30) — 1937-39[95]

Sterling Engineering and Construction Company.
Main Hall, La Crosse Normal School — 1724 State Street (4-19) — 1908-09[96]

MINNEAPOLIS/ST PAUL

Louis Fleisher Company (Minneapolis).
Kingston Court Apartments — 203 South 16th Street — 1924[97]

Lovering and Longbotham (St. Paul).
Blessed Sacrament School — 2404 King Street (62-4) — 1938[98]

Madsen and Son (Minneapolis).
St. Joseph the Workman Cathedral — 530 Main Street (80-4) — 1960-62[99]

Minneapolis Street Bridge Company (Minneapolis).
Cass Street Bridge — Cass Street/Mississippi River (100-30) — 1937-39[100]

Standard Construction Company (Minneapolis).
Longfellow School — 1900 Denton Street (15-3) — 1939[101]

Holm - Page Construction Company (Rockford, Illinois)
La Crosse Rubber Mills — 1407 St. Andrew Street (91-20)
Additions: 1927, 1929

Mead Construction Company (MacDonald, Pennsylvania).

Christ Episcopal Church	831 Main Street (11-7)	1898[102]

Builder-Masons

Benson, John, stone mason and contractor.
John Benson was born in 1826 in Norway. He learned the trade of stone mason before immigrating to the United States and La Crosse in 1861. Benson worked as a stone mason in La Crosse until at least until the early 1890s when he maintained an office at 726 Market Street.[103]

Henry Esperson House	1414 Cass Street (19-20)	1887[104]

Dagendesch, George, stone mason and contractor. (See previous entry in the 1983 Survey)

St. James Catholic Church	1102 Caledonia Street (14-7)	1900-01[105]

Frisch, Joseph, stone mason and contractor.
Specific information on contractor Frisch is not readily available at this time.

Pettibone Park Gazebo	Barron Island (22-22)	1903[106]

Klick, Henry, brick mason and contractor. (See previous entry in the 1983 Survey)
Henry Klick (also spelled Glick) was born in La Crosse in 1885. [107]

Gregory Boschert House	1235 West Avenue South (29-28)	1893[108]

Heideman, August, brick mason and contractor.

Heideman worked as a brick layer in La Crosse following his arrival in 1870. He constructed his brick cottage at 823 Adams Street in 1876. Since the late 1880s, Heideman advertised himself as a brick and plastering contractor, with offices at his residence.[109]

August Heideman	823 Adams Street (16-33)	1876[110]

Kiensle, Raymond, brick - stone mason and contractor.

Kiensle began the family masonry contracting business, which by the late 1880s was known as A.R.N. Kiensle and Brothers. The company's office was located at the 4th and Mississippi. The Kiensle company specialized in brick and stone work and plastering. Kiensle's brothers Matt and John operated the business in the 1890s.[111]

George Zeisler Building	201 Pearl Street (81-8)	1886[112]

Motylinski, Louis, brick contractor
Specific information on contractor Motylinski is not readily available at this time.

Leo's Hall	1315 South Park Street	1898[113]

RAWLINSON FAMILY, brick mason and contractors.
William and Joseph Rawlinson immigrated from England with their parents James Rawlinson to Jersey City in 1849. William moved from Jersey City to La Crosse in 1857 followed by his brother Joseph in 1860. The Rawlinsons learned the trade of a brick mason in Jersey City. The Rawlinson brothers worked in partnership under the name Rawlinson Brothers until 1870. From 1870 until 1876, Joseph Rawlinson worked in partnership with David Wallace when they constructed the Third and Fifth Ward schools (not extant). Following this, he worked alone for various periods of time. Joseph Rawlinson's office was located at 313 King Street. In the 1890s, the Joseph Rawlinson contracting business was assumed by his son James Rawlinson, who continued the family trade of brick mason and contracting business until at least the mid-1920s. James Rawlinson maintained an office at 1117 South 7th Street.[114]

Following his partnership with his brother, William Rawlinson apparently had a sole proprietorship with an office at 1103 South 7th Street. In the 1880s, he formed partnerships with various other contractors for individual large contracts, such as with De Lorea in 1886 for the Methodist Church. Among the buildings constructed by William Rawlinson are the Listman mill (not extant) and the La Crosse Opera House (not extant).[115]

Rawlinson, Joseph:

City Water Works Building	119 King Street (79-27)	1880[116]
Burlington Club House	1607 North Street	1887[117]
Fred Ring House	324 South 10th Street (44-34)	1883[118]

Rawlinson, James:

Erik Rynning House	1418 Charles Street (13-12)	1894[119]
Segelke-Kohlhaus Office Building	610 South 2nd Street (82-9)	1899[120]

Rawlinson, William and De Lorea, Frank:

First Methodist Episcopal Church	721 King Street (18-17)	1886[121]

Reynolds, Royal, contractor-builder, foundations and excavating.
Reynolds is listed as a building contractor in the 1880s with offices at 627 South 2nd Street. Reynolds specialized in building foundations.[122]

La Crosse Waterworks Building	119 King Street (79-27)	1880[123]
George Zeisler Building	201 Pearl Street (81-8)	1886[124]

Techmer, Frank A.C., brick mason and contractor.
Specific information on contractor and brick mason Techmer is not readily available at this time.

St. James Catholic Church	1102 Caledonia Street (14-7)	1900-01[125]
Masonic Temple	724 Main Street (60-36)	1902[126]

Thoeni, John. stone mason and contractor.
John Thoeni (also spelled Thoeny) learned the trade of stone mason in Switzerland before he immigrated to La Crosse in 1867. Thoeny also sold building stone on the corner of West Avenue and Pine Street from the late 1880s until after the turn of the century.[127]

F. Hickish Store	830 Vine Street (22-10)	1889[128]

Wallace, David and Sons. brick mason and contractor-builder. (See previous entry in the 1983 Survey)
David Wallace, who immigrated from Durham, England, in 1854, arrived in La Crosse in 1856. He learned the trade of a mason and the contracting business from his father Robert Wallace before leaving England. In the 1890s, Wallace was in partnership with his son James, offering brick and plastering services, with offices at 1117 and 1121 Division Street. James Wallace continued the business until the 1920s.[129]

Frank Hickish Store	830 Vine Street (22-10)	1889[130]
E.R. Barron Building	426-430 Main Street (19-13)	1891[131]
Gund Brewery Stables	2219 South Avenue (9-15)	1902[132]

OUT-OF-TOWN BUILDER-MASONS

Carlson, Helge (stone mason)
Carlson immigrated to the United States in 1923. He worked with his brother Walford Carlson for the Ellis Stone Company of Stevens Point, Wisconsin

St. Joseph the Workman Cathedral	530 Main Street (80-4)	1960-62[133]

ADDENDUM TO 3: ARCHITECTS, DESIGNERS AND ENGINEERS

Architects and Designers

The majority of La Crosse's most important architects and designers were included in the intensive survey in 1983-84; however, research undertaken during the present survey has identified additional examples of their work as well as archival data supporting former attributions of their works. Several of the architectural firms added in the 1995-1996 Survey are the designers of buildings added to the La Crosse landscape in the mid-20th century.

La Crosse Architects

Blatter, R.H.

Blatter was a member of the St. John's Reformed Church congregation when he designed their church in 1925. He later was known for his contributions to the restoration of colonial Williamsburg, Virginia[134]

St. John's Reformed United Church of Christ	630 West Avenue South	1925[135]

Bennett, Wells (See previous entry in the 1983 Survey)

Wells Bennett was born in 1870 at Ripon, Wisconsin. He received his university training at the University of Vermont. Wells established his architectural practice in La Crosse in 1902.[136]

Peter Cappelen House	1530 Main Street (18-27)	1903-04[137]
P.C. Wiggenhorn House	109 South 14th Street (96-30)	1905[138]

Boyum (Benji), Schubert (Carl) and Sorensen (Roy)

Boyum, Schubert and Sorensen practiced in La Crosse from 1939 until 1953. Their office was located in the Hoeschler Building, Room 307. From 1955-1960, Schubert was in partnership with Roy Sorensen with offices in the Hoeschler Building, Room 308. Following the period from 1963 until 1973 when he operated under the name Schubert and Associates, Carl Schubert was in partnership with William Schroeder from 1971-1973, at which time their office was at 37 Copeland Avenue[139].

Coleman Building	304 North 6th Street (78-19)	1939[140]
Longfellow School	1900 Denton Street (15-3)	1939[141]
Synagogue, Sons of Abraham	1820 Main Street (60-12)	1947[142]
U.S. Naval Reserve Center	2226 Green Bay Street (38-27)	1947[143]
First Methodist Episcopal Church	721 King Street (18-17)	Addition:1953[144]

The following commission was executed while Carl Schubert was in sole practice in the 1920s:

Guy/Eloda Beach House	205 Losey Boulevard North (57-28)	1926[145]

The partnership of Schubert and Sorensen is credited with the design of the following house:

Brad Turner House	2331 Mississippi Street (no photo)	1956[146]

Hackner, Robert

Hackner had a sole practice from 1955 to 1957, with offices in the Rivoli Building, Room 411. He entered into a partnership with Harry Schroeder from 1958 until 1969, at which time their office was in Room 408 of the Rivoli Building. Later, in 1969, Hackner and Schroeder formed the firm, which continues today as Hackner, Schroeder, and Roslansky and Associates, whose offices are at 100 Milwaukee Street.[147]

Bishop's House	510 Mormon Coulee Road (14-32)	1958[148]

The contemporary partnership of Hackner, Schroeder and Roslansky are credited with the following:

La Crosse Home for Children	2507 Weston Street (24-25)	1960s Addition:1975[149]

Nichols, William H.J. (See previous entry in the 1983 Survey)

Dr. Matthew Uhl Row Houses	609-615 Main Street (19-4)	1871[150]

Merman, Otto (See previous entry in the 1983 Survey)

The St. John the Baptist School (not extant) was not designed by Merman in 1928 as previously reported.

Roosevelt School	1307 Hayes Street (12-2)	1923[151]
La Crosse Vocational School	304 North 6th Street (78-20)	Addition:1929[152]

Parker, William (See previous entry in the 1983 Survey)

James Vincent House	1024 Cass Street (2-25)	1884-85[153]
Sam Anderson House	410 South 14th Street (47-27)	1885[154]
William Parker House	416 South 14th Street (19-18)	1885[155]
Fred EastonHouse	1327 Cass Street (11-6)	1886[156]
Henry Esperson House	1414 Cass Street (19-20)	1887[157]
Exchange State Bank/Masonic Temple	800 Rose Street (20-30)	1887[158]
Goddard Hotel	1639 Prospect Street (12-7)	Addition:1891[159]

Parkinson, A.E. and Dockendorff, Bernhard (See previous entry in the 1983 Survey)

The source of additional information on the buildings designed by Parkinson and Dockendorff was obtained from the Parkinson and Dockendorff list of commissions and from a survey of newspaper accounts of the period. In general, only the properties list that were included in the Intensive Survey are listed below:[160]

RESIDENCES

August Grams House	1429 Main Street (18-30)	1905[161]

Alfred James House	1619 King Street (161-29)	1909
James Hogan, Jr. House	104 South 17th Street (15-21)	1908
Gottlieb .F. Kroner House	1634 Cass Street (62-22)	1909[162]
Frank Strupp House	2502 Cass Street (40-9)	1909
Frank Dockendorff House	502 South 14th Street (16-10)	1909
Bernhard J. Dockendorff House	407 South 13th Street (47-15)	1909
E.A. Soderberg House	320 South 17th Street (49-25)	1909-10
Frank Malin House	1404 Main Street (60-23)	1910
William Euler House	1227 West Avenue (29-29)	1910
Ed Newburg House	1611 Main Street (60-18)	1913[163]
Leo Schroeder House	930 South 6th Street (21-37)	1914
Phillip Linker House	928 State Street (not extant)	1915
Louis Pamperin House	1728 Cass Street (62-25)	1915-16
George Zeisler House	110 South 13th Street (19-28)	1916
B.J. Cassels House	1815 King Street (61-29)	1917
Wilhelmina Zutzborsky House	111 South 17th Street (50-2)	1921-22
T.F. Reynolds House	1702 King Street (2-31)	1922
Ed Schams House	403 South 17th Street (49-22)	1923
John Hougen House	1802 King Street (16-28)	1923
Louis Athnos House	451 North 23rd Street (162-26)	1935
St. John the Baptist Church Rectory	826 Avon Street (84-5)	1939
Blessed Sacrament Rectory	130 Losey Boulevard South (131-6)	1945
Cathedral of St Joseph the Workman Rectory	530 Main Street (80-5)	1945

NON-RESIDENTIAL BUILDINGS

Segelke-Kohlhaus Office/ Glazing Department Building	610 South 2nd Street (82-9)	Addition:1912[164]
St. Francis Hospital	700 West Avenue (not extant)	Addition:1916
Newburg Building	413-421 Main Street (19-9)	1916-17[165]
Hotel Linker	318 Main Street (21-4)	Remodeling:1919[166]
Riviera Theater	1213 Caledonia Street (14-4)	1920[167]
Strand Theater	Jackson Street/West Ave. South (not extant)	1919[168]
Rivoli Theater	115-123 North Fourth Street (21-1)	1919-20
St. Anne's Maternity Hospital	620 South 11th Street (66-4)	1926
Hotel Linker	318 Main Street (21-4)	Addition:1927
St. John the Baptist School	818 James Street (not extant)	1928
Skemp Office Building	312 State Street (79-21)	1929
Wittich Hall, La Crosse Normal School	1724 State Street (4-15)	Addition:1930[169]
St. Francis Hospital	700 West Avenue (65-35)	Addition:1930[170]
Blessed Sacrament School	2404 King Street (62-4)	1938[171]
Aquinas High School	315 South 11th Street (62-14)	Gymnasium:1936[172]
Holy Trinity School	1417 South 13th Street (36-7)	Addition:1936[173]
Trane Plant No. 2	2313 South 16th Street (25-3)	Addition:1939
St. Francis School of Nursing	615 South 10th Street (44-30)	1941

Stoltze, Gustav; Schick, Hugo and Roth, Andrew (See previous entries in 1983 Survey)

Research during the 1995 Survey has identified the following additional buildings designed by Stoltze and Schick during their partnership from 1887 until around 1899:

John Torrance House	726 Cameron Street (17-34)	1889[174]

Our Lady of Lourdes Chapel	519 Losey Boulevard South (15-34)	1891[175]
Concordia Hall	1129 La Crosse (20-9)	1891[176]
Charles Michel House	1431 Cass Street (2-20)	1892[177]
First German Methodist Episcopal Church	525 South 7th Street (17-28)	1895[178]
Adam Kroner House	947 Division Street (17-35)	1895[179]
Emmanuel Markle House	6104 STH 35 (23-3)	1897[180]
Adolph Kohlhaus House	1518 Madison Street (22-15)	1897-98[181]
S.Y. Hyde House	1224 King Street (3-1)	1897[182]
Frank Smith House	1522 Main Street (60-21)	1897[183]
W.W. Withee House	1434 Cass Street (2-19)	1897[184]
Joseph P. Funke Candy Factory	101 State Street (79-17)	1898[185]

The following additional buildings and structures designed during the partnership of Hugo Schick and Andrew Roth, which prevailed from 1901 until Schick's death around 1910, were identified or confirmed during the 1995 Survey:

Losey Memorial Arch	1407 La Crosse Street (20-6)	1902-03[186]
Pettibone Park Gazebo	Barron Island (22-22)	1902-03[187]
McDonald Flats	600-610 King Street (79-24,26)	1903-04[188]
La Crosse Boiler Company	400 Carr Street (88-12)	1906[189]

Information collected during the 1995 Survey has determined Andrew Roth designed the following additional buildings during his years of solo practice, 1893-1901 and 1910-1920:

Gregory Boschert House	1235 West Avenue South (29-28)	1893[190]
J.A. Miller House	117 South 13th Street (19-26)	1895[191]
Mac Millan Apartments	707-713 Cass Street (62-6,7)	1913[192]

Sorensen, Ori J. and Woods, Walter

(See Miscellaneous 20th century Architects entry in 1983 Survey)

Ori Sorensen was one of the principals of the Davis and Sorensen company, a building and contracting firm established in 1888. Apparently, Sorensen added architectural design to his services by the 1920s, forming a partnership with his son Ori Sorensen in the firm known as Sorensen and Sorensen. Their offices were are 226 Main Street..

Masonic Temple	724 Main Street (60-36)	1902[193]
Percy Wiggenhorn House	109 South 14th Street (96-30)	1905[194]

Ori Sorensen drew plans for the following building:

Dr. Robert Flynn House	1925 King Street (2-29)	1925[195]

Stevens, Prosper E. (Landscape architect)

Specific information on Stevens (also spelled Steves) is not readily available at this time.

Oak Grove Cemetery	1407 La Crosse Street (129-17)	1872, 1878[196]

ARCHITECTS FROM OUT-OF-TOWN (See previous entry in 1983 Survey)

By the mid-20th century, most of the more prestigious large buildings, particularly the institutional buildings, were designed by architects from nearby large cities such as Milwaukee and Minneapolis and, often, these same buildings were constructed by large construction companies from the same area. These trend is less apparent in the late 20th century when La Crosse has again benefited from the location of several large architectural firms in the city.

Alvord and Burdick (Chicago)

La Crosse Water Works	Myrick Park, La Crosse Street (95-8)	1912[197]

Beman, Solan Spencer 1853-1914 (Chicago) (See previous entry in the 1983 Survey)

S.S. Beman, a prominent early architect in the Midwest, was born in Brooklyn. In his youth, he entered Richard Upjohn's office in New York, and after a period of training under the noted master of church design, remained with him for a number of years as a draftsman. In 1879, he worked for George Pullman in Chicago, during which time he was involved in the design and erection of 1800 homes and public buildings on a 52 acre site near Chicago for the new town of Pullman. He also served on a similar project for the town of "Ivorydale" Illinois, sponsored by the firm of Proctor and Gamble.[198]

In the late 19th century, Beman established a reputation for designing varied types of commercial and business buildings in Chicago and other cities. Among the most important were : the Pullman Office building at Adams and Michigan Avenue in Chicago, 1881; the Northwestern Mutual Life Insurance Building in Milwaukee, 1884; the Studebaker buildings in Chicago, 1885 and 1888; the Batavian Bank building in La Crosse, 1887; Grand Central Railroad Terminal in Chicago, 1888, and the Pabst building in Milwaukee, 1891. Among his later works were the Beyer building at Pittsburgh, 1906 and the Hamilton Club on Dearborn Street in Chicago.[199]

Beman is known to have designed two churches in Milwaukee, the First Baptist Church ,1888, and the First Church of Christ Scientist, 1907, at 1457 North Prospect Avenue. The latter's Classical Revival design, which had it origin in Beman's work at the Columbian Exposition in 1893 on the Mines and Mining and the smaller Merchants Tailors building, became the prototype for many Christian Scientist churches throughout the country. Among his many Christian Scientist commissions are the First, Second, Fourth, Fifth, Sixth and Seventh churches in Chicago. Others, each named the First Church of Christ, were built in Grand Rapids, Michigan; Marinette, Wisconsin; South Bend, Indiana; Colorado Springs, Colorado; Watertown, South Dakota; Portland, Oregon; Pittsburgh, Pennsylvania; and Cincinnati, Ohio. Beman Served as consulting architect and advisor to the board of directors for the design and building of the Christian Scientist mother church in Boston, Massachusetts, completed in 1906. Apparently, Beman's design for Christian Scientist churches was used post-humously for the First Church of Christ Scientist in 1922 in La Crosse.[200]

First Church of Christ Scientist	145 West Avenue South	1922[201]

Brielmaier Brothers (Milwaukee)

The Brielmaier [also spelled Brielmeyer] Brothers architectural firm was begun by their father Erhard in Milwaukee in 1873. The Brielmaier firm, known primarily for their work as designers of churches and institutions, reportedly designed at least 800 churches including the Milwaukee's St Josaphet's Basilica (1895-1901). Erhard's sons Bernard and Joseph joined the firm in 1895, at which time the firm became known as Brielmaier and Sons. He died in 1917. Joseph Brielmaier was born in 1880 and entered his father's practice at an early age. Brielmaier, a registered architect in eight states, was associated in much of his work with his brother Leo. He spent much of his time on Catholic institutions and examples of his work can be found in more than 23 states and in Italy. Several of the more than 500 buildings Joseph Brielmaier worked include Marquette University Engineering Building, Mount Sinai and St. Joseph's hospitals, and the Convent of Holy Rosary Catholic Congregation. Leo Brielmaier practiced as an architect in the family firm beginning around 1900 and was registered in Wisconsin in 1917.[202]

Viterbo College	815 South 9th Street (44-19)	1941[203]

Brillmeyer, A.F. and Son (Wisconsin Rapids)

St James Catholic School	716 Windsor Street (14-31)	1941[204]

Cerny Associates (Minneapolis)

Bethany Lutheran Home	1315 Cass Street (98-8)	1956 Addition:1962-63[205]

Daly, Leo (Omaha)

Blessed Sacrament Church	130 Losey Boulevard South (62-5)	1950[206]

Douglas, James (Milwaukee) (See previous entry in the 1983 Survey)

The report that Douglas designed the W.W. Crosby House, as previously reported, has not been substantiated

J.S. Medary House	200 South 14th Street (98-12)	1897-98[207]

Griesser, Richard (Chicago)

C. & J. Michel Brewery	719 South 3rd Street (18-1)	1907[208]

Handy and Cady (Chicago) (See previous entry in the 1983 Survey)

George Burton House	1428 Main Street (18-31)	1906[209]

Harrison, B.S. (New York)

Masonic Temple	724 Main Street (60-36)	1902[210]

Howard and Shaw (Chicago)

Henry Gund House	1304 Cass Street (62-17)	1918-19[211]

Lagerstrom, A.O.,

Milwaukee Passenger/Freight Depot	601 St. Andrew Street (14-12)	1926-27[212]

Long and Kees (Minneapolis)

MacMillan Building	401 Main Street (19-10)	1885[213]

Matson, J.Mandor 1890-1963 (Racine) (See previous entry in 1983 Survey)
Matson, who was born in Norway, lived most of his life in Racine, Wisconsin. His commissions included Racine City Hall in 1931, Washington Park High School in Racine in 1927, and United Laymen Bible Student Tabernacle in Racine in 1927. Matson had offices in La Crosse in the Exchange Building, Room 320, in 1941.[214]

La Crosse City Fire Station No.2	906 Gillette Street (82-29)	1940[215]

Mc Ritchie , Charles (Chicago)

La Crosse Waterworks Building	119 King Street (79-27)	1880[216]

Mitchell, (Milwaukee)

W.W. Crosby House	221 South 10th Street (9-9)	1886[217]

Page, V.P. (Rockford, Illinois)

La Crosse Rubber Mills	1407 St. Andrew Street (14-12)	1913[218]
La Crosse Rubber Mills	1407 St. Andrew Street (14-12)	1916[219]
La Crosse Rubber Mills	1407 St. Andrew Street (14-12)	1927[220]
La Crosse Rubber Mills	1407 St. Andrew Street (14-12)	1929[221]

People's Mausoleum Co.

Oak Grove Mausoleum/Chapel	1407 La Crosse Street (129-16)	1912[222]

Schulte, Edward J. (Cincinnati)
Edward Schulte commenced his architectural career in 1921. He established his own architectural office in 1934. Schulte earned two Cincinnati Fine Arts awards. Among his outstanding works are Sacred Heart Cathedral at Salina, Kansas; Benedictine Seminary at St. Meinrad, Indiana; King Church and School at Dallas, Texas; Convent and Academy of the Sisters of Notre Dame at Covington, Kentucky and the Nurse's Home and Academy at Yankton, South Dakota.[223]

Holy Cross Seminary	3710 South East Avenue (14-32)	1947-51[224]
Cathedral of St. Joseph Workman	530 Main Street (80-4)	1960-62[225]

La Crosse Designer and Decorators

Crosby and Hynne Granite Company, Monument Works
The Crosby and Hynne Company, established c. 1896, operated a workshop at 321-323 Jay Street. Specializing in monumental works, the shop was equipped with pneumatic tools and all the latest machinery for working marble and granite. The firm, utilizing a eight traveling salesmen, created and erected many monuments in a territory extending a hundred miles from La Crosse.[226]

La Crosse Memorial Arch	1407 La Crosse Street (20-6)	1901[227]

Hackner, Egid, Company (1889-1963), Interior Design (See previous entry in the 1983 Survey)

Egid Hackner House	1235 Ferry Street (16-23)	1887[228]
St. Nicholas (Holy Trinity) Church	1333 South 13th Street (15-15)	1892[229]
Will Ott House	1532 Madison Street (22-17)	1897[230]
Blessed Sacrament Church	130 Losey Boulevard South (62-5)	1950[231]

Oyen, O.J., Interior Design Company (1888-1931) , Interior Design
(See previous entry in the 1983 Survey)

Pettibone Park Gazebo	Barron Island (22-22)	1903[232]
Riviera Theater	1213 Caledonia Street (14-4)	1920[233]

Segelke and Kohlhaus Company 1857-1962 , Interior Furnishings
(See previous entry listed under "Building Materials, Lumber" in the 1983 Survey)[234]

James Vincent House	1024 Cass Street (2-25)	1885[235]
Leo Hall	1315 South 13th Street (36-10)	1898[236]
St. James Catholic Church	1102 Caledonia Church (14-7)	1900[237]
Chicago, Milwaukee & St. Paul RR Depot	601 St. Andrew Street (14-12)	1927[238]

OUT-OF-TOWN DESIGNERS AND INTERIOR DECORATORS

Liebig and Company Interior Design

St. Nicholas (Holy Trinity) Church	1333 South 13th Street (15-15)	1892-94[239]

Nolen, John (1869-1937) Landscape Architect and City Planner
John Nolen, born in Philadelphia in 1869, graduated from the University of Pennsylvania's Wharton School in 1893 and took post-graduate work at the University of Munich in 1900 and at Harvard from 1903-1905. Nolen started his landscape design practice at Cambridge, Massachusetts, in 1903. Among his more important works are general plans for the Agricultural School, Northampton, Mass.; Bates College, Lewiston, Maine; Davidson College, Davidson, N.C.; plans for the institutions under the control of the State Board of Control of Wisconsin. Nolen created plans for the park systems of

Madison, WI; Chattanooga, Tenn.; La Crosse, WI; New London, Conn.; Little Rock, Arkansas as well as comprehensive city plans for Roanoke, Virginia; San Diego, California; Montclair and Glen Ridge, New Jersey; Reading, Scranton, Lock Haven and Erie, Pennsylvania; Sacramento, California and Madison, Milwaukee and La Crosse, Wisconsin. In addition, Nolen authored numerous articles and books on landscape and city planning and served many public and professional organizations.[240]

Levee (Riverside) Park	Riverside Park (102-2)	1911[241]
Copeland Park	Copeland Park (154-5)	1909[242]
West Avenue Play Field	Jackson Street/West Avenue (141-14)	1909[243]

Smith Granite Works (Westerly, Rhode Island), Monument Works
Isaac G. Smith was the proprietor of the Smith Granite Works.

Governor C.C. Washburn Monument	1407 La Crosse Street (95-6)	1885[244]

Esser, T.C. Company, Interior Design (Milwaukee)

Holy Cross Seminary	3710 East Avenue South (14-32)	1947-51 [245]
Our Savior's Lutheran Church	612 Division Street (41-27)	1957[246]
St. Thomas More Catholic Church	2006 Weston Street (25-11)	19 [247]
Cathedral of St. Joseph the Workman	530 Main Street (80-4)	1962 [248]

Forman, Ford and Company, Interior Design

First German Methodist Episcopal Church	525 South 7th Street (17-28)	1895[249]

REVISED LIST OF POTENTIALLY ELIGIBLE AND LISTED PROPERTIES

Street Address	Map Code	Name of Property/Construction Date
823 Adams Street	16-33	August Heideman House, 1876
1201 Avon Street	14-23	Immanuel Lutheran Church, 1907-08
BARRON ISLAND		
Barron Island	100-31	Adolf/Helga Gundersen Cottage, 1918
PETTIBONE PARK		
Barron Island	138-10	Pettibone Park, 1900
Barron Island	2-22	Pettibone Park Gazebo, 1902-03 (City Historic Site-1995)
Barron Island	99-30	Pettibone Park Beach Bath House, 1925 (City Historic Site-1995)
CALEDONIA STREET		
1102 Caledonia Street	14-7	St. James Catholic Church, 1900-01
1120 Caledonia Street	14-6	St. Clara's Convent, 1893
1213 Caledonia Street	14-4	Riviera Theater, 1920
1220 Caledonia Street	14-2	Horner Building, 1894

726 Cameron Avenue	17-34	John Torrance House, 1889
400 Carr Street	88-12	La Crosse Boiler Co, 1906
CASS STREET		
400 Cass Street	81-31	Henry Ott's Pure Oil Service Station, 1937
410 Cass Street	10-37	Mons Anderson House, 1855,1878 (NRHP-1975; City Historic Site-1995)
432 Cass Street	18-13	U.S. Weather Bureau Station, 1907
713 Cass Street	62-7	MacMillan Apartments, 1912-1913
714 Cass Street	10-36	Cyphus Martindale House, 1859-60
1024 Cass Street	2-25	James Vincent House, 1884-85 (NRHP-1988)
1127 Cass Street	62-15	John /Mattie Bayer House, 1925
1212 Cass Street	2-24	Philo/Harriet Gelatt House, 1917
1222 Cass Street	2-22	Daniel/Mary MacMillan House, 1914
1304 Cass Street	62-17	Henry /Eleanora Gund House, 1918-1919
1326 Cass Street	11-5	Joseph M. Hixon House, 1901-02
1327 Cass Street	11-6	Easton-Copeland House, 1886-87, Remodeled-1909
1419 Cass Street	2-21	J.B./Jessie Holway House, 1891-92 (City Historic Site-1995)
1420 Cass Street	19-19	E.C. Dailey House, 1889
1434 Cass Street	2-19	W.W. Withee House, 1897
1431 Cass Street	2-20	Charles/Louise Michel House, 1892
1601 Cass Street	62-20	English Evangelical Lutheran Church, 1924-25
1732 Cass Street	62-27	John /Virginia Rehfuss House, 1916-17
2501 Cass Street	40-10	Albert/Katherine Arenz House, 1918
2607 Cass Street	62-20	John/Myrtle Felton House, 1927
Cass Street/3rd Street	100-30	Cass Street Bridge, 1939
1418 Charles Street	13-12	Erik/Cathinka Rynning House, 1894
Copeland Park	154-5	Copeland Park, 1909-1910
1900 Denton Street	15-3	Longfellow School, 1939
947 Division Street	17-35	Adam/Minnie Kroner House, 1895
807 East Avenue South	56-14	Hogan Elementary School, 1920-21
FERRY STREET		
612 Ferry Street	17-27	F.M. Rublee-C.C. Washburn House, 1856-57; Addition-1886 (City Historic Site, 1995; County Historic Site, 1994)
1235 Ferry Street Addition:1917	16-23	Egid/Julia Hackner House, 1887;
FRONT STREET		
230 North Front Street	15-16	W.A. Roosevelt Building, 1916 (NRHP-1984)
416 South Front Street	15-18	Listman Mills Grain Elevator, 1907

906 Gillette St.	82-29	La Crosse City Fire Station No. 4, 1940
Grandad Bluff Park Road	102-17	Grandad Bluff Park Road, 1938
2226 Green Bay Street	38-27	U.S. Naval Reserve Center, 1947-49
1307 Hayes Street	12-2	Roosevelt Grade School, 1923; Additions: 1931, 1940
1552 Kane Street	13-3	La Crosse Public Library, North Branch, 1941-42
KING STREET		
119 King Street	79-27	La Crosse Waterworks Building, 1880; Addition: 1895 (NRHP-1979; City Historical Site-1995)
600 King Street	79-26	McDonald Flats, 1904
721 King Street	18-17	First Methodist Church, 1885-86 (City Historic Site, 1995)
1224 King Street	3-1	S.Y. Hyde House, 1897-98
1408 King Street	2-35	C.J./Helen Felber House, 1912-13
1431 King Street	2-3	Frank/Alice Hixon House, 1892-93, Remodeled-1905-06
1504 King Street	61-18	Dr. Gunnar Gundersen House, 1927-1928
1634 King Street	19-31	Henry Salzer House, 1912-13
1702 King Street	2-31	Thomas F./Elizabeth Reynolds House, 1922
1721 King Street	10-33	Argyle/Jessie Scott House, 1918 (City Historic Site-1995)
1925 King Street	2-29	Dr. Robert Flynn House, 1925
2404 King Street	62-4	Blessed Sacrament School, 1938
LA CROSSE STREET		
1129 La Crosse Street	20-9	Concordia Hall, 1891 (City Historic Site-1995)
OAK GROVE CEMETERY		
1407 La Crosse Street	129-17	Oak Grove Cemetery, 1852, 1872
1407 La Crosse Street	95-6	Gov. C. Washburn Monument, 1885
1407 La Crosse Street	20-6	Losey Memorial Arch, 1901
1407 La Crosse Street	129-16	Oak Grove Mausoleum, 1912
MYRICK PARK		
La Crosse St.	75-15	Lake-Oak Grove-Myrick Park, 1873, 1882; Addition:1930; Monkey Island: 1930
La Crosse St.	95-7	Myrick Park Shelter, 1940
La Crosse St.	95-8	La Crosse Waterworks, 1912-13
518 Logan Street	14-22	Wisconsin Power & Light Building, 1905
LOSEY BOULEVARD		
117 Losey Boulevard North	95-14	Frank/Elizabeth Hoeschler House, 1936
205 Losey Boulevard North	57-28	Guy/Eloda Beach House, 1926; Additions-1962,1973
227 Losey Boulevard North	95-11	Ludwig/Della Kroner House, 1927-28
127 Losey Boulevard South	74-29	Will Ott House, 1925
131 Losey Boulevard South	74-27	William/Clarissa Kroner House, 1928-29
519 Losey Boulevard South	15-34	Our Lady of Sorrows Chapel, 1891 (NRHP-1986)

MADISON STREET		
1420 Madison Street	16-11	Frank Schwalbe House, Jr., 1914-15
1512 Madison Street	22-14	A.S. Dunham House, 1899-1900
1518 Madison Street	22-15	Adolph/Bertha Kohlhaus House, 1897
1524 Madison Street	22-16	Frank Schwalbe House, 1897
1532 Madison Street	22-17	Will Ott House, 1897-98 (NRHP-1980)
MAIN STREET		
530 Main Street	80-4	St. Joseph the Workman Cathedral, 1960-62
531-535 Main Street	19-5	J. B. Canterbury Block, 1889
609-615 Main Street	19-4	Dr. Mathew Uhl Row Houses, 1871
724 Main Street	60-36	Masonic Temple, 1901-02 (County Historic Site, 1993)
831 Main Street	11-7	Christ Episcopal Church, 1898 (NRHP-1985; City Historic Site-1995)
1304 Main Street	11-3	Stephen Gantert House, 1890-91
1429 Main Street	18-30	August Grams House, 1905
1511 Main Street	18-28	Frank Sisson House, 1914-15
1530 Main Street	18-27	Peter/Anns Capellen House, 1903-04
2010 Main Street	4-22	Marcus/Mary Spettel, 1923
2014 Main Street	60-8	Louis/Alice Lautz House, 1917-18
2017 Main Street	4-26	George Volz, 1895
2205 Main Street	59-33	Mrs. W.J. Maas House, 1929
2425 Main Street	59-22	William Kidder House, 1924-25
912 Market Street	17-26	Maria Angelorum Chapel, 1901-1906
1639 Prospect Street	12-7	Goddard Hotel, 1888; Addition:1891-92
RIVERSIDE PARK		
Veterans Memorial Drive	NR-144	U.S. Fish Control Laboratory, 1924-1925 (NRHP-1981)
ROSE STREET		
800 Rose Steet	20-30	Exchange State Bank & Masonic Temple, 1887
933 Rose Street	20-35	John J. Callahan House, 1894 (NRHP-1995; City Historic Site-1995)
601 St.Andrew Street	14-12	Chicago, Milwaukee & St. Paul Railroad Station, 1926-27
1407 St. Andrew Street	91-20	La Crosse Rubber Mills, 1913, 1916, 1923
1912 South Avenue	34-23	Lutheran Hospital Nurses Home, 1923-1924
2219 South Avenue	9-15	Gund Brewery Stable, 1898

LA CROSSE NORMAL SCHOOL

101 State Street	79-17	Funke Candy Factory, 1898; Addition: 1908
724 State Street	4-19	Main Hall, La Crosse Normal School, 1908-1909 (NRHP-1985)
1724 State Street	4-15	Wittich Hall, La Crosse Normal School, 1920; Addition: 1930 (NRHP-1985)
1724 State Street	4-14	Morris Hall, La Crosse Normal School, 1939

VINE STREET

107 Vine Street	79-10	Chicago, Milwaukee & St. Paul Freight Depot, 1880 (NRHP-1982)
830 Vine Street	22-10	F.R. Hickish Grocery Store & Residence, 1889

WEST AVENUE

145 West Avenue South	3-3	First Church of Christ Scientist, 1922
400 West Avenue South	20-3	German Evangelical Lutheran Church, 1904-1905
630 West Avenue South	17-17	St. John's Reformed United Church of Christ, 1925
716 Windsor Street	14-31	St. James Catholic Elementary School, 1941
936 Winnebago Street	68-34	St. Wenceslaus Church, 1914

Numbered Streets

525 North 2nd Street	82-3	Allis-Chalmers Plant, 1937-38
610 South 2nd Street	82-9	Segelke-Kohlhaus Company Office/Glazing Department Building, 1899; Addition: 1912
719 South 3rd Street	18-1	C. and J. Michel Brewing Company, 1907 (City Historic Site-1995; Rescinded, 1995)
304 North 6th Street	78-20	La Crosse Vocational School, 1923-24 Addition: 1929
525 South 7th Street	17-28	German Methodist Episcopal Church, 1895
1205 South 7th Street	31-35	John Salzer Seed Company Building, 1917
510 South 9th Street	44-13	Abraham Lincoln Junior High School, 1924
715 South 9th Street	17-15	St. Rose de Viterbo Convent, 1892,1924-25
815 South 9th Street	44-19	Viterbo College, 1941
221 South 10th Street	9-9	William W. Crosby House, 1886-87
237 South 10th Street	9-4	Thomas Laverty-Martindale House, 1859, Improvements: 1869; Restored:1978 (NRHP-1977)
324 South 10th Street	44-34	Fred Ring House, 1883
615 South 10th Street	44-30	St. Francis Hospital School of Nursing, 1941

221 South 11th Street	3-16	Dr. H.H. Chase Bungalow, 1912 (NRHP-1983)
223 South 11th Street	3-14	Henry Wohlhuter Bungalow, 1912 (NRHP-1983)
315 South 11th Street	62-14	Aquinas Catholic High School, 1927-28; Addtions: 1932, 1936
608 South 11th Street	3-19	Bishop's Residence & Chapel, 1877
620 South 11th Street	66-4	St. Anne's Maternity Hospital, 1926
1333 South 13th Street	15-15	St. Nicholas (Holy Trinity) Church, 1892
1417 South 13th Street	36-7	Holy Trinity School, 1909; Addition: 1939
109 South 14th Street	96-30	Percy Wiggenhorn House, 1905
203 South 16th Street	48-30	Kingston Court Building, 1924
217 South 17th Street	49-30	Edwin/Marjorie Schwalbe House, 1920-21
223 South 17th Street	2-13	Frank/Lucinda Schwalbe, Jr. House, 1921
238 South 17th Street	2-11	Edward/Flora Bartl House, 1913
241 South 17th Street	2-14	Ben/Jessie Ott House, 1921-23
120 North 24th Street	57-12	Leighton/Faye Oyen House, 1928
6104 STH 35	23-3	Emmanuel Markle House, 1897 (NRHP -1991)

ADDENDUM TO 3: BUILDERS, MASONS AND ARCHITECTS NOTES

1. Charles Bartz listed as "Charles A. Barth" in Bunn & Philippi's's *La Crosse City Directory*, La Crosse: Spicer and Bushman, 1889, p. 84.
2. *La Crosse Daily Press,* 6 February 1895.
3. *La Crosse Leader-Press*, 31 December 1940., p. 17.
4. *La Crosse Republican-Leader*, 7 September 1897.
5. *La Crosse Daily Press*, 7 October 1897.
6. *Ibid,* 29 May 1890.
7. *La Crosse Republican and Leader*, 31 December 1895; *La Crosse City Directory,* La Crosse, Philippi Directory Co., 1895, 1897; La Crosse City Tax Records, University of Wisconsin, Area Research Center, 1868-1918.
8. *Holy Trinity Centennial Pictorial Directory*, La Crosse: n.p. , 1987
9. *La Crosse Republican-Leader*, 4 August 1894.
10. *La Crosse Leader-Press*, 23 April 1930; Carol Edland, *William Crowley*, unpublished paper, 1980, University of Wisconsin-La Crosse, Area Research Center.
11. The following names and dates were compiled from a combination of sources: City of La Crosse Water Records, La Crosse Public Library, Archives; *La Crosse City Directory,* 1920-1955. The historic name of the houses, in some cases, were assigned to the renter because the remaining tax records from this period provide inconclusive data to determine the original owner.
12. *La Crosse City Directory*, La Crosse: Philippi Co., 1891.
13. *La Crosse Chronicle*, 13 March 1889.
14. *La Crosse Republican-Leader*, 3 October 1891
15. *Ibid*, 13 June 1889.
16. *La Crosse Directory*, La Crosse: Philippi Co., 1891.
17. *La Crosse Republican-Leader*, 21 June 1887, 23 June 1887.
18. *La Crosse Daily Press*, 8 November 1893.
19. *La Crosse Chronicle,* 26 August 1885, 2 September 1885.
20. R.L. Polk, *Wisconsin Gazetteer and Business Directory*, Chicago: R.L. Polk Co, 1886.
21. *La Crosse Chronicle*, 31 August 1893.

22. *City of La Crosse Tax Records*, 1889-1900, University of Wisconsin-La Crosse, Area Research Library.
23. *La Crosse Chronicle*, 4 July 1889.
24. *Ibid*, 19 December 1886.
25. *Ibid*, 10 June 1886.
26. Both Chase and Wohlhuter bungalows constructed by Drake, *La Crosse Leader-Press, 6 May 1912.*
27. *La Crosse Republican-Leader*, 22 September 1892.
28. Western Historical Company. *History of La Crosse County, Wisconsin*, Chicago: Western Historical Company, 1881, pp.757, 762; Gobel listed as Goble in directory, *Bunn & Philippi's's La Crosse City Directory*, La Crosse: Spicer & Buschman, 1888:411.
29. *La Crosse Republican-Leader*, 25 April 1887.
30. *Bunn & Philippi's La Crosse City Directory*, La Crosse: Spicer & Buschman, 1888:411.
32. *La Crosse Chronicle*, 26 March 1889, 9 May 1889.
32. *Bunn & Philippi's La Crosse City Directory*, La Crosse: Spicer & Buschman, 1888, p. 77; *Philippi's La Crosse City and County Directory, La Crosse* Philippi Co., 1893.
33. *La Crosse Weekly Chronicle*, 1 March 1888, 9 August 1888.
34. *La Crosse Daily Press*, 7 December 1895.
35. *La Crosse Chronicle*, 13 November 1891.
36. *La Crosse Daily Press,* 16 November 1895..
37. *Wright's Directory of La Crosse*, Milwaukee: Wright Directory Co., 1915, p. 579; 1919, p.632.
38. *La Crosse Tribune*, 11 July 1907.
39. University of Wisconsin-La Crosse, Area Research Library, Capellen House contract between Albert Kutzke and architect Wells Bennett, no date.
40. *La Crosse Leader-Press,* 14 December 1905.
41. University of Wisconsin-La Crosse, Area Research Library, Cappellen House File
42. *Ibid.*
43. Benjamin, Bryant, *Memoirs of La Crosse County*, Madison, Wisconsin, 1907, p. 357-58; *La Crosse City Directory*, 1888-9, 1891, 1893, 1915, 1919, 1924.
44. *La Crosse Leader-Press*, 16 August 1906.
45. *La Crosse Tribune*, 23 October 1907.
46. *La Crosse Republican-Leader*, 14 October 1891.
47. *La Crosse Daily Press*, 6 February 1895.
48. *La Crosse Chronicle*, 27 December 1902.
49. *La Crosse Daily Press*, 12 June 1894.
50. University of Wisconsin-La Crosse, Area Research Library, Martindale House construction contract dated 27 December 1859 per correspondence with Miss Katherine Martindale, 24 November 1975.
51. *La Crosse Tribune*, 14 June 1925.
52. *Ibid*, 16 February 1936.
53. *Wright's Directory of La Crosse*, Milwaukee: Wright Directory Company, 1915, 1919, 1924, 1932.
54. *La Crosse Chronicle*, 30 March 1905.
55. *La Crosse Leader-Press, 16 June 1908.*
56. *La Crosse Tribune*, 22 November 1924.
57. Bryant, *Memoirs of La Crosse County*, 1907, p.363.
58. *La Crosse Chronicle*, 26 August 1900; *La Crosse Argus*, 24 November 1900.
59. *La Crosse Tribune*, 26 August 1940.
60. *Ibid,* 14 April 1923.
61. *Ibid*, 19 November 1995.
62. *Ibid,* 6 December 1925.
63. Lang, *A Century of Health Care Ministry*, 1982.
64. *La Crosse Tribune*, 6 May 1975.
65. Ibid, 23 May 1941.
66. *Ibid,* 31 December 1941.

67. *Ibid*, 1 January 1928.
68. *La Crosse Tribune*, 29 May 1930.
69. *La Crosse Chronicle*, 4 December 1888.
70. *Wright's La Crosse City Directory*, Milwaukee: Wright Directory Company, 1919, 1924.
71. Shirley Otis, *History of Weatherwax Home*, unpublished paper, University of Wisconsin-La Crosse, Area Research Library, Fall 1979; Weatherwax House Blueprints, dated September 1926, Weatherwax House File, University of Wisconsin, Area Research Center.
72. *Philippi's La Crosse City and County Directory*, La Crosse: Philippi Co., 1893, 1895, 1901.
73. *La Crosse Chronicle*, 9 September 1893.
74. *La Crosse Republican Leader*, 20 April 1898.
75. *La Crosse Tribune*, 22 October 1937.
76. *Ibid,* 23 August 1947.
77. *La Crosse Leader-Press*, 20 September 1912.
78. *La Crosse Republican Leader*, 25 August 1899.
79. *Ibid*, 7 May 1898.
80. *Ibid, 31 December 1897.*
81. *La Crosse Chronicle,* 27 December 1902.
82. *La Crosse Tribune*, 7 February 1935.
83. *La Crosse Leader-Press*, 29 July 1905.
84. Information on the following properties was taken from Carol Edland, *A Brief Biography of Mr. A. Barney Spangler and the Houses He Built*, unpublished paper, University of Wisconsin-La Crosse, Area Research Library, I June 1981 and the *La Crosse City Directory*, 1919-1952.
85. *La Crosse City Directory*, Milwaukee: Wright Directory Co, 1915, p. 580.
86. *La Crosse Republican Leader,* 14 May 1901.
87. *La Crosse Republican Leader*, 3 July 1895.
88. *La Crosse Tribune*, 28 November 1916.
89. *Ibid,* 28 November 1916.
90. *Ibid.*
91. *Ibid.*
92. *Ibid.*
93.*La Crosse Tribune and Leader Press*, 31 January 1927.
94. *La Crosse Leader-Press*, 27 June 1907.
95. Fabrication and Erection of steel superstructure , *La Crosse Tribune,* 21 September 1939.
96. *La Crosse Chronicle*, 11 June 1908.
97. *La Crosse Tribune,* 9 January 1924.
98. *Ibid*, 25 March 1938.
99. *La Crosse Times-Review*, 11 May 1962.
100. Abutments and approaches, *La Crosse Tribune,* 21 September 1939.
101. *La Crosse Leader-Press*, 19 January 1940.
102. *La Crosse Chronicle*, 10 March 1898.
103. Western Historical Society, *History of La Crosse County, Wisconsin*, p. 737; *La Crosse City Directory*, 1891, p. 431.
104. *La Crosse Chronicle,* 25 March 1887.
105. *La Crosse Argus*, 24 November 1900.
106. *La Crosse Chronicle*, 22 January 1903, 3 April 1903.
107. *La Crosse Tribune*, 17 April 1983, p. 25.
108. *La Crosse Chronicle,* 19 September 1893.
109. *La Crosse City Directory,* 1873, 1888; City of La Crosse Tax Records, University of Wisconsin-La Crosse, Area Research Center, 1875-1878.
110. *Ibid.*
111. Western Historical Society, *History of La Crosse County, Wisconsin*, Chicago, 1881, p. 769; *La Crosse City Directory*, 1880, 1888, 1890, 1891, 1893.

112. *La Crosse Daily Republican Leader*, 4 September 1886, 20 September 1886, 30 September 1886.
113. *La Crosse Republican Leader*, 25 August 1898.
114. Western Historical Society, *La Crosse County History, Wisconsin,* pp. 785-786; *La Crosse City Directory*, 1891, p. 432; 1893, p. 389; 1915, p. 581; 1924, p. 671.
115. *Ibid.*
116. *La Crosse Republican-Leader*, 21 October 1880.
117. *Ibid*, 26 July 1887.
118. *Ibid, 13 April 1883.*
119. *La Crosse Chronicle*, 20 March 1894.
120. *La Crosse Republican Leader,* 26 April 1899.
121. *La Crosse Chronicle*, 18 July 1886, 14 August 1886.
122. *Bunn and Philippi's La Crosse City Directory*, La Crosse: Spicer and Bushman, 1888, p.411.
123. *La Crosse Chronicle*, 17 September 1880.
124. *Ibid,* 20 September 1886.
125. *Argus*, 24 November 1900.
126. *La Crosse Chronicle*, 27 December 1902.
127. *Bunn and Philippi's La Crosse City Directory*, La Crosse: Spicer and Buschman, 1888, p. 411; Polk, *Wisconsin State Gazetteer and Business Directory*, Chicago: R.L. Polk Co., 1901..
128. *La Crosse Republican Leader*, 13 June 1889.
129. Western Historical Society, *History of La Crosse County, Wisconsin*, 1881, p. 805; *La Crosse City Directory*, 1891, p. 431; 1893, p. 389; 1915, p.581; 1919, p.632; 1924, p. 671.
130. *La Crosse Republican Leader*, 13 June 1889.
131. *Ibid,* 3 October 1891.
132. *La Crosse Daily Press*, 17 April 1903.
133. *Times-Review-Cathedral Dedication Tabloid*, 11 May 1962; Alma Smith, *Cathedral of St. Joseph the Workman*, unpublished paper, University of Wisconsin-La Crosse, Area Research Center, 1971.
134. *La Crosse Tribune*, 6 December 1925, 14 October 1989.
135. *Ibid,* 4 January 1953.
136. Bryant, *Memoirs of La Crosse County*, p. 247-248.
137. Cappellen House contract between architect Bennett and Albert Kutzke, the contractor for the Cappellen House dated 15 September 1904, Cappellen House File, University of Wisconsin-La Crosse, Area Research Center.
138. *La Crosse* Leader-Press, 13 July 1905, 29 July 1905.
139. *La Crosse City Directory, Milwaukee: Wright Directory Co.,* 1939-1973.
140. Building Plaque.
141. *La Crosse Leader-Press,* 19 January 1940.
142. Synagogue cornerstone.
143. *La Crosse Tribune*, 26 August 1947.
144. *La Crosse Tribune*, 10 August 1953, p.2.
145. *Ibid*, 22 October 1995.
146. *Ibid,* 21 January 1996.
147. *La Crosse City Directory*, Milwaukee: Wright Directory Co., 1955-1996.
148. *La Crosse Tribune*, 20 April 1969.
149. *Ibid*, 6 May 1975.
150. *La Crosse Democrat*, 12 April 1871.
151. *La Crosse Tribune*, 2 September 1923. Merman also designed the addition in 1931--See 1983 Survey entry.
152. *La Crosse Tribune*, 10 May 1929. Merman also designed the original building in 1923, See 1983 Survey.
153. Existing blueprints of the Vincent House indicate that W.L. Carroll of Chicago was the architect of the Vincent house; however, the actual construction is markedly different than the original design. Newspaper accounts at the time give credit for the design and the interior to W.A. Parker: *La Crosse*

Chronicle, 28 May 1884, 23 January 1885, 20 September 1885.
154. Ibid, 18 September 1960, 26 December 1995.
155. It is assumed architect William Parker designed his own house constructed in 1885.
156. *La Crosse Chronicle*, 19 December 1886.
157. *La Crosse Chronicle*, 19 March 1887; *La Crosse Chronicle*, 2 February 1982, 6 March 1969.
158.*La Crosse Republican Leader*, 14 June 1887.
159. *La Crosse Chronicle*, 16 September 1891. Parker also was the architect for the original building in 1888-See 1983 Survey and L*a Crosse Republican Leader*, 9 July 1888; *La Crosse Chronicle*, 4 December 1888.
160. The Parkinson and Dockendorff commission list was contributed by Professor Thomas Dockendorff of St. Cloud State University, St. Cloud,Minnesota, grandson of Bernhard Dockendorff. The Parkinson and Dockendorff list of commission, originally obtained from Kratt and Associates, successor to the Parkinson and Dockendorff firm, are also located in the La Crosse Public and in the Area Research Center of Murphy Library, University of Wisconsin-La Crosse. Some drawings and blueprints are also located at the Area Research Center. Most of the works listed below are on the Commission list. Additional sources are cited in the footnotes.
161. *La Crosse Tribune*, 8 April 1905.
162. *La Crosse Tribune*, 23 November 1980.
163. *Ibid,* 29 November 1992.
164. *La Crosse Leader-Press*, 9 July 1912.
165. *La Crosse Tribune*, 28 November 1916.
166. *Ibid*, 28 November 1916.
167. *Ibid*, 17 October 1920.
168. Barbara Goll, *The Strand Theater*, unpublished paper, University of Wisconsin-La Crosse, n.d.
169. *La Crosse Tribune*, 7 September 1930.
170. The 1931 addition is the present eight-story wing along Market Street-- Regine Lang, *A Century of Health Care Ministry,* La Crosse: St. Francis Medical Center, 1982.
171. *La Crosse Tribune*, 21 July 1938.
172. Parkinson and Dockendorff also drew the plans for the original Aquinas High School-See l983 Survey entry and *Aquinas High School Directory 1928-1993*, New York: Harris Publishing Co, 1993:xiii.
173. Parkinson and Dockendorff were the architects for original school building *as well as the addition, La Crosse Tribune*, 29 July 1910, 31 December 1939; Parkinson and Dockendorff, Commission List, University of Wisconsin-La Crosse, Area Research Center.
174. *La Crosse Chronicle*, 27 June 1889.
175. *La Crosse Republican Leader,* 14 October 1891.
176. *La Crosse Chronicle*, 9 June 1891.
177. *Ibid*, 24 July 1892.
178. *La Crosse Daily Press*, 7 December 1895.
179. *La Crosse Chronicle*, 1 February 1895.
180. *La Crosse Republican Leader*, 9 February 1897; *La Crosse Daily Press*, 26 March 1897.
181. *La Crosse Republican Leader,* 7 May 1898.
48. *La Crosse Daily Press*, 6 October 1897.
183. *Ibid,* 7 September 1897.
184. *La Crosse Chronicle*, 10 February 1897.
185. *La Crosse Republican and Leader*, 16 February 1898.
186. *La Crosse Daily Press*, 3 June 1901.
187. *La Crosse Chronicle*, 5 November 1902.
188. *Ibid*, 4 July 1903.
189. *La Crosse Leader-Press*, 31 July 1906.
190. *La Crosse Republican Leader,* 22 August 1893; *La Crosse Chronicle*, 31 December 1893.
191. *La Crosse Chronicle*, 6 June 1895.
192. *La Crosse Leader-Press*, 9 April 1913.

193. Sorensen did the interior finishing, not the construction of the building as previously reported, *La Crosse Morning Chronicle*, 27 December 1902.
194. Sorensen did the "mill work" in the Wiggenhorn house, *La Crosse Leader-Press*, 29 July 1905.
195. Blueprints of the Flynn House, per owner Daniel Flaherty, 1925 King Street, La Crosse, WI.
196. *La Crosse Tribune*, 29 July 1910; Western Historical Society, *History of La Crosse County, Wisconsin*, p. 513.
197. *La Crosse Leader-Press*, 16 August 1912, 16 December 1913.
198. Henry Withey and Elsie Rathburn, Biographical Dictionary of American Architects. Los Angels: Hennessey-Ingalls, 1970, p.49.
199. *Ibid.*
200. *La Crosse Tribune*, 12 March 1922; James T. White & Co., *National Cyclopaedia of American Biography*, Vol. 13. New York: James T. White & Co., 1910, p. 34; Adolph Placzek, ed , *Macmillan Encyclopedia of Architects*. London: Collier Macmillan Publishers, p.175-176.
201. *La Crosse Tribune,* 12 March 1922.
202. State Historical Society, Historic Preservation Division, Madison, WI, Architect Files.
203. *La Crosse Tribune*, 31 December 1941.
204. *La Crosse Tribune*, 23 May 1941.
205. *La Crosse Tribune*, 28 October 1962.
206. *La Crosse Register*, 7 July 1950, p.1.
207. Medary House Blueprints, Medary House File, University of Wisconsin-La Crosse, Area Research Center.
208. *La Crosse Leader Press*, 11 March 1907.
209. Mary Burton Gund, *Memoirs of George W. Burton*, La Crosse: La Crosse County Historical Society, n.d.,
210. *La Crosse Chronicle*, 27 December 1902.
211. *La Crosse Tribune*, 28 November 1993.
212. *Ibid*, 1 January 1927.
213. Northwest Architectural Archives, Minneapolis.
214. *La Crosse City Directory*, Milwaukee: Wright Directory Co., 1941; State Historical Society, Historic Preservation Division, Madison, WI, Architect Files; *Racine Journal-Times*, 24 May 1963.
215. *La Crosse Tribune and Leader- Press*, 18 August 1940, 31 December 1940
216. *La Crosse Republican Leader*, 8 September 1880.
217. *Ibid,* 20 April 1886.
218. *La Crosse Tribune*, 28 November 1916.
219. *Ibid,* 28 November 1916, p.9.
220. *Ibid*, 10 April 1927.
83. *Ibid,* 28 April 1929.
222. *La Crosse Tribune*, 21 November 1912.
223. *La Crosse Times Review-Cathedral Dedication Tabloid*, 11 May 1962, p. 26.
224. La Crosse Register, *Holy Cross Seminary*, La Crosse. 1951, pp. 55-56.
225. *La Crosse Times-Review-Cathedral Tabloid*, 11 May 1962.
226. *La Crosse Today*, n.p., c.1904, p. 20.
227. *Ibid*; *La Crosse Daily Press*, 16 August 1901.
228. J. Burki, *Egid Hackner House*, unpublished paper, University of Wisconsin-La Crosse, Area Research Center, 1971.
229. Hackner created the altars, *La Crosse Republican Leader*, 22 September 1892.
230. Interior woodwork such as the newel posts and the balusters, Ott House National Register of Historic Nomination, Division of Historic Preservation, SHSW, Files, Madison., 1980.
231. *La Crosse Register*, 7 July 1950.
232. Oyen decorated the dome of the gazebo, *La Crosse Chronicle*, 4 July 1903.
233. The Oyen Co. designed the "Adam style decoration and the cove lighting, *La Crosse Tribune*, 17 October 1920.

234. The leaded and stained glass work department at Segelke-Kohlhaus was characterized by James Holy, who worked at the company for 40 years, producing the best leaded and stained glasswork in banks, churches, bars and homes in the upper Midwest." Bernard Halke, a master wood worker/carver, also employed at Segelke-Kohlhaus for many years, installed the wainscoting at the Will Ott house and is credited with the bar at the former Walts Restaurant (not extant), Will Ott House National Register Nomination, Historic Preservation Division, SHSW, Madison, WI; Marie Kroner, *Story of the Segelke-Kohlhaus Manufacturing Company, 1857-1960,* unpublished paper, University of Wisconsin-La Crosse, Area Research Center, 1973.
235. Segelke-Kohlhaus provided the doors, sash and blinds, *La Crosse Chronicle*, 20 September 1885.
236. *La Crosse Republican Leader*, 20 April 1898.
237. Segelke-Kohlhaus was contracted for the interior woodwork as well as the pews, *La Crosse Morning Chronicle*, 12 September 1900, p. 5.
100. "Millwork" by Segelke-Kohlhaus, *La Crosse Tribune & Leader-Press*, 31 January 1927.
239. Mark Bina, *The Architectural and Communal Growth of Holy Trinity Parish*, unpublished paper, University of Wisconsin-La Crosse, Area Research Center, 1975; *La Crosse Leader-Press*, 3 October 1937.
240. *La Crosse Tribune and Leader-Press*, 26 January 1919; Barbara Jo Long, *John Nolen: The Wisconsin Activities of an American Landscape Architectural and Planning Pioneer, 1907-1937*, unpublished Masters Thesis, University of Wisconsin-Madison.
241. John Nolen, *The Making of a Park System in La Crosse*, La Crosse: Inland Printing Co., 1911; *La Crosse Tribune*, 14, 17, 18, 19, 21 November 1908, 29 July 1910 ; John Nolen to J.M. Nixon, 17 September 1908, 27 May 1910, 7 June 1910, 29 July 1910, 24 August 1910, J.M. Hixon to John Nolen, 20 May 1911, Cornell Universities Libraries.
242. John Nolen, *The Making of a Park System in La Crosse*, La Crosse: Inland Printing, 1911.
243. *Ibid.*
244. *La Crosse Republican Leader*, 5 May 1885, 16 October 1885, 1 October 1885, 30 October 1885.
245. Stained glass by master craftsman Erhard Stoettner of the Esser Co. *(See Footnote No. 108),Times-Review-Cathedral Dedication Tabloid*, 11 May 1962.
246. Stained glass windows by Esser, Our Savior Lutheran Church File, University of Wisconsin-La Crosse, Area Research Library.
247. Stained glass by master craftsman Erhard Stoettner of the Esser Co. (See Footnote No. 108), *Times-Review-Cathedral Dedication Tabloid*, 11 May 1962.
248. Stained glass also by master craftsman Erhard Stoettner of the Esser Co. Stoettner, born near Munich, Germany, was trained at the Munich School of Arts and Crafts and continued his studies in art and stained glass design at Dusseldorf and Cologne as well as at Paris and Brussels. He directed the restoration of the stained glass after World War I in such famous Cathedrals as Rheims, Cologne, Trier, Notre Dame of Paris and Chartres. Mr. Stoettner started the stained glass department at the Esser Company in 1937. In America, he has executed the stained glass windows in churches such as St. Peter's of Kansas City, St. John's of Milwaukee, St. Helena's of Montana, St. Peter-in-the-Chains of Cincinnati and the College of St. Teresa Chapel in Winona, Minnesota as well as the large two-story window in the Memorial Building at Wisconsin Memorial Park in Milwaukee., *Times-Review-Cathedral Dedication Tabloid*, 11 May 1962.
249. *La Crosse Daily Press*, 7 December 1895.

Residential Architecture



Photo by Joan Rausch, 1996

Frank and Alice Hixon House
1431 King Street, 1893. Remodeled - 1905

III. RESIDENTIAL ARCHITECTURE IN LA CROSSE

The intensive survey of La Crosse identified 2,176 residential sites of architectural interest or significance. In the city the architectural styles ranged from those few influenced by the end of the Greek Revival style period of the mid-19th century through the historic styles popular in the later 19th century to the early modern styles of the first decades of the 20th century. However, as builders and architects selected ideas from a variety of sources, many buildings have their own special character and can be referred to as only being influenced by rather than of a specific style. Included in the total residential structures identified in the survey are 73 houses that display the distinctive characteristics of a type, period, or method of construction sufficiently to be potentially eligible for nomination to the National Register of Historic Places based on architectural merit.

Coincidental to the availability of wealth and materials during La Crosse's historic period, the active role of local architects continuously since the 1850's has resulted in the high quality of the architectural wealth of the city. Although the dates of construction indicate the architectural styles occur later in La Crosse than in other parts of the country, the professional architects, particularly by the 1890's, kept La Crosse moving along the path of development found generally in the United States.

Reflective of the growth pattern of residential development, the majority of the fashionable representatives of the architectural styles found in La Crosse are located in the proposed Cass and King Street Residential Historic District. The architectural survey demonstrates the tendency of the wealthy class of La Crosse to remain in the area along Cass Street north to State Street although pockets of more elaborate residences such as those constructed on Ferry Street in the 19th century also were noted. Very few large fashionable houses in proportion to the great numbers of one-story and one and a half-story cottages and bungalows are found on Northside La Crosse and in the area south of Jackson Street on the Southside. Further evidence of this social division is the great number of vernacular and builder styled houses and the lack of structures in these areas clearly identifiable as a particular fashionable 19th or early 20th century style. Generally noted was the low number of brick houses on the Northside as well as the lack of the finer ardchitectural details such as stained and leaded glass and finely crafted cut-stone foundations. Further, the location of the particular styles shows the latest development in South La Crosse occurred east of 16th Street and east of and including George Street on the Northside.

Much information about La Crosse and its architecture remains untouched by this survey due to time constraints and because it is outside the purpose of the survey. Research on factors such as the profusion of houses called the "Victorian Classic Box" for identification convenience that appears to be peculiar to La Crosse as well as many other factors that have influenced the unique architectural character of the city needs to be undertaken.

THE FORMATIVE YEARS 1841 -1910

Pre-Civil War

Colonial and Greek Revival

The log cabins of Nathan Nyrick, John Levy and others constructed the first few years after Myrick arrived in 1841 soon gave way to "proper" homes that respected American architectural trends and past building traditions. On a broad national basis, American architecture of the late 18th and 19th centuries was influenced by the new interest in the architecture of Greece and Rome. In the survey of residential architecture in La Crosse, only a few frame houses show the effects of the Greek Revival style. By the time La Crosse was well established, the Greek fashion had runs its course. The earliest known house in the architectural survey, the frame cottage at 410 South 3rd Street (Map Code 10-34) constructed in 1857 was influenced by the Greek Revival style.(1) Hardly typical of the full Greek Revival style found in the East Coast cities, the central original structure shows the simple gable form of the style and the wings on either side added in 1876 have the pedimented gable ends typical of the style. Most of the mid-19th Greek Revival influence appears in surviving architectural details. The early house at 127 South 11th Street (Map Code 3-9) is a simple vernacular form with the gable facing the street exhibiting the six over six lights characteristic of the Greek Revival style. Stone cottages in the simple gable form essential to the Greek Revival style were constructed at 1026 South 5th Avenue (Map Code 40-19) and at 804 South 4th Street (Map Code 76-21) around the 1860's. Small brick cottages also were constructed using the simple gable form details that suggest Greek Revival influence. The architecturally significant cottage built in the c. 1860's at 608 North Sixth Street (Map Code 1-6) and similar cottages at 823 Adams Street (Map Code 16-33) and at 504 Avon Street (Map Code 83-29) display the cornice returns in the gable ends typically found in the Greek Revival style. Many small houses of the above types were built on what is now downtown La Crosse. Most were destroyed by fire, demolished to make room for new construction or moved to a new site.

Although American architecture was moving toward the more ornate styles nationally, local builders continued to follow the older simpler forms of the Colonial using available materials. Built before 1860, the large rectangular hipped roof, stone George Zeisler House (Map Code 82-14) probably constructed by the local stone mason Andrew Sheperd for the local brewery owner follows the colonial plan of a hallway extending through the center of the house.(2) The Zeisler House, the two stone cottages mentioned above, and vernacular brick structures, including the houses at 327 South 9th Street (Map Code 44-7), 625-627 South 4th Street (Map Code 76-27), and 1333 Redfield Street (Map Code 38-20) use the simple unadorned forms of traditional structures but suggest Colonial and Greek Revival influences.

Gothic Revival

American architectural fashion diversified greatly in the 1840's. The early Gothic Revival style co-existed with the Greek and Italianate styles. Andrew-Jackson Downing's publications, and patternbooks which illustrated picturesque houses in rustic settings, helped spark an interest in Gothic Revival architecture in the formative period of La Crosse's architectural history. Although the popularity of the Gothic Revival was waning also just as the growth of La Crosse was accelerating, six important representatives of the Gothic style were identified in the architectural survey. An architecturally significant representative of the Gothic Revival cottage style, the Cyphus Martindale House at 714 Cass Street (Map Code 10-36), purchased by the Gaspard family in 1874, has retained the board and batten exterior and the gingerbread trim along the gable edge and porch eseential to the style.(3) The cross hape, the steep pitched roof, the open porch, the ornamentation sawn according to pattern book designs and the window hood molds made from wood instead of stone as originally intended gave the cottage the picturesque quality sought by the American public after the restriction of the visually severe Greek Revival style. Less ornate frame interpretations of the style exhibiting little of the gingerbread trim were built at 1019 Cass Street

(Map Code 11-1) and 1125 State Street (Map Code 20-17). Both these structures have the steep gable roofs and gable ornamentation found in the style. The larger Gothic Revival styled house built in the southwest corner of Oak Grove Cemetery (now 1409 La Crosse Street, Map Code 20-7) for the sextion E. W. Mead has the pointed arch windows associated with the style(4) while the cottage at 1125 State Street (Map Code 20-17) has pointed arch window ornamentation.

The Gothic, the most literary of the styles, was always a rare occurrence in the territory of the West. One of the most significant architectural structures in the City of La Crosse, the Gothic Revival styled Mons Anderson House at 410 Cass Street (Map Code 10-37) is an even more rare stone interpretation of the style. Originally built as a small cottage by the stone mason A. W. Sheperd in 1854, the house was enlarged and changed to its present appearance by 1878 during its ownership by Mons Anderson, a locally prominent merchant.(5) Built of local stone, the two-story house has a tall square tower, multiple forms and pointed arched windows and arcade that identifies its style as Gothic Revival. However, the Mons Anderson House may also be placed in the Italian villa mode of the Italianate Revival style popular from 1830 to 1880. Basically a two-story irregular house with Italianate three-story mansard roofed tower and arcade across the front, the Mons Anderson House is described as Gothic because of the overlay of Gothic decorative details. Placed on the National Register of Historic Places in 1975, the Mons Anderson House (now in the process of restoration) is the most significant example of the style in the area.

Later in the 19th century, the sharp roof slope and the characteristic Gothic feature of the steep cross gable in the center of the facade appears in a number of houses located in the architectural survey. Exhibiting none of the gingerbread ornamentation of the earlier interpretations of the Gothic Revival, these frame clapboard covered houses located at 1311 Caledonia Street (Map Code 13-30), 521 Avon Street (Map Code 14-16), 1329 Caledonia Street (Map Code 13-29) and 514 Andrew Street (Map Code 12-23) generally have a pointed or round arched window in the cross gable.

Italianate

Another alternative to the Greek Revival style at mid-19th century, the Italianate style sometimes referred to as the "Bracketed Style" influenced the architectural environment of La Crosse during the formative years. Although generally not constructed displaying all the elements of the Italianate style, twenty-three houses constructed of wood, brick and stone that are included in the La Crosse architectural survey display the characteristic decorative brackets under the eaves and/or the flat sometimes truncated roof of the style. The most common Italianate house was really a Greek Revival box which began to place more and more emphasis on the vertical as opposed to the horizontal; it replaced the Green gable with a low-pitched hip or gable roof with wide overhangs mainly characterized by heavy brackets to support the roof. The most architecturally significant representative of this manner of the Italianate style in the La Crosse Survey is the early lumberman Gideon C. Hixon's House at 429 North 7th Street (Map Cdoe 1-8) placed on the National Register in 1974. The original front center section of the Hixon House constructed in 1858 enlarged by side wings in the 1870's to 1880's is characterized by the heavy brackets and cornice under the eaves and the picturesque ornately carved capitals on the porch posts.(6) Now the site of a museum operated by the La Crosse County Historical Society, the interior and the exterior along with the large coach house all surrounded by the decorative cast iron fence has been maintained as it was in the 1880's. The historically significant stone (now altered by stucco) Governor C. G. Washburn House at 612 Ferry Street (Map Code 17-27) originally owned by F. N. Rublee was designed by Mr. Gregory in 1856 in a similar manner.(7)

More typically Italianate is the historical frame Tuteur-Powell House at 101 South 9th Street (Map Code 22-11) constructed in 1856 by Isaac Tuteur, a wholesale liquor dealer.(8) Of rectangular shape (originally square) with wide eaves supported by paired brackets and tall thin windows with decorative-window surrounds, the low pitched roof of the two-story house originally was topped by a cupola. The Levi Strauss House at 1004-1006 Main Street (Map Code 60-32) was designed earlier in a similar fashion in 1860 and also had been extended over the years.(9) The most elaborate wooden interpretation of the Italianate Revival house from the formative period of La Crosse's history, the Laverty-Martindale House of 1865 at 237 South 10th Street has been preserved maintaining the full expression of the style and period.

Listed on the National Register in 1977, the Martindale House complete with wooden fencer and carriage house has the characteristic paired wooden scroll brackets under the broad eaves, the flat hip roof topped by the rectangular cupola with round arched windows, scroll decorated window heads, double leafed entrance door and thin corner pilasters that frame the facade. The long floor to ceiling windows opening on the veranda wrapping around the house suggest southern influence. Since the river was the artery of traffic, it is natural that southern ideas also were transported exhibiting themselves in features of La Crosse architecture. Less important though architecturally significant is the house once owned by S. S. Burton as early as 1868 at 929 King Street (Map Code 9-7).(10) Restored in recent years, the bracketed picturesque Burton House has a decorative bay window with bracketed roof and decorative entrance porch with round arches resting on plaster (probably open originally). Among the best brick interpretations of Italianate influence included in the La Crosse survey, the Calvin Manuel House at 1025 Main Street (Map Code 3-11) is the only Italianate styled house to have retained the widow's walk balustrade around the truncated portion of its low hip roof. Showing more articulation of the window heads as found in the later Italianate style, the square Manuel House later owned by George Metzger (Metzger Building: 306-312 Pearl Street, Map Code 61-12) designed in the early 1870's has been given the irregular quality of a picturesque house by the use of rectangular projecting bays and screened porches.(11) The cubic shaped, the over hanging eaves and the flat hipped roof of the vernacular houses at 1317 West Avenue, South (Map Code 29-20), 911 Market Street (Map Code 65-35) and 1810 Loomis Steet (Map Code 90-21) exhibiting almost no architectural ornament suggest the carpenter-builder of La Crosse was aware of the Italianate style considered fashionable at the time.

After the Civil War

Between the end of the Civil War and the turn of the century, American architects experimented with a variety of historical sources and symbols. Gothic, Italianate, Classical and French Second Empire were among the sources which shaped the architectural environment of La Crosse during the period. Architecture was in a state of change as styles quickly came and left. The Gothic lingered while the High Victorian Italianate briefly became dominant. The Italianate influenced the Second Empire style. Late Victorian form drew on both Italianate and Gothic, and added the Classical interest stimulated by the Columbian Exposition in 1893. Finally by the end of the century when the people of America indicated a need for order and control, the Classical Revival became the choice of the majority. Meanwhile, at the same time, the drive for a true American architecture that began with the eclecticism of the late 19th century continued on into the 20th century.

Some of La Crosse's houses of the later 19th century cannot be strictly classified according to style. Instead, they are an interesting amalgram of styles, representing the builder or architects borrowing from several sources and local high style examples. Experimentation with a variety of sources during the late 19th century was acceptable because of the national mission to create a new style of American architecture. Resulting in a very eclectic period, it is often difficult to assign a style because various styles were used in one structure hoping to create a new look or the style was used in different proportions or ways not found in the early examples. The exchange of ideas on a national basis through books and periodicals and the change to an informal living style fueled the eclectic nature of American architecture after the Civil War. As builders selected ideas from a variety of sources, each building had its own special

character, rather than a specific style. The boom period of economic development during the 1880's and 1890's in La Crosse coincided with the late 19th century period of experimentation in American architecture. Consequently, the construction of quaity housing during this period in La Crosse was facilitated and enhanced.

Second Empire

Developed in France during the 1850's, the French Second Empire style identified by its dominant characteristic mansard roof was the rage during the 1870's. The French Second Empire design provided a way whereby one could continue the classical tradition of balance and control but could be picturesque at the same time. Although historic structures such as the Mons Anderson Building (not extant) and the first City Hall and Fire Station (Map Code 78-32) were designed in the mansard roof style, only five historic houses influenced by the Second Empire style remain in the City of La Crosse. Most typical of the style is the Russell-Solberg House at 901 Main (Map Code 11-2) enlarged to its present size in 1884 by the grocery merchant Charles Solberg(12) (Solberg Stores: 127-129 South Third Street)(Map Code 2-5). Exhibiting the characteristic tall steep roof with a concave profile and round arched dormer windows, the original brick exterior of the Russell-Solberg House has been altered by the addition of stucco thereby destroying its architectural significance. Described as a fusion between the Italianate and French Second Empire styles, the "Bishop's" House at 608 South 11th Street (Map Code 3-19) is the only architecturally significant representative of the style remaining in the City. Prominently displaying a straight sided mansard roof with segmental arched dormer windows trimmed with colonettes, the two-story cubic shaped red-brick house was designed by the Catholic Diocese architect Joseph Leinfelder in 1877.(13) Paired brackets and dentil trim under the eaves, arched long paired and triple windows with elaborate moulded stone window heads and iron ornamentation contribute the Italianate flavor to the house. Showing less destruction of its fabric than the Russell-Solberg House, the brick (painted) house is of rather awkward design and the added enclosed porches prevents visualization of the original structure.

High Victorian Italianate

Constructed in brick to emphasize mass and heaviness, the High Victorian Italianate tended to employ a simple form, articulated by decorative-window heads, overscaled brackets, cornices that extended to create pedimented forms and carved porch supports and balustrades. In the City of La Crosse, seven homes included in the architectural survey were designed in the Victorian Italianate, a highly decorated version of the Italianate style. Once owned by the Gottleib Heileman family at 925 South 3rd Street (built by Gottleib's wife Johanna) and located near the brewery Heileman founded (Heileman Brewery: 1000-1100 South Third Street, Map Code 21-27) the brick (now painted) historically and architecturally significant Heileman House (Map Code 21-25) which has low gable roofs and a square tower with battlements in the angle of the house. A large projecting cornice with classical influenced returns in the gable ends, dentil trim and large paired scroll brackets under the overhanging eaves and elaborately decorated corbeled window heads are architectural details suggesting a heavy Classical Italianate influence typical of Germanic architecture in the 19th century. Alteration of the porches has lessened the architectural significance of the house built for the German brewing family c.1880.(14) Less grandiose and more controlled in a more typical High Victorian Italianate design, the Jacob Scholl House at 1222 Main Street (Map Code 18-36) constructed in 1885 is architecturally significant because it is the most representative of the style in the city. Although porches have been added altering its appearance, the brick Scholl House (now painted) displays the characteristics essential to the High Victorian Style including the truncated hip roof, the large paired brackets under the eaves, the projecting cornice extended to form the pediment in the cross gables and the highly articulated window heads over standard arched long Italianate styled windows. Exhibiting little of the characteristic elaborate ornament, brick vernacular (now painted)

interpretations adopting the truncated hip roof form, the classical based dentil trim pedimented cross gable and arched windows were built at 906 South 9th Street (Map Code 22-13), 129-131 South 11th Street (Map Code 3-7) and 724 South 8th Street (Map Code 22-8).

High Victorian Gothic

The High Victorian Gothic style is largely based on Gothic examples from Northern Italy. The style owned its popularity in Europe and America to The Seven Lamps of Architecture by John Ruskin published in 1849. The book Seven Lamps of Architecture proposed the principle for the use of color on buildings. Color was to be an integral part of the materials used in construction resulting in a polychromatic appearance. In a design by the Chicago architect W. L. Carroll at 1024 Cass Street (Map Code 2-25), the white limestone arches and lintels contrast with the red brick creating decorative bands to highlight the windows, basement and doors while cast iron, wood, and terra cotta tile were used to decorate the wall surfaces and structural parts. Brackets under the eaves associated with the Italianate style add an eclectic quality to the house. The interior of the house is notable for its master-crafted woodwork by Egid Hackner and stained glass as well as its early use of central heat, indoor plumbing and gas lights.(15) Unaltered since it was built for James Vincent, an early lumberman in 1884, the Vincent House is architecturally significant as the best example of residential architecture exhibiting the influence of the Victorian Gothic style. White limestone window heads and basements create a restrained polychromatic appearance in the red brick houses at 1234 Ferry Street (Map Code 16-25) and 1145 State Street (Map Code 20-18). Many vernacular brick houses identified in the La Crosse survey use this polychromatic device of the Victorian Gothic style to add a measure of distinctiveness to their construction. The cottage at 1509 South 6th Street (Map Code 32-10) employs a simple white stone keystone in the arched window opening, contrasting with the red brick to attain the effect of constructional coloration.

Romanesque Style

Popular briefly from 1870-1890, the Victorian Romanesque combines polychromatic exterior materials with the semi-circular arch. Although generally a style associated with large scale buildings of stone, three brick houses included in the La Crosse survey employ the polychromatic appearance and the semi-circular round arch in their design. The dominant architectural characteric of the John Hughes House at 1337 State Street (Map Code 1-19) designed by Andrew Roth early in his architectural career is the large group of windows with the round arch heads in the front facade associated with the Romanesque style(16), white stone basement, keystones in the segemental arched window and as voussoirs alternating with voussoirs of of brick in the large round arch window create a polychromatic design. Bay windows, brackets supporting the pediment of the west two-story bay and a classical pediment over the porch entrance also identifies the architecturally significant Hughes House as a 19th century eclectic design. The brick house (now painted) at 316 West Avenue, North (Map Code 63-4) is a less significant example and also displays the prominent semi-circular arch enclosing a window group in the front gable. White stone window highlights and white stone foundation also contribute a polychromatic quality to the well maintained house.

Like all Romanesque, the Richardsonians Romanesque of 1870-1900 is a round arch style. However, most of the later 19th century Romanesque influenced by the 19th century American architect Henry Hobson Richardson are immediately distinguishable from those of the earlier Romanesque Revival by being wholly or in part of rock-faced masonry. By the early 1880's the Romanesque style was used for public buildings, businesses, churches and large scale private residences. When converting the Queen Anne style of the architecturally significant Nymphus B. Holway House constructed in 1891 at 1419 Cass Street (map Code 2-21) to a more pretentious style, the architects Hugo Schick and Gustav Stoltze added stone facing, creating an overlay of Romanesque characteristics.(17) The stone facing, the round Syrian arches on the porches and windows and round buttresses forming the front gable are from the Romanesque Revival style while the conical roofed towers suggest the Gothic influence found in the Queen Anne style.

Victorian Queen Anne Style

During La Crosse's economic boom period, beginning in the 1880's and lasting until the end of the lumber era at the turn of the century, the Victorian Queen Anne was the most popular style of architecture in La Crosse. Although a great number of Queen Anne styled houses in La Crosse have been altered by the addition of modern siding and losing their architectural details in the process, 269 houses have retained the architectural character of the Queen Anne style also known as the Free Classic style or the Neo-Jacobean style. Sixteen of these houses are of sufficient quality to be classified as architecturally significant examples of the Victorian Queen Anne style. Many are significant structures in the proposed Residential Historic District. Queen Anne, a style named after Queen Anne of England who reigned from 1702 until 1714, was in actuality a style initiated in the 1860's in England by Richard Norman Shaw. Spreading to America in the 1870's in predominantly wooden interpretations, the Victorian Queen was initially based on the medieval characteristics in the early 18th century and later incorporated many classical details and a less complicated form. Shaw hoped for a return to handmade decoration and to the quality craftsmanship disappearing because of the industrial revolution. Shaw built his Queen Anne houses of brick with stone and tile decorations. In America the style was translated most often into wood relying on shingle patterns and carved, turned, and applique ornamentation for patterned textures on wall and roof surfaces. In the La Crosse survey, 237 Queen Anne Style houses are wooden representatives while only 32 are constructed of brick. Wooden Queen Anne houses with every conceivable type of trim were built by carpenter-builders in all towns across America during the late 19th and early 20th century. Showing practically no regional differences, house designs were chosen from widely circulated pattern books. The most distinctive Queen Anne styled houses in La Crosse, however, were designed by local architects.

Designed by local architects Hugo Schick and Gustav Stoltz in 1891, the Stephen Gantert House at 1304 Main Street (Map Code 11-3) is the best classic example of the Victorian Queen Anne style in the City of La Crosse.(18) In the vertical picturesque Gantert House, the multiple gable roofs, the protecting elevations, the multiple forms such as the three-story tower and the paneled highly decorative chimney, the variety of surface and gable decoration, and the stained glass windows are combined to create the irregularity of form, surface and massing typical of the Victorian Queen Anne style. The broad balustraded porch supported by four small colonettes clustered on wooden bases provides a strong horizontal element to balance the vertical emphasis achieved through the use of a full attic story in the two-story structure. Swag and garland applique, diamon and "fish scale" shingles, "Stick style" patterns, and openings into the surface such as the open arched inset sleeping porch in the attic level and projections such as the small bay window in the gable further enrich the exterior surfaces.

The earliest known Queen Anne residential structures included in the La Crosse architectural survey were constructed in the mid 1880's. The Queen Anne houses constructed in the 1880's in La Crosse were constructed in the early mode of the Queen Anne style, which followed Shaw's early 1870's rural manner that was still more than half medieval but too late to be classified as Gothic. Tall multiple gables, round corner bay, overhanging upper story, shingle and "Stick style" ornament to define structural areas and stained glass are the late medieval traces found in the Lucious Charles Colman House at 207 West Avenue South constructed during the year 1883 to 1884.(19) The use of the "Stick style" ornament in the gable ends, the eyelid roof dormer associated with the Shingle style and the pedimented gable ends and dentil trim of the Classical style found in the house demonstrate the universal eclectic nature of the Queen Anne style. Designed also in the earlier Medieval mode by the Milwaukee "master" of the Victorian Gothic style, James Douglas, the W. W. Crosby House at 221 South 10th Street (Map Code 9-9) is one of the three exceptional examples of the Victorian Queen Anne style in wood remaining in the City of La Crosse.(20) Constructed for an early La Crosse lumberman in 1886, multiple decorated gables, the conical roofed tower, the many patterns of shingles, the overhanging second story, the exceptional stained and colored glass, and the tall thin paneled ornamental chimneys are late medieval characteristics employed in the design of the Crosby House. The well preserved interior features carved woodwork in the stairway and on the fireplaces, contrasting light and dark wood paneling, and fireplaces and stained glass windows in every room. Similar medieval influences characterize the Queen Anne styled E. C. Dailey House designed

by Schick and Stoltze in the late 1880's at 1420 Cass Street (Map Code 19-19),(21) the 1885 John Torrance House at 726 Cameron Avenue,(22) and the Henry Esperson House at 1414 Cass Street constructed in 1886-1887.(23) All are architecturally important or significant representatives of the Victorian Queen Anne style. A feature of the later phase of the style, the round or polygonal turret or tower and the hip and gable roof shapes became popular stylistic devices of the Victorian Queen style in the 1890's in La Crosse. Towers in varying stages of preservation were part of the design in 37 of the 254 Queen Anne influenced houses included in the architectural survey. A three-story tower is an element of the design in the architecturally significant Stephen Gantert House (Gantert Store: 110 South Third Street, Map Code 2-6) at 1304 Main Street (Map Code 11-3) designed by Schick and Stoltze in 1891, probably serving as a model for the Queen Anne houses that followed. A less well-known but also significant because it has retained almost complete architectural integrity, the brick Erik Rynning House at 1418 Charles Street (Map Code 13-12) was constructed with a three-story tower in 1891-1892 by the Peter Nelson Company.(24) Exhibiting the multiple contours of the hip gable roofed form, the brick construction of the Rynning House gives it a very substantial appearance but sacrifices the freedom of shape and surface associated with the frame interpretation.

Showing the same lack of plasticity of surface articulation, the Romanesque-Queen Anne Holway House at 1419 Cass Street (Map Code 2-21) of 1892 and the brick W. W. Withee House at 1434 Cass Street (Map Code 2-19) built in 1897(25) have picturesque towers, one two-story and one three-story, flanking their facades. The last of the significant towered Queen Anne styled houses was the house at 1532 Madison Street (Map Code 22-17) designed by Schick and Stoltze in 1900 for Will Ott, the president of the Segelke-Kohlhaus Company.(26)

Apparently influenced by the revived interest in classical architecture and classical details stimulated by the display of Neo-classical architecture at the 1893 Columbian Exposition held in Chicago, local architects Schick and Stoltze included more Neo-classical elements in the Ott House design than in the Gantert House designed nine years earlier. Ionic columns supporting the verandah, a pedimental entry featuring a sculptured tympanum, a Palladian styled door and window arrangement opening onto the second story balcony and denticulated cornice and returns in the gable are classical architectural details found in this late interpretation of the Queen style. Similarly, classical elements form a greater part of the design of the W. W. Withee House at 1434 Cass Street (Map Code 2-19) of 1897 than found in the Queen Anne designs of the 1880's in La Crosse.

Frequently older houses were made fashionable by the addition of towers, attic stories and other architectural devices associated with the style considered fashionable at the time. Architects Schick and Stoltze added the top floor and ornamentation in the Queen Anne style to the 1884 E. E. Bentley House at 950-952 Cass Street (Map Code 9-5) around 1890.(27) Constructed for J. Wheeler, the owner of the Novelty Woodworks Company, the highly eclectic house is an elaborate patchwork of parts. The W. A. Sutor House at 1105 King Street (Map Code 3-6) is an additional architecturally significant example of the style. Other notable examples of the frame Queen Anne styled house in La Crosse include the houses at 947 Division Street (Map Code 17-35), 1016 Cass Street (Map Code 18-7), 111 South 13th Street (Map Code 19-26), 1328 State Street (Map Code 1-20), and the McCullough-McCord-Van Steenwyck House at 237 South 11th Street (Map Code 3-18).

The Queen Anne style in a diluted form was easily used by builder-contractor as ornament on traditional building types or built in a rather abstract scaled down version generally from pattern books or builder's guides. Ornamented by the decorative barge boards found on many Queen Anne houses in La Crosse, this simple multi-gabled house at 323 South 20th Street (Map Code 52-27) is an architecturally significant example of this mode of the Queen Anne style because it and the accompanying rather elaborate coach house has retained complete architectural integrity as well as the late 19th century setting. Important examples of the tall front gabled house with decorative shingles in the pedimented gable ends exist in wood at 415 South 13th Street (Map Code 47-14) and in brick at 1235 West Avenue, South (Map Code 29-28). Two-story gable roofed front porches were popular picturesque devices used to give the necessary feeling of irregularity to the Queen Anne influenced steep front gabled houses at 1235 West Avenue, South (Map Code 29-28) and at 1339 Caledonia (Map Code 13-28). During the Victorian Queen Anne period noted for classical architectural details, classical corner pilasters and cornice returns were

used to ornament the steep front gabled, shingle decorated house at 810 South 8th Street (Map Code 42-23). Gable ornaments, decorative corner brackets and an open spindle porch are Queen Anne details used to make a traditional side gabled house with front cross gable fashionable and "modern" in the late 19th century. Queen Anne devices such as the decorative shingles in the gable ends, bay window with bracketed roof, stained glass and partially enclosed porch with Eastlake styled post supports were employed in the common gabled ell house type at 1232 Mississippi Street (Map Code 69-14). Obviously not a good example of the high styled Victorian Queen Anne house, it is architecturally significant as the best preserved of its type remaining in the City of La Crosse. As a representative of the working man's house, this "dressed up" common house type is an important element in the architectural history of La Crosse.

Brick interpretations of the Queen Anne style necessarily display much less articulation of the surface than the more common wood interpretations. Hampered by the restrictions of brick construction, the brick houses influenced by the Queen Anne style relied on decorative shingles in the gable ends, projecting two-story gable roofed bays and porches for irregularity and bracket ornament. The most notable brick houses influenced by the Queen Anne style are located at 526 South 5th Avenue (Map Code 41-6), 1308 State Street (Map Code 59-4), 1145 Main Street (Map Code 60-29), 923 Division Street (Map Code 64-29), 1249 West Avenue, South (Map Code 29-25), 6104 Highway 35 (Map Code 23-3), 112-114 South 10th Street (Map Code 20-22), 1517 Charles Street (Map Code 13-15), 121 South 13th Street (Map Code 19-27), 117 North 8th Street (Map Code 1-1) and 1403 Jackson Street (Map Code 73-32).

Although many cottages were built in a traditional vernacular style, some were built using details of the Queen Anne style. Considered the most fashionable style in La Crosse in the late 19th century, the Queen Anne details were readily available at local lumberyards and planing mills or through catalog order outlets. Generally using the basic gabled vernacular one-story form, decorative shingle, decorative barge boards and gable ornaments were used to decorate the gable ends. Gable roofed bay windows and porches provided the irregularity essential to the picturesque Queen Anne style. Window enframements composed of a pilaster side members with a projecting cornice decorated with a "saw tooth" design are frequently seen on the North La Crosse homes whereas this architectural detail is seldom seen on the Southside of La Crosse. Well preserved Northside cottages showing the influence of the Queen Anne style include the cottages at 1536 Prospect Street (Map Code 12-8), 1552 Loomis Street (Map Code 90-12), 1617 Loomis Street (Map Code 90-14), 2007 George Street (Map Code 94-14), 1702 Wood Street (Map Code 89-30), and 1545 Prospect Street (Map Code 91-12). Similar brick cottages exhibiting Victorian Queen Anne characteristics exist at 407 Avon Street (Map Code 83-23) and 411 Avon Street (Map Code 83-24). A more elaborate example of the style with hip and gable roofs and stained glass is located on the southside of La Crosse at 2147 Market Street (Map Code 67-2).

Stick, Shingle and Eastlake Styles

No true Stick, Shingle, or Eastlake styles were identified in the architectural survey of La Crosse. However, some of the Queen Anne styled houses also show the influence of these styles, all briefly popular in the 19th century.

Stick style buildings are expressive of the wooden framing system which underlies the wall. Promoted by Andrew Jackson Downing in the 1850's in his philosophy of "truthfulness" in wooden construction, vertical or horizontal boarding on the outside walls was expressive of the underlying stud wall underneath. Stick style details such as simple gable end trusses remain on the house at 137 South 22nd Street (Map Code 55-33). Other Stick style devices such as massive brackets support the gable projection on the house at 1337 State Street (Map Code 1-19) while smaller brackets support the shingled overhanging gable ends of the architecturally significant house at 1522 Main Street (Map Code 60-21).

The Shingle style succeeded the Queen Anne as the most fashionable mode for houses around 1880 in America. The walls of the upper stories at least, and often the ground stories, too, have a uniform covering of shingles where the lower stories are not shingled; they are typically of stone. In the La Crosse Survey, the 1910 Kapellen House at 1530 Main Street (Map Code 18-27)(28) and at the house at 620 South 7th Street (Map Code 42-6) were found to have shingles competely covering the upper stories.

Eastlake ornament is a distinctive form of architectural decoration found on Victorian Gothic and Queen Anne style houses. The Eastlake style reportedly reached America through the Englishman Eastlake's Hints on Household Taste published in 1868. Not widely popular in La Crosse, the gable ornaments and a few porches were mixed most ofttten with the Queen Anne style. The most elaborate gable ornaments remaining in the city of La Crosse are located on the gables of the houses at 821-823 West Avenue, South (Map Code 63-22), 622 Powell Street (Map Code 91-18), 1613 Madison Street (Map Code 64-10), 1106 Charles Street (Map Code 85-4), 1316 Market Street (Map Code 66-12), and 515 North 9th Street (Map Code 43-21).

20th CENTURY RESIDENTIAL ARCHITECTURE 1905-1940

Copying elements of past styles to create new buildings, the Period Revival style dominated the early 20th century residential construction in America. Popular periodicals, such as Country Life, encouraged American taste for Revival styles and provided illustrated designs as well. Catalogs of house plans and Sears Roebuck pre-cut components could be ordered by anyone everywhere in America. However, a national reaction against the decorative and emotional historic styles of the 19th century existed simultaneously with the popular taste for Period Revival styles.

After the collapse of the lumber industry in La Crosse at the turn of the century, home construction greatly decreased during the first decade of the 20th century. By the 1920's, La Crosse's economic status began to improve as other industries began to fuel the economy. In 1927, according to the La Crosse Tribune, three million dollars were spent in construction.(29) The new residential construction described as "Spanish villas, English structures, and little Bungalows" occurred at the east end of the city from 17th Street to the Bluff several blocks either side of Main Street and on the Northside particularly on upper George Street. More exciting, however, in the second and third decade of 20th century architectural history of La Crosse is the push to create something new and modern. Important because the Prairie School houses obviously are a major force in the architectural character of the residential areas of La Crosse, the concentration of Prairie School houses is unique for a city the size of La Crosse. The American Foursquare house type, the Bungalow and the Prairie School styles appeared during the first decade of the 20th century when public taste was undergoing a negative reaction to the decorative excess of the Victorian era and was reviving their interest in the simple lines of the Classical styles.

Early 20th Century Modern

American Foursquare House

Described as simple, box-like, hipped roofed-structures with broad overhangs, dormer and full-length front porch, the American Foursquare was popular with the middle class in particular well into the 1920's. Practical because it provided large amounts of space inexpensively, the Foursquare appeared

regularly in Stickley's Craftsman magazine. Equally as popular as the Prairie School house in La Crosse,(110) American Foursquare houses included in the La Crosse Intensive Survey were constructed of wood, brick, concrete block, stucco, and combinations of stucco and brick and frame and brick. These housing types were produced almost exclusively by builder-contractors.

Constructed of brick, the twin houses built for August and Charles Kutzborsky of the Segelke-Kohlhaus Company at 721 and 729 South 5th Avenue (Map Code 40-32, 40-34) are architecturally significant examples of the American Foursquare house type.(30) Excellently maintained, these houses exhibit the simplicity of unadorned surfaces, the hip roof and roof dormers typical of the style. Although devoid of traditional style charateristics, the Kutzborksy houses are not without historic ornament. The Georgian "Colonial" Revival fueled by the Neo-classical Revival in the 1890's was the most popular influence. Leaded glass windows in the dormers and short Corinthian columns are architectural details of Classical influence found in the houses. Classical porch supports and dentil trim are Georgian Revival or Classical features characterizing reliable wooden examples of the type at 1025 West Avenue (Map Code 30-7), at 224 South 9th Street (Map Code 44-4) and at 922 Main Street (Map Coce 60-35).

Designed in the spirit of simple surfaces devoid of historic ornament, the basic Foursquare house type was easily ornamented to appear historic as in the Georgian Revival mode. The simple shape allowed the builder to easily modify the design by extending the roof eaves, stretching out the porch and adding stucco to create the appearance of the Prairie School style. Many houses in the La Crosse Survey have elements of both the Prairie School house and the Foursquare style, making it difficult to clearly classify them as Prairie School or as American Foursquare. The houses at 407 South 13th Street (Map Code 47-15) and 502 South 14th Street (Map Code 16-10) both exhibit the short stuccoed second story with windows directly under the soffits that are compressed between the overhanging roof and the extended brick lower story associated with the Prairie School house. However, they have the taller hip roof with a roof dormer at the front and front porches characteristic of the American Foursquare house type.

Prairie School Houses

Between the late 1870's and the First World War, one of the most significant architectural movements since the Renaissance flourished in Chicago. The "Chicago School", as it came to be called, and its residential contemporary, the Prairie School produced an original American architectural style. By 1910 Prairie School had become an established style and was employed by architects and builders across the country. Although each architect developed a personal version of the style, ranging from the classical monumental designs of George Maher to the highly varied designs of Purcell and Elmslie, the form most often employed was the box designed with horizontal emphasis. Bands of stucco and wooden trim, casement windows and doors are arranged in horizontal patterns with bands of windows directly under the roof soffit. Low hipped roofs with broad eaves visually compress the Prairie house constructed of stucco, brick and sometimes brick and stucco or wood and stucco. In the typical Prairie design one or more open or closed one-story porches projecting from the house balance the symmetrically designed facade. Stained and leaded glass in geometric designs is common Prairie School ornament.

Fine examples of Prairie School houses were built in the Ciyt of La Crosse mostly on the south side between Jackson Street and State Street during the years from 1910 to 1936. A significant number is located in the 200 block of South 17th Street and 17th Place. In La Crosse 105 houses influenced by the Prairie School design were included in the architectural survey. Twenty-one of these are architecturally significant examples of the Prairie School house in La Crosse. Local architects Percy Dwight Bentley and Otto Merman created 14 of the architecturally significant Prairie School houses.

Percy Dwight Bentley, a La Crosse native, did a number of Prairie style houses in La Crosse between 1912 and 1918. The best Prairie School house in La Crosse, the Henry Salzer House at 1634 King Street (Map Code 49-31) was designed in 1912 by Percy Bentley assisted by his draftsman Otto Merman.(31) Constructed the next year in 1913 for Henry Salzer, a local seed merchant, the Salzer House exhibits the typical Prairie School horizontal emphasis created by the broad hipped roof, the bank of windows compressed between the heavy roof and the stuccoed ground floor and the careful alignment of all horizontal ements. Buttresses framing the entrance and located at the ends of the house visually

counteracts the dominant horizontal appearance of the centrally planned house. Constructed of fireproof hollow tile for wall and floor, the Salzer House originally had cypress shingles stained moss green and was painted deep tan (now painted white) with brown string course and trim. In the same year, 1913, Bentley designed four more Prairie School houses in La Crosse. Probably the earliest of his Prairie designs, the Ed Bartle House of 1913 at 238 South 17th Street (Map Code 15-2) is a small two-story house clearly showing a relationship to prevailing vernacular building types in the area.(32) Featured in Allen Brook's book, The Prairie School, the house covered by sand plaster and lap board is characterized by a stair tower set 45 degrees to the angle of the house and windows that wrap around the corner.(33) Originally designed with elaborate gardens at the rear, the 1913 symmetrically designed Charles J. Felber House at 1408 King Street (Map Code 2-35) has the low hip roof and overhanging eaves found in the Prairie style.(34) Illustrated in the Western Architect in 1915, the brick house has stone and cypress trim on the garden facade. The two other houses by Bentley constructed in 1913 are identical Prairie School bungalows at 221 and 223 South 11th Street.(35) Placed on the National Register in 1983, the Wohlhuter House and the Chase House with a band of windows virtually compressed between the overhanging hip roof and clapboard exterior probably served as a model for many builder-contractor versions of the Prairie School residence in the area. A less significant design by Bentley and Merman was created for the bricklayer Albert Klick at 2019 State Street (Map Code 15-7) in 1918.(36) The 1916 Frank Sisson House at 1511 Main Street (Map Code 18-28) has been attributed to Bentley by local sources but has not been validated. The addition of stone veneer to the exterior of the Emil Mueller House at 128 South 14th Street (Map Code 19-21) designed by Bentley and Hausler of St. Paul during the first episode of Bentley's time in Minneapolis has greatly decreased the architectural significance of the house.(37)

By the time Bentley made the final, permanent move from La Crosse in 1919, Otto Merman had assumed the responsibility of the architectural practice. As early as 1914 while still functioning as a draftsman for Bentley, Otto Merman designed his first Prairie School house for his friends Frank Schwalbe, Jr. at 1420 Madison Street (Map Code 16-11) and Dan McMillan at 1222 Cass Street (Map Code 2-22).(38) The McMillan home shows Merman's move away from the rectangular symmetrical design favored by Bentley in favor of irregularity. Decorated with exceptional leaded glass windows in geometric patterns, the brick and frame Philot Gelatt House design by Merman in 1917 exhibits a plan with flanking wings with low pitched roofs that extend beyond the wall. An unusual Prairie design of 1918 by Merman, the Albert Arenz House at 2501 Cass Street (Map Code 40-10) is an interesting combination of stucco, brick, dark trim, leaded glass casement windows and half-timber ornamentation associated with the English Tudor style and the band of windows, the over hanging roofs and string course used to emphasize the horizontal essence of the Prairie House style.(39) Other architecturally significant Prairie School houses by Otto Merman are the two adjacent brick houses designed for the Schwalbe family, who constructed many of the Prairie School houses for Bentley and Merman, at 223 and 217 South 17th Street (Map Code 2-13 and 49-30) in 1920, and the stucco Ben Ott House at 241 South 17th Street (Map Code 15-24) designed in a plan similar to the McMillan House in 1921.(40) Although Merman designed other Prairie styled houses in La Crosse, only the above were considered to be architecturally significant.

Little is known about the Prairie School houses designed by other architects and local builders. However, the architecturally important Prairie School house at 121 South 21st Street (Map Code 55-9) is known to have been designed in 1923 as a model all-electric home by Ori Sorensen, a local architect-builder who reportedly designed the first Prairie styled house in La Crosse for the Hogans at the corner of 17th and Main Street (Map Code 15-21) in 1911.(41) Other architecturally important brick Prairie School type homes are located at 2027 Cass Street (Map Code 2-12), 2028 Main Street (Map Code 18-22), 228 South 17th Place (Map Code 50-24), 325 South 17th Street (Map Code 2-14) and 229 South 17th street (Map Code 49-29).

In some instances, carpenters and builders copied the horizontal massing and certain details of the exterior trim, creating houses showing a great deal of influence by the Prairie School design. In La Crosse, there are many builders' houses whose designs were suggested by illustrations in the Inland Architect or other magazines and catalogs publishing Prairie School home plans. Often the Prairie style was translated into a house entirely of wood by substituting a pattern of wood for the horizontal effect created by stucco

and brick or wood and brick. Architecturally significant as the representative of this mode of builder Prairie School structures, the house at 228 South 17th Place (Map Code 50-24) employs a band of narrow wooden clap boards between the second story windows placed directly beneath the soffit that are visually compressed between the overhanging hip roof and extended lower story featuring a flared base covered with wide clap boards. An enclosed porch placed at the front of the house sited on a long narrow lot has exceptional stained and leaded glass in an elaborate geometric design. Houses exhibiting the low hip roof, extended eaves and horizontal emphasis created by the window band placed directly under the soffit continued to be built by local builders such as William Crowley, who constructed the brick and stucco Prairie School influenced house at 420 North 24th Street (Map Code 99-13) in 1936 and the brick and clapboard house at 510 North 24th Street (Map Code 57-24) in 1936.(42)

Bungalow Style

The true bungalow is a small single story house, in which the attic space was lighted for living space by a dormer or by windows in the gables. Based on the early 19th century British models found in India, the Bungalow style flourished first in California in the late 19th century and early 20th century. The bungalow's popular era occurred from 1900-1920, but many houses based on the bungalow idea continued to be constructed in the 1920's and 1930's in La Crosse and in America in general. Sets of working drawings for bungalows could be bought for as little as five dollars with the result that idential bungalows can be found all across the United States. The simple rustic house most often illustrated in The Craftsman, a monthly magazine published between 1901 and 1916 and in Stickley's books such as Craftsman Homes of 1909 was the bungalow. Although less fashionable than the Prairie School styles, the Bungalow style was found in greater numbers for a longer period of time. Details were used to change the bungalow characterized by the lack of traditional historic ornament to include varied modes from log-cabin rustic to craftsman to Swiss Chalet, but the common form remained.

The great number of bungalows built during the second and third decades of the 20th century in the City is a testament to the healthy economic activity of La Crosse during the period. Contributing the largest number of representatives in a particular group to the La Crosse Intensive Survey, 459 bungalows were identified as retaining their architectural character. At least an equal number covered by modern siding or altered in some manner were not included in the architectural survey. Although built all over the city, major concentration of the Bungalow style can be found east of 16th Street in south La Crosse and east of George Street on north La Crosse where the later development took place. However, an area composed solely of quality bungalows that could be made into a historic district does not exist as most areas of La Crosse have mixed styles and types present.

Simple, economical, and greatly influenced by the "honesty" of construction "Craftsman" philosophy, the most common bungalow mode presented two broad gables to the street, the gable of a porch-veranda in front being echoed by that of the body of the house behind and to one side. The majority of La Crosse's bungalows fall into this mode taken from the Western Stick version of the Bungalow style. Sculptured gable ends, roof dormers and leaded glass further characterize the La Crosse interpretations of the style constructed in wood or brick. Well constructed and well maintained in their original condition, the frame bungalows at 617 South 14th Street (map Code 47-31), 609 South 6th Street (Map Code 41-29), 421 South 19th Street (Map Code 51-6), 1221 East Avenue, South (Map Code 24-35), 334 South 21st Street (Map Code 53-29) and the bungalow built at 2123 Grandview Place constructed by builder-contractor William Crowley in 1927 are among the best examples of this mode in the City. Good examples of brick bungalow were identified at 1244 Farnam Street (Map Code 37-23), 1207 South 17th Street (Map Code 26-21), and at 1913 South 16th Street. Exhibiting more elaborate architectural details of the Stick style are the bungalows at 203 South 23rd Street (Map Code 56-25), 2411 State Street (Map Code 57-29) and at 1540 Avon Street (Map Code 84-28) characterized by exposed structural work such as rafter ends under the eaves, knee-brace brackets supporting the roof, and battered porch supports. Exposed structural members promoted by the "honest construction ideal" associated with the Arts and Crafts movement also characterized the bungalows more clearly influenced by the Craftsman style. The craftsman movement in America stressed the ideal of functional architecture based on the integration of

natural materials, hand-made decorative-arts and naturalistic-garden design. The architecturally significant Louis Lautz House at 2014 Main Street (Map Code 60-8), the most elaborate example of the Craftsman mode in La Crosse, is characterized by a dormer penetrated roof that extends over an open porch supported by flared short posts.(43) A wall chimney, exposed roof ends, knee-brace brackets under the eaves and bay windows also found on the similar less elaborate house at 2007 Main Street (Map Code 4-23) are typical fixtures of the Craftsman Bungalow style. The interpretation of materials and the use of leaded glass windows typical of the Arts and craft movement is exhibited in the unusual Craftsman house design at 527 South 15th Street (Map Code 47-35).

The bungalow, like other simple house types, was subject to variations dependent on the use of architectural details fashionable at the time or popular locally. In La Crosse, bungalows took on the flavor of the Tudor, English cottage, Prairie School and Colonial styles. The pseudo-half timber articulation on a stucco surface particularly the gable end found in the English Tudor Revival style was used to characterize the bungalows at 408 South 22nd Street (Map Code 54-8), 111 South 17th Street (Map Code 50-2), and at 224 South 20th Street (Map Code 52-20). Shingles wrapped around the roof edge suggested the English cottage thatched roof in the bungalow at 504 South 19th Street (Map Code 50-35). Architectural details such as a stucco exterior and steep gable roofs trimmed with bargeboards gave the allusion of an English-Elizabethan Revival cottage at 357 South 23rd Street (Map Code 54-31) and at 2126 Grandview Place (Map Code 99-6). Ionic porch columns on the bungalow at 1409 Adams Street (Map Code 35-24) and the multi paned windows and classical portico on the house at 406 South Losey Boulevard (Map Code 95-13) are details associated with the Classical style.

Clipped gable or jerkin-head roofed bungalows constructed in basically the same modes as the gable roofed bungalows were common. The jerkin-head roofed example of the style at 2033 Market Street (Map Code 66-35) is a well maintained bungalow with an entrance into the long side of the house with exceptionable stained and leaded glass windows.

Low pitched hipped roof, wide overhanging eaves, bands of windows and stained and leaded glass in geometric patterns were elements used to create the bungalow mode influenced by the Prairie School. Exhibiting some similarity to Bentley's Prairie School styled one-story houses at 223 South 11th Street (Map Code 3-14) and 221 South 11th Street (Map Code 3-16), horizontal wood siding topped by a band of stucco and windows covered by the overhanging hip roof serves to give the horizontal emphasis essential to the Prairie style to the brick bungalows at 2223 La Crosse Street (Map Code 72-32) and 1806 Charles Street (Map Code 86-35). Well maintained examples and representatives of the Prairie School mode of the bungalow style characterized by the low flat hip roof, broad overhanging eaves and bands of windows with exceptional stained and leaded glass windows are located at 303 North 23rd Street (Map Code 57-3), 307 North 22nd Street (Map Code 55-20), and 330 South 21st Street (Map Code 53-30). Otto Merman designed the Prairie School bungalow at 1021 South 4th Street for George Schultz in 1923.

20th Century Historic Styles

While some architects were looking toward an entirely new architecture others were trying to find something new through the old historic styles by changing, adapting and developing them to accomodate the "modern" life style. Though the details and in some cases the forms of the buildings were derived from the past, their plans, mechanical systems, and materials were "modern". Following the lead of the Eastern cities in demanding buildings associated with America's past or its roots in Europe, the La Crossecounterpart of the wealthy upper middle class built houses in the historic styles. The early turn of the century Revival and English Tudor styles were followed by the era of Period Revival architecture from 1910 to 1930. Economic growth in La Crosse at precisely the same period as the

national taste for the eclectic Period Revival styles as well as the consumer demand for historic styles accounts for the great number of Period Revival styles in the City.

Neo-Classicism

A revived interest in classical architecture and classical details was stimulated by the display of Neo-classical architecture at the 1893 Columbian Expositin held in Chicago. Relying on Greek models rather than Roman, the Neo-classical Revival of 1900-1920 was best applied to the design of monumentally-scaled public buildings such as banks and civic buildings. Very little evidence of the Neo-classical Revival remains today in La Crosse.

In a rather restrained interpretation of the Neo-classical influence, the creme brick Otto Loeffler House at 1603 Main Street (Map Code 60-19) has relatively simplified surfaces, and block dentil under the eaves of the house and porch. Square capped porch columns supporting the pediment of the small portico leading to the porch under the pedimented front cross gable and stylized plaque of classical floral designs ornamenting the two-story bay show the influence of the Neo-classical Revival on the Loeffler House built in c.1910.(44) Classical porch columns and details such as palladian windows and dentil trim on the late Queen Anne style (see section on the Queen Anne style) and on houses built after 1900 more often show the revived interest in classical architecture in La Crosse.

Georgian Revival

The Georgian Revival begun at the turn of the century was an updated version of the original colonial Georgian house but generally larger with hipped or gambrel roof dormers and classical details. In the La Crosse Survey, 27 houses of Georgian Revival influence were indentified. Built for Fred Cutter, an employee of the German-American Bank, the house at 1601 Madison Street (Map Code 22-18) is significant as an early example of the Georgian Revival style.(45) One of the few structures in La Crosse to use the colossal columns sometimes associated with the style, the frame Cutter House, constructed c.1903, with a low truncated hip roof is dominated by a two-story portico featuring colossal Ionis columns. Good frame examples of the Georgian Revival influence in La Crosse are located at 137 South 13th Street (Map Code 19-29) and at 1234 King Street (Map Code 3-1) while a good late brick examle, the Ludwig Kroner House designed by Karl Schubert c. 1930 exists at 227 Losey Boulevard (Map Code 95-11).(46)

Elizabethan-Tudor Revival Styles

From 1890 through 1910 the English Tudor style was known as Elizabethan because it was based on cottages erected during the reigb of Queen Elizabeth I. As it developed, it began to imitate the English historical style with greater accuracy. By 1920 it was called the new Tudor style tending toward informality and a concern for artistic effect. Two large architecturally significant early 20th century Elizabethan-Tudor styled houses built for the Hixon family were included in the architectural survey.

Anxious to enjoy the fashionalbe newer styles coming from the East, Joseph Hixon, son of the lumber baron Gideon Hixon, engaged architects, Handy and Cady from Chicago, to design his house in the Elizabethan style at 1326 Cass Street (Map Code 11-5) in 1903.(47) Features in the Western Architect in 1909, Handy and Cady's design features bargeboards, half-timber framing on the stuccoed upper story and gable ends, multiple gable roofs, a short tower on the facade, an arched entrance and tall ornamental chimneys. Designed to create a picturesque effect, the architecturally significant Hixon House has a less formal "garden facade," a concession to the informal way of life developing in the early 20th century. Handy and Cady were brought back by another member of the Hixon family in 1909 to remodel his frame 1894 house into a fanciful English styled house characterized by Arts and Crafts details.(48) Located at 1431 King Street (Map Code 2-3), the Frank Hixon House has a green glazed tile covered jerkin head gable roof penetrated by shingled dormers with stucco facades. A "quaint English" effect is created by

such devices as the suggestion of towers protruding from the front and rear facades, large rafter ends protruding from the facade and diamond shaped leaded glass windows. Surrounded by a picturesque brick and stucco fence with wrought iron gates, the Hixon House also was featured in the Western Architect in 1909.

By 1920, the most preferred historic style in La Crosse was the English Tudor as it was generally throughout the nation. Regional characteristics were not longer evident as the Eclectic Revival of the 1920' s and 1930's were similar over the entire country.(71) Tudor-Elizabethan Revival styled houses were included in the La Crosse Survey. Characterized by the adaptive reuse of the Tudor styles rather than correctness, one architecturally significant Tudor-Elizabethan house was designed by Percy Bentley and three were designed by Otto Merman. Designed by Percy Bentley for his close friend Vincent Kidder in an English cottage style c. 1924, at 2425 Main Street (Map Code 59-22) the picturesque stucco hip roofed house features half-timber framing, chimney pots, colored slate roof, multi-paned windows, and round arched entrance with articulated brick voussoirs.(49) The most notable architect of the Period Revival in La Crosse, Otto Merman designed his most architecturally significant Tudor-Elizabethan design in the English Gothic Cottage mode in 1928 at 120 North 24th Street (Map Code 57-12).(50) Planned in close cooperation with the owner, Leighton Oyen, a local artist and interior designer, the small highly picturesque house is characterized by a steeply pitched gable roof, stucco exterior, multi-paned windows with wooden exterior shutters, half-timber ornament and heavy arched entrance door. Less significant Tudor-Elizabethan designs by Merman and his associate Herbert Skogstad are the William Ott House at 121 Losey Boulevard, South (51)(Map Code 74-29) in the English Cottage mode and the rather eclectic Gunnar Gundersen House at 1504 King Street (Map Code 61-18) designed in 1927.(52) A popular style for the builder-contractor during the same period, the characteristic of the English Cottage style was used by a local contractor-builder in the architecturally significant Flood House at 2205 Main Street (Map Code 59-33) in 1930. One of the more eleaborate examples of Barney Spangler's work, the short tower and the white stucco exterior suggest the Norman mode of the Period Revivals.(53)

By 1920 following the latest national fashion and by local demand, builders were constructing smaller Tudor houses based on the English Cotswold Cottage. Small houses with steep roofs, a picturesque facade arrangement of large chimney, round arched entrance, sometimes short round entrance "tower" or projecting steep gabled entrance porch and stone voussoirs and other stone accents are found throughout the City. Good stuccoed examples exist at 2139 Adams Street (Map Code 74-20), 1912 King Street (Map Code 61-30), 1805 Madison Street (Map Code 63-35), and 1916 Cass Street (Map Code 62-29) while brick and stucco interpretations are located at 149 South 24th Street (Map Code 57-9) and 1602 Cass Street (Map Coce 97-34).

American, Dutch and Spanish Colonial Revival Styles

During the Period Revival of 1900 to 1940, the traditional Colonial styles, because they evoked memories of the past, were popular particularly on the East coast. As was usually the case, La Crosse and other Midwest cities eventually followed the East in architectural fashion. Twenty-nine American Colonial Revival styled houses were included in the Intensive Survey. Increasingly drawn to the Colonial Revival after his Prairie School style era in La Crosse, Percy Bentley designed one architecturally significant representative of the American Colonial Revival style in 1918 before he left La Crosse permanently.(54) Designed for Argyle Scott, president of La Crosse Box Company, the white frame Scott House at 1721 King Street (Map Code 10-33) is a centrally planned traditional colonial house on the interior, but the exterior has non-traditional flush boards separated to create strong horizontal shadow lines. The only Colonial Revival style by Bentley and Merman in La Crosse, the design of the Palladian entry and Palladian style window in the west gable are reinterpretations of the style by the architects. Included in Otto Merman's repetoire of historic Revival styles, one Colonial Revival house designed by him is architecturally significant while the architectural significance of the other was altered when moved. Exhibiting the fine bay facade, six over six windows and classical details in a simple interpretation, the architecturally significant John Felton House at 2607 Cass Street (Map Code 40-4) was designed by Merman and Skogstad in 1927. A more elaborate version of the style accented by quoins and a

Adamesque portico, the James Evans House (originally built on South Losey Boulevard) located at 600 South 28th Street (Map Code 39-29) was designed by Merman in 1927.(55) A larger architecturally significant representative was built c. 1917, for the Gunds of the Gund Brewery. An example of upper middle class fashionable architecture in La Crosse, the Colonial Revival Gund House at 1304 Cass Street (Map Code 62-17) exhibits the typical symmetrical five bay facade and gable roof ornamented by small scale classical details. However, the less forman garden facade found at the rear demonstrates the 20th century committment to informal gracious living. A later brick example built in 1937 at 1402 King Street (Map Code 61-17) for J. E. Elliott with colossal Corinthian columns supporting the projecting entrance portico is an architecturally significant representative but not eligible for the National Register as yet.(56)

Based on the late 18th and 19th centry mode of the Dutch Colonial house featuring gambrel roofs, the 20th century interpretation often combined Georgian, late Queen Anne and Craftsman details. In the La Crosse architectural survey, 55 gambrel roofed houses are architecturally significant, interesting examples in wood and brick are located at 1013 South 8th Street (Map Code 31-24), 115 North 23rd Street (Map Code 56-33), 101 North 22nd Street (Map Code 55-29), 521 North 11th Street (Map Code 45-30), and 1404 West Avenue, South (Map Code 29-17),

Mixing styles derived from the Mediterranean world, the Spanish Colonial Revival style was characterized by the use of arches, courtyards, plain stucco wall surfaces and red tile roofs. Popular from 1915-1940, the style began to gain acceptance at the San Diego Exposition in 1915. Nine houses of Mediterranean influence were included in the La Crosse Survey. Two of the Spanish Colonial mode are architecturally significant representatives of the style. The master of the 1920's Revival styles in La Crosse, Otto Merman designed the John Bayer House at 1127 Cass Street (Map Code 62-15) in the Spanish Colonial Revival style in 1925.(57) Designed for the vice-president of the Batavian Bank, the rectangular shape Bayer House has the stucco exterior, low gable red tile roof, multi-paned windows and round arched door associated with the style. The second architecturally significant Spanish Colonial house constructed during the period when the style became the national craze, the one-story Guy Beach House at 2417 State Street (Map Code 57-28) was designed by a local architect Karl Schubert in 1926.(58) Another Mediterranean styled house designed by Merman and Skogstad in 1927, the William Kroner House at 131 Losey Boulevard (Map Code 74-27)(59) was created in a mixed Pueblo and Spanish Colonial mode characterized by massive looking walls with sculptured parapet and flat roofs and stepped levels resembling the Indian habitats called pueblos of New Mexico and Arizona. Not an accurate reproduction of the style, the pink stucco house merely suggest a Mediterranean structure. The impression of the Spanish Colonial style was easily created in the small stuccoed one-story houses at 2149 Adams Street (Map Code 74-21) and 323 South 17th Street (Map Code 49-26) by adding a few architectural details associated with the style such as red barrel tile trim and roof and the use of wrought iron accents.

Modern Styles

The economic collapse of 1929 caused the collapse of the construction industry. However, during this period new "modern" architectural forms were developing. Few houses were built in La Crosse in the 1930's when the historic styles were coming to an end and the International style and Art Moderne style were in the process of development. However, construction of several modern houses during this period demonstrates La Crosse continued to follow eventually the national trend.

International Style

Based on the rejection of historic-ornament, the International style popular from 1920 to 1945 is characterized by flat wall surfaces, a horizontal band of windows and projecting or cantilevered balconies.

Among the five houses included in the La Crosse Survey that are influenced by the International style, the most notable is the Frank Hoeschler House at 117 Losey Boulevard, North, designed by the Minneapolis architect, J. Mandor Matson in 1936.(60) Designed for Hoeschler, a local druggist and realtor, the design noted for its severe angles and lack of ornamentation used steel, concrete and light beige brick to create a design of geometric blocks. Not completely devoid of ornamentation, the Hoeschler House has stylized grooved concrete columns framing the entrance, a plain articulated cornice around the flat roof and the Hoeschler family symbol, "The Bull" pressed into the front facade. Not yet eligible for the National Register, the Hoeschler House is the only architecturally significant example of the International style in La Crosse.

Art Moderne Style

Art Moderne was a style that consciously strove to create an architecture to compliment the machine age. Starting in about 1930, the Art Moderne house was streamlined like every other machine with rounded corners, flat roofs, horizontal bands of windows curved around corners and smooth walls with no ornamentation. Only two houses in the La Crosse Survey could be associated with the Art Moderne style. The architecturally significant Romeo Denzer House constructed in 1940 at 2537 Edgewood Place (Map Code 16-7)(61) features rounded corners, flat roofs, smooth wall surfaces without ornamentation and windows that wrap around the corner, which are characteristic of the Art Moderne style. Neutral colors, poured concrete, stucco, brick and glass block materials used in the house do not detract from the curving lines of the once avant-garde house. Not yet eligible for the National Register, the Denzer House is significant as the best and earliest representative of the Art Moderne style in La Crosse Survey.

MULTIPLE DWELLINGS

Generally in the 19th century, boarding houses were found throughout the City, serving the housing needs of newly-arrived immigrants, single persons, and those families who could not afford to buy or rent a house. Multi-family houses such as row houses and flats were found in relatively small numbers. Multi-family structures with no historic precedent for style, begin to emerge decorated by architectural details that suggest an association with a particular style at the turn of the century. Twenty-three historic structures designed for multiple family use were identified in the La Crosse Survey.

Row Houses

Built as downtown residential apartments in a style typical of the row houses that were used all over the United States during the 19th century, the row houses constructed in 1872 at 609-615 Main Street (Map Code 19-4) are significant as the earliest and best preserved example of multiple dwelling remaining in the City. Constructed of red brick, this flat roofed structure has the bracketed cornice and long windows with projecting cornice window heads on the upper story and pediment shaped window heads on the lower story associated with the Italianate style. Housing commercial concerns in the basement, the row houses are still in residential use as apartments.

Flats

The majority of the multiple dwelling structures identified in the architectural survey are two-story structures with originally two flats on each level. Typically of brick, these rectangular flat roofed

structures have Neo-classical Revival details popular at the turn of the century. The best example of this type of housing in La Crosse is the brick structure located at 713 Cass Street (Map Code 62-7) characterized by colossal square columns that support the entablature and attic of the two-store front porch. Retaining less integrity, a similar adjacent structure is at 707 Cass Street (Map Code 62-6). Other examples exist at 420 South 5th Avenue (Map Code 41-11), 1100 and 1108 State Streets (Map Code 20-20 and 20-21) and at 106-112 North 9th Street (Map Code 43-31). Constructed in 1904 by the Mac Donald family of the lumber era, the similar structures at 600 and 608 King Street (Map Code 79-26, 79-24)(62) employed the Italianate cornice and corner towers or rounded bays to give a sense of style to the structures of red brick and white stone accents.

Apartments

Multiple dwelling units in La Crosse continued to have historic architectural details applied to the rectangular box shape needed to accomodate the interior arrangement of flats or apartments during the Period Revival era of residential architecture in the early decades of the 20th century. Using a laterally extended plan that relates to a common garden area, the architecturally significant Kingston Court Apartments constructed in 1924 at 203 South 16th Street (Map Code 48-40)(63) is the earliest apartment structure in La Crosse constructed during the early 20th century when apartment planning was a major concern in American cities. Built of brick, the barrel tiled pent roof and blind corbeled balcony alludes to the Spanish Colonial style while large round arched windows lighting the stair wells vaguely suggest Renaissance Revival influence. The Mediterranean Eclectic Revival style popular in the 1920's was used to characterize the rectangular shaped two story apartment structures at 503 Cass Street (Map Code 81-29) and at 513 Cass Street (Map Code 81-28). Flat roofed and stuccoed, the Doerflinger Apartments build in 1928 and 1931(64) is ornamented by red barrel tile and curvilinear outlines and pediments.

Double houses or duplex houses as they are presently known also existed in 19th century La Crosse. A brick one-story double cottage located at 1617-1619 Prospect Street (Map Code 91-10) exhibits a cross gable with decorative shingles and cornice returns over the centrally placed double entrances. An architecturally important double house was built by Nyram Withee for rental property at 112-114 South 10th Street (Map Code 20-22) in the 1880's.(65)

VERNACULAR ARCHITECTURE

The architecture history of La Crosse shows the City followed the fashionable national styles in much of its architecture. The architectural significance of structures associated with acceptable styles is easy to determine. Less understandable are the structures that cannot be described in terms of a particular accepted style or at least influenced by a recognized style. Important because they contribute greatly to the architectural environment and because they represent a large segment of the population, vernacular architecture cannot, however, be presented in terms of significance due to the lack of information concerning their historical development and to the lack of an accepted definition of what's vernacular. Significance at this point can only be judged on the basis of integrity or retention of original form and architectural details. Generally constructed by builders, contractors, owners and neighbors, these vernacular buildings were constructed according to need, tradition, or building plans often obtained from catalogs and magazines that were altered by the builder depending on available material, time and money.

The majority of housing in La Crosse was constructed for the workingmen of the lumber, brewery, and railroad (particularly on the Northside of La Crosse) eras in the last decades of the 19th century. Many

have been remodeled with a resultant loss of integrity; however, some find examples have survived the effects of "modernization." Cottages with architectural details associated with a particular style have been discussed previously.

Vernacular Cottages

The many rapidly constructed cottages built to house the rapidly growing population of the 1870's, 1880's and 1890's were less ornate than the larger houses located for the most part in the area of the proposed Residential Historic District. Generally found south of Jackson Street and west of 16th Street, north of La Crosse Street and on the Northside of La Crosse, 366 19th century cottage types were included in the architectural survey of La Crosse. Very little information concerning the builders, owners and circumstances of location and construction is readily available. The cottages were divided into general types including one-story cube, one-story gable or ell shaped cottge and one-story Victorian Classic box type cottages. Each of the types were further described by construction materials.

One-Story Cube Type

In the La Crosse Survey, 93 cottages were typed as one-story cube. Twenty-five were of brick construction while two were of concrete block and one of stucco. Characterized by a square shape that was frequently extended to a rectangle to utilize the long narrow La Crosse lot, the one-story cube has a hip roof often with a large front roof dormer and front porch. The cottage at 540 Avon Street (Map Code 14-18) is a typical example with paired brackets associated with the 19th century Italianate style. Classical Revival influences in the form of porch columns affected the house at 307 Caledonia Street (Map Code 88-19) and the exceptional example located at 1206 Bennett Street (Map Code 23-33). Classical dentil trim under the eaves and projecting pediment shaped window heads of the 19th century decorate the brick cottages at 403 South 8th Street (Map Code 42-34). An exceptional brick version of the one-story cube is located at 1812 Madison Street (Map Code 63-34). Two concrete block houses at 423 South 20th Street (Map Code 53-4) and at 1526 Winnebago Street (Map Code 16-28) are evidence that the one-story continued to be built on into the 20th century when concrete block became an alternative to traditional building materials. Extended eaves in 20th century representatives at 110 South 17th Street (Map Code 26-19) and 1540 Denton Street (Map Code 36-19) suggest Prairie School influence on the vernacular one-story cube cottage.

One-Story Gabled Type

In the gabled one-story cottage and the gabled one-story ell shaped cottage group of cottage styles, there were 170 examples included with 60 of brick construction and two of stone construction. The most significant representatives of the frame interpretations of the style, the cottages at 2223 South 13th Street (Map Code 23-13), 603 North 10th Street (Map Code 45-25), 1223 Avon Street (Map Code 84-17), 1000-1002 Farnam Street (Map Code 37-12) and 2504 South 14th Street (Map Code 23-23) exhibit intersecting gable roofs, two over two plain rectangular windows and an open porch placed in the angle of the house. Not completely devoid of ornament, some such as the cottage at 2223 South 13th Street (Map Code 23-13) have used architectural details of a particular style to make the style more fashionable. In this case, decorative shingles used in the gabled form.

An exceptional example of the style in brick with a stone foundation and stone keystones in the segmental arched windows is located at 1509 South 6th Street (Map Code 32-10). The architecturally significant C. Burkhardt Cottage at 804 South 4th Street (Map Code 76-21) previously mentioned in the section on stone construction was built in the simple vernacular gabled ell cottage style. A simple one-story single gabled cottage were also built but were not as functional nor as popular as the gabled ell. Frame examples with small open Victorian porches maintaining their integrity exist at 907 Hood Street (Map Code 36-28) and 921 South 6th Street (Map Code 41-14) while an early stone cottage of simple

gable form with an added ell in wood remains at 1026 South 5th Avenue (Map Code 40-19). Not often found in brick, the best front gabled brick cottage remains at 412 South 7th Street (Map code 41-35). However, exceptional examples of the side gabled brick cottage from the 19th century have remained in La Crosse. Six cottages of this form at 608 North 6th street (Map code 71-34), 1306 Ferry Street (Map Code 67-13), 826 South 9th Street (Map Code 44-24), 823 Adams Street (Map Code 35-9), 504 Avon Street (Map Code 83-29) and 608 South 9th Street (Map Code 44-17) have maintained a high degree of integrity. The cottage at 608 North 6th Street (Map Code 71-34) probably constructed before the Civil War characterized by cornice returns in the gable, a small cross gable with cornice returns and round arched window over the one-bay spindle entrance porch and segmental arched one over one windows could easily be an architecturally significant example of the vernacular cottage. The frame side gable cottage with front cross gable and open balustrated porch at 517 North 13th Street (Map Code 46-27) has maintained its integrity through the years.

Victorian Classic Box Type

A common site in the older sections of town generally described as west of 16th Street, the one-story cottage house form called the Victorian Classic Box for purposes of identification in the La Crosse Survey is characterized by a triangular shaped pedimented cross gable at the front of a low hip roof with a small round, arched, or rectangular window (occasionally a regular size) inthe gable end. Generally exhibiting little ornamentation, classical details such as dentil trim, cornice returns in the cross gable and a round arched window were often used. Stone window heads and keystones were combined with the brick to enliven the surface. Architectural details from the current fashion such as decorative shingles in the gable end and gable roofed bay extension associated with the Queen Anne style were used. Included in the La Crosse Survey are 96 Classic Victorian Box type cottages, of which 68 are brick and one is of concrete block. A brick example of architectural significance is located at 2516 South 15th Street (Map Code 23-26) and other good brisk representatives are located at 922 Cameron Street (Map Code 65-19), 1229 State Street (Map Code 1-23), 1918 Kane Street (Map Code 86-19), 1105 South 6th Street (Map Code 32-17), 1519 Market Street (Map code 66-20) and 811 Adams Street (Map Code 35-8). A good frame interpretation exist at 323 North 9th Street (Map Code 43-26) while a 20th century concrete block representative is located at 1518 Adams Street (Map Code 33-35). Some authorities may prefer to call this type a one-story culse; however, the cross gable is not the type of dormer usually found in the one-story cube.

Vernacular Two-Story Residential Architecture

Vernacular architecture tends to adapt to changing conditions over a period of time without much throught to preservations of style or form. As a result, they are more often modernized with new siding and additions are tacked on without regard to maintenance of style or form. Ornament may exist but it is reduced, simplified and abstracted and often times several decades behind the fashion exhibiting details from several styles. Houses that can be described as essentially vernacular but with stylistic characteristics associated with an accepted style have been discussed previously.

Front Gables, Side Gabled and Gabled Ell Two-Story Vernacular House Type

Wood

Many of the two-story houses particularly those in wood in the City of La Crosse do not clearly show an original form because of the additions and changes over the years. Modern siding has altered many others. Not many two-story houses of wood among the 339 gable roofed two-story houses in the La Crosse Survey have maintained their integrity completely. Porches have been enclosed or added, windows

changed and additions have been constructed. Two-story gabled ell vernacular houses devoid of ornament with original two over two windows and open porch exist at 902 South 8th Street (Map Code 42-18), 1347-1349 Caledonia Street (Map Code 89-14), and 2522 South 17th Street (Map Code 25-34) while good examples of similar houses with original one over one windows are located at 912 Copeland Avenue (Map Code 88-5), 933 Avon Street (Map Code 84-10) and 713 West Avenue, South (Map Code 63-17).

Good representatives of the less common front gabled vernacular house form in wood, generally with an open front porch and original two over two windows are located at 413 North 11th Street (Map Code 45-33) and 2003 South 13th Street (Map Code 28-22).
A 20th century version with a concrete block foundation at 524 South 14th Street (Map Code 47-33) is devoid of ornament except for the "rising sun motif" in the porch gable.

Few side gabled houses in wood were found in the City. A "salt box" shaped side gabled small house with elaborate "cut out" porch supports is located at 1114 Vine Street (Map Code 70-26).

Brick

Much less susceptible to alteration other than the application of paint to the brick surface, the brick interpretations of the gable roof two-story houses have retained more of their character than the frame examples of the style. Of the total 339 examples included in the Survey, 123 are constructed of brick. The brick gable roof houses will be further discussed in the following section on brick vernacular houses.

Concrete Block

An uncommon alternative to traditional construction at the turn of the century, concrete block was used in few vernacular houses. Two examples of two-story gable roofed vernacular houses constructed with rock face concrete block were located in the architectural survey at 421 Winnebago Street (Map Code 69-7) and 1024 St. Paul Street (Map Code 91-27).

Victorian Classic Box Type

Populating the City in notable numbers, the vernacular house form called the Victorian Classic Box for purposes of identification in the La Crosse Survey was found in the older section of the City south of Jackson and generally east of 16th Street and in less concentration on the Northside. Described generally as a rectangular form with low hipped roof, the dominant characteristic is the cross gable with cornice returns, a small round, arched or rectangular window (sometimes a full size window) that functions sometimes as a dormer and at other times as an ornamental element and often dentil trim. Frequently stone accents such as window heads and keystones are used to ornament the brick version of the style. Constructed in wood, brick and concrete block, 174 one and two-story houses fitting the above description were included in the Survey. Many were not included in the Survey because of the alteration of the exterior fabric. Although the vernacular style exists in other areas and cities, there seems to be an unusually high concentration of the Victorian Classic Box styled house in the city of La Crosse. Whether constructed by local builders who preferred the style or according to house plans is unknown at this time as no serious research was done on the Victorian Classic Box type due to time constraints. Because of the importance of brick industry to the architecture of La Crosse and because of the visual impact the great numbers of this style makes on the architectural environment, serious research in this area should be considered.

Indicating a close association with the brick industry because of the frequent use of brick material in the construction, 125 of the total 176 are brick interpretations of the Victorian Classic Box house type. Although yet undocumented, the houses apparently were constructed between the years c.1880 to c.1910, which coincides with the peak years of brick making in La Crosse. Although constructed in a similar manner, variations of the elements is evident. The rectangular two-story houses at 2003 South 16th Street (Map Code 26-7) and 1453 Greenbay Street (Map Code 38-29) use the cross gable as a dormer employing

full-sized windows in the gable end. However, the rectangular two-story brick houses at 906 Farnam Street (Map Code 37-8), 1308-1310 South 5th Street (Map Code 32-27) and 1029 South 15th Street (Map Code 27-7) have a small round, oval or arched window in their respective cross gables indicating a more decorative, less functional use of the cross gable element. All the houses just mentioned are accented by flat, stone window heads with carved floral ornament or stone keystones suggesting a polychromatic influence from High Victorian styles. The more elaborate houses identified as the Victorian Classic Box house type located at 508 South 10th Street (Map Code 45-21), 1217 State Street (Map Code 1-24), 939 Ferry Street (Map Code 17-29) and 729 South 8th Street (Map Code 22-7) exhibit the dentil trim and decorated window heads along with the cross gable (many times multiple cross gables) indicating a classical origin of the style, possibly of a simplified Classical Italianate nature. The two significant houses of the type, if the determination is based on integrity, at 729 South 8th Street (Map Code 22-7) and 939 Ferry Street (Map Code 17-29) have open porches of the style popular during the Victorian era. The Ionic porch columns on the example at 925 Denton Street (Map Code 38-11) indicates the house was built during the later turn of the century period of the Victorian Classic Box house type when the Neo-classical Revival was fashionable.

Although the rectagnular one-story version of the style exhibiting the same characteristics may be placed in the one-story cube house type category, the coincidence of its use of its use of the cross gable and other details in a similar fashion to the two-story form indicates a direct relationship between the one and two-story interpretations of the style. The most significant example of the one-story Victorian Classic Box is the exceptionally well maintained brick cottage at 2516 South 15th Street (Map Code 23-26) exhibiting a pedimented cross gable with small rectangular window and "fish-scale" shingles, stone keystone accented segmental arched windows and an open one-bay spindle porch. Other good examples are located at 922 Cameron Street (Map Code 65-19), 1105 South 6th Street (Map Code 32-17), 1229 State Street (Map Code 1-23) and 811 Adams Street (Map Code 35-8). Obviously constructed in the 20th century, rock-face concrete block representatives of the style exist at 1316 Winnebago Street (Map Code 16-27) and 1518 Adams Street (Map Code 33-35).

Evidently much less popular, only 41 representatives of the Victorian Classic Box house types identified in the La Crosse Survey were constructed of wood. Indicating the existence of a widely used house plan rather than only a style associated with brick construction, the frame version used a similar plan featuring the cross gable with cornice returns on a low hipped house form. Not as well preserved and less elaborate, the frame two-story more often used the cross gable as a dormer with full sized windows. Also showing the use of additional details fashionable at the time, one of the better examples of the house type in wood at 1413 Winnebago Street (Map Code 68-13) is characterized by stained glass windows and an open Victorian styled porch. The examples at 523 North 13th Street (Map Code 46-26) and 820 South 13th Street (Map Code 47-7) employ the decorative shingles in the cross gable while the house at 1334 Market Street (Map Code 66-14) exhibits the bay window both of which are associated with the Queen Anne style. Others including the exceptionally well preserved one-story cottage at 323 North 9th Street (Map Code 43-26) exhibit no ornament associated with a particular accented architectural style.

Stone Vernacular Two-Story Houses

Very little evidence of stone construction outside of foundations of structure remains in the City. The earliest, unaltered representative of a stone two-story house remaining in the City is the George Zeisler House at 903 South 2nd Street (Map Code 82-14). Constructed without historic ornament, the simple rectangular Zeisler House constructed c.1860, has the central hall plan of a colonial house type. Similar to the stone Carl House demolished in recent times on South 3rd Street, the Zeisler House is architecturally significant as the best two-story residential resident of stone construction and as an example of vernacular architecture. Other early stone examples of residential architecture are included in the section on vernacular cottages and in the residential architectural section relating to historic styles.

Vernacular Brick Houses

Brick making in La Crosse occurred steadily for 100 years in La Crosse from the mid-1850's to the mid-1950's. Consequently it is reasonable that a large number of houses in La Crosse are constructed of the local readily available material. The local brick was exclusively of the soft brick or "hard" soft brick type because the color turned to an unpleasant dark brown when fired to the vitrification stage necessary for hard brick. Constructed generally before 1910, 311 vernacular brick houses were included in the architectural survey of La Crosse. Very little information is readily available about circumstances of residential brick construction in La Crosse although it can be reasonable assumed the houses were constructed by local builders. The source of the plan and other details about the "who and why" of the building remains unknown at present. Because no historical or stylistic context has been developed for vernacular brick houses, the housing types as used in the architectural survey will be used for purposes of discussion. Generally any brick residential structures exhibiting sufficient architectural detail to place it in a particular stylistic group have been discussed previously and are not included in the vernacular group.

Brick Cottages

Reflective of the general architectural environment in La Crosse, the majority of the brick houses are of the cottage or one-story type. In the La Crosse survey, 185 of the total 325 brick vernacular houses are one-story houses. The earliest known brick cottage in the architectural survey is the architecturally significant structure at 608 North 6th Street (Map Code 71-34) constructed before the Civil War. Good examples of the one-story front gable, side gable, one-story cube and Victorian Classic Box vernacular houses are included in the appropriate sections above.

Front Gabled, Side Gabled and Gabled Ell Two-Story Brick House Type

Comprising a substantial percentage of the gable roofed residential structures, the 123 brick houses in this group will be broken down to front and side gabled, gabled ell and tri-gabled housing types for purposes of discussion.

The largest group of brick vernacular houses, the front gabled brick vernacular house presenting the gable end to the street often have frame additions attached. The majority have segmental arched windows with brick voussoirs, sometimes accented by a stone keystone or straight flat stone window lintels. Good representatives of the front gabled vernacular brick house that could be architecturally significant dependent upon more research are the Anderson House at 1141 Main Street (Map Code 60-26) constructed in 1876 and the similar adjacent house at 1147 Main Street (Map Code 60-25). Exhibiting a steeply pitched gable roof intersected by a west gabled extension and a three-sided bay on the east, these brick two-story houses have segmental arched windows and a full-length open porch with arched openings.

The smallest group of brick vernacular two-story houses is the side gabled residential structure. An exceptionally well maintained representative is located at 2013 South 13th Place (Map Code 27-27). Exhibiting segmental arched windows with stone keystones, the simple gabled box has a glass enclosed one bay entrance porch.

Several exceptional examples of the front gable with intersecting two-story side gables were located in the architectural survey. Easily accomodating the spirit of picturesque 19th century architecture because of the irregularity created by the multiple gable, these vernacular brick houses are well ornamented. Exhibiting stone window heads with incised rosettes, these houses have stone foundations and water tables and stained glass windows. Open Victorian porches wrap around the house or are placed in the angle of the intersecting gabled forms. The four best remaining examples of this type included in the La Crosse Survey are located at 813 South 8th Street (Map Code 42-21), 115-117 Division Street (Map Code 64-19), 1312-1314 Winnebago Street (Map Code 68-24) and 935 Ferry Street (Map Code 67-10).

A popular traditional form, the gabled ell in brick appears to be a more functional, less ornate type of gabled brick house. The gabled ell was generally characterized by a porch on the ell, many of which are now enclosed. Good gabled ell brick interpretations were found at 1527 Jackson Street (Map Code 74-6),

923 Ferry Street (Map Code 67-9), 939 Adams Street (Map Code 35-15), 927 South 8th Street (Map Code 22-6), 412 North 8th Street (Map Code 1-3), and 1403 Avon Street (Map Code 13-25).

The simple gabled brick form lent itself easily to the application of architectural details from various periods. A sidelighted entrance door with fan shaped transom windows associated with the Greek Revival and a three-sided bay window of Queen Anne influence exist together on the simple gable vernacular house at 626 South 5th Avenue (Map Code 40-36). Corinthian porch columns decorate the brick house with white stone keystone accented arched windows at 1404 Winnebago Street (Map Code 68-18).

Hip and Hip and Gable Vernacular Two-Story Brick House Type

Evidently hip (without the cross gable) and hip and gabled roofed brick houses were much less popular than the gable roof and the hip roof with the cross gable. Only 14 of the total 325 vernacular brick houses included in the La Crosse Survey have the simple hip or the combination hip and gable roof. Suggestive of the appearance of the Italianate style, five of the vernacular two-story houses have a low hip roof and a square shape. Outside of the decorative window heads on the houses at 232 North 10th Street (Map Code 45-14) and 1434 Mississippi Street (Map Code 69-25), the houses have no other ornajment to suggest the Italianate style.

Exhibiting the hip and gable forms of the late Queen Anne style, the brick houses at 1145 State Street (Map Code 20-18), 1234 Ferry Street (Map Code 16-25) and 705 West Avenue (Map Code 17-19) have sufficient Queen Anne character to be described as of the Queen Anne style. Because of the abstract nature of the architectural detials, the brick two-story houses were placed in the vernacular group. Both the houses at 1234 Ferry Street (Map Code 16-25) and at 1145 State Street (Map Code 20-18) could be architecturally significant examples of brick architecture dependent on more research. Exhibiting simple gable and hip roofed forms, the interesting house at 1234 Ferry Street (Map Code 16-25) has been dressed up with stained glass, brackets visually supporting the gable ornament and stone windowheads, which gives it an individualized Victorian character. Of a similar shape, the Queen Anne architectural devices on the house at 1145 State Street does not overwhelm the force of the simple well-defined vernacular form.

INDEX OF REFERENCES: ARCHITECTURE CHAPTER
RESIDENTIAL ARCHITECTURE SECTION

Study Units: Notable People Chapter; Industry Chapter; Commerce Chapter; Overview Chapter; Government Chapter; Art and Culture Chapter. Only architecturally and historically important structures have been indexed.

Anderson (Mons) House, 410 Cass Street (Map Code 10-37): Commerce Chapter; Overview Chapter; Notable People Chapter; Building Materials Section

Arenz (Albert) House, 2501 Cass Street (Map Code 40-10)

Bartl (Ed) House, 238 South 17th Street (Map Code 15-2)

Bayer (John) House, 1127 Cass Street (Map Code 62-15)

Beach (Guy) House, 2417 Cass Street (Map Code 57-28)

Bentley-Wheeler House, 950 Cass Street (Map Code 9-5)

Bishop's House, 608 South 11th Street (Map Code 3-19): Religion Chapter

Burkhardt (C.) Cottage, 804 South 4th Street (Map Code 76-21): Industry Chapter; Building Materials Section

Burnett (Squire) House, 410 South 3rd Street (Map Code 10-34)

Chase (H. H.) House, 221 South 11th Street (Map Code 3-16)

Colman (L. C.) House, 207 West Avenue (Map Code 9-9): Education Chapter; Religion Chapter; Religious and Public Building Section

Cutter (Fred) House, 1601 Madison Street (Map Code 22-18)

Crosby (W. W.) House, 221 South 10th Street (Map Code 9-9)

Dailey (E. C.) House, 1420 Cass Street (Map Code 19-19)

Denzer (Romeo) House, 2537 Edgewood Place (Map Code 16-7)

Felber (Charles J.) House, 1408 King Street (Map Code 2-35); President: E. R. Barron Company, 426 Main Street (Map Codfe 19-13): Architecture of Commerce Section

Flood House, 2205 Main Street (Map Code 59-33)

Gantert (Stephen) House, 1304 Main Street (Map Code 11-3); building-110 South 3rd Street (Map Code 2-6): Architecture of Commerce Section; Industry Chapter

Gund (Henry) House, 1304 Cass Street (Map Code 62-17); brewery-2104-2219 South Avenue (Map Code 9-15, 16, 17): Industry Chapter; Overview Chapter; Architecture of Commerce Section

Gelatt (Pilo M.) House, 1212 Cass Street (Map Code 2-24); buildings-National Gauge and Equipment Company, Caledonia and Gillette (Map Code 102-19); Northern Engraving, 200-204 Main Street (Map Code 80-22): Industry Chapter; Architecture of Commerce Section

Heileman (Johanna) House, 925 South 3rd Street (Map Code 21-25); City (Heileman) Brewery, 1000 South 3rd Street (Map Code 21-27): Overview Chapter; Notable People Chapter; Industry Chapter

Hixon (Frank) House, 1431 King Street (Map Code 2-3)

Hixon (J. W.) House, 1326 Cass Street (Map Code 11-5)

Hixon (Gideon) House, 429 North 7th (Map Code 1-8): Transportation Chapter; Building Materials Section

Hoeschler (Frank) House, 117 Losey Boulevard North (Map Code 95-14); Buildings-Exchange Building, 201 South 5th (Map Code 21-32) and Hoeschler Building, 115 South 5th (Map Code 21-31: Architecture of Commerce Section; Overview Chapter

Holway (Jessie) House, 1419 Cass Street (Map Code 2-21)

Hughes (John) House, 1337 State Street (Map Code 1-19)

Kapellan (P. H.) House, 1530 Main Street (Map Code 18-27)

Klick (Albert) House, 2019 State Street (Map Code 15-7)

Kidder (Vincent) House, 2425 Cass Street (Map Code 59-22)

Kingston Court Apartments, 203 South 16th Street (Map Code 48-30)

Kutzbursky Houses, 721 and 729 South 5th (Map Code 40-32,34); Buildings-Segelke-Kohlhaus Company, 604-610 South 2nd Street (Map Code 82-8, 9, 100-18): Industry Chapter

Laverty-Martindale House, 237 South 10th Street (Map Code 9-4)

Loeffler (Otto) House, 1603 Main Street (Map Code 60-19)

Manuel (Calvin) House (also G. Metsger House), 1025 Main Street (Map Code 3-11); Metzger Building, 306 Pearl Street (Map Code 61-12)

Martindale (Cyphus) Cottage, 714 Cass Street (Map Code 10-36): Building Materials Section

McCullough-McCord-Van Steenwyck House, 237 South 11th Street (Map Code 3-18); Building-Batavian Bank, 319 Main Street (Map Code 21-6): Notage People Chapter; Commerce Chapter; Architectecure of Commerce Section

McMillan (Dan) House, 1222 Cass Street (Map Code 2-22)

Ott (Ben) House, 241 South 17th Street (Map Code 15-24)

Ott (Will) House, 1532 Madison Street (Map Code 22-17); President-Segelke-Kohlhaus Company, 604-610 South Second Street (Map Code 82-8, 9, 100-18)

Ott (Will) House, 121 Losey Boulevard (Map Code 74-29)

Russell-Solberg House, 901 Main Street (Map Code 11-1); Solberg Building, 127-129 South 3rd Street (Map Code 2-5): Ethnic Groups and Neighborhoods

Ray (George) House, 927 King Street (Map Code 9-8)

Rynning (Erik) House, 1418 Charles Street (Map Code 12-12)

Salzer (Henry) House, 1634 King Street (Map Code 49-31); Building-Salzer Seed Company, 1205 South 7th Street (Map Code 31-35): Agriculture Chapter; Architecture of Commerce Section

Scholl (Jacob) House, 1222 Main Street (Map Code 18-36)

Schwalbe (Frank Jr.) Houses, 1420 Madison (Map Code 16-11) and 223 South 17th Street (Map Code 2-13)

Scott (Arygle) House, 1721 King Street (Map Code 10-33)

Sisson (Frank) House, 1511 Main Street (Map Code 18-28)

Sutor (W. A.) House, 1105 King Street (Map Code 3-6)

Torrance (John) House, 726 Cameron Avenue (Map Code 17-34): Industry Chapter; Building Materials Section

Tuteur (Isaac)-Powell (George and William) House, 101 South 9th Street (Map Code 22-11): Commerce Chapter; Social Activism Chapter

Vincent (James) House, 1024 Cass Street (Map Code 2-25)

Valier (Peter) House, 229 South 17th Street (Map Code 49-29)

Washburn (C. C.) House, 612 Ferry Street (Map Code 17-27); Washburn Monument, Oak Grove Cemetery (Map Code 95-6): Government Chapter; Notable People Chapter; Building Materials Section

Withee (U. W.) House, 1434 Cass Street (Map Code 2-19)

Wohlhuter (H.) House, 223 South 11th Street (Map Code 3-14)

Zeisler (George) House, 903 South 2nd Street (Map Code 82-14); Buildings-201 Pearl Street (Map Code 81-8): Industry Chapter; Building Materials Section

RESIDENTIAL ARCHITECTURE NOTES

1. City of La Crosse Tax Records 1857-1880, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

2. Ibid., 1857-1880.

3. Dr. L. Crocker, A Preliminary List of Buildings in the City of La Crosse With Significant Architectural Value, July 1977. Unpublished paper.

4. La Crosse County History 1881, p. 513.

5. La Crosse (Wisconsin) Democrat, June 13, 1854.

6. Files, Preservation Division State Historical Society, Madison, Wisconsin.

7. La crosse (Wisconsin) National Democrat, April 4, 1856, p. 2.

8. City of La Crosse Tax Records, 1857; La Crosse County History, 1881, p. 803.

9. Dr. L. Crocker, Department of Art, University of Wisconsin - La Crosse.

10. Heritage Awards Research, 1983, unpublished document, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

11. La Crosse (Wisconsin) Daily Press, July 4, 1891.

12. Les Crocker, "100 Years of La Crosse Architecture Began With Myrick's Log Cabin," Outreach Times, Fall, 1976, p. 17.

13. History of La Crosse County, 1881, p. 771; Early photograph: L.P. Philippi, Philippi Art Souvenir (La Crosse: Philippi Publishing Co., 1904; Reprint: 1978), p. 81.

14. La Crosse City Directory, 1880.

15. Blueprints of Vincent House, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

16. La Crosse (Wisconsin) Morning Chronicle, January 3, 1894.

17. La Crosse (Wisconsin) Morning Chronicle, January 1, 1892 and June 1, 1893.

18. La Crosse (Wisconsin) Daily Press, July 4, 1891.

19. La Crosse (Wisconsin) Republican and Leader, December 1, 1883 and January 1, 1885.

20. Robert Funk, 123 South 22nd Street, La Crosse, Wisconsin.

21. Biographical History of La Crosse, p. 179.

22. Robert Russ, The Torrance House, June 14, 1977. Unpublished paper, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

23. Heritage Award Research, 1982, unpublished document, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

24. Ibid., 1983.

25. Withee House: La Crosse (Wisconsin) Weekly Argus, March 13, 1897.

26. Files: Preservation Division, State Historical Society, Madison, Wisconsin.

27. La Crosse (Wisconsin) Daily Press, July 4, 1891; Less Crocker, "Older Homes Can Be a Study in Style," La Crosse (Wisconsin) Tribune, May 14, 1978.

28. Barbara Conway, 612 Shore Acres, La Crescent, Minnesota.

29. La Crosse (Wisconsin) Tribune, January 1, 1928, p. 1.

30. La Crosse City Directory 1890-1910.

31. City of La Crosse Tax Records, 1912-1915; H. Allen Books, "Percy Dwight Bentley at La Crosse," The Prairie School Review, Vol. IX, No. 3, 1972, pp. 10-11.

32. Ibid., City Tax Records 1910-1915.

33. Brooks, The Prairie School and "Percy Dwight Bentley at La Crosse."

34. Ibid.

35. Ibid.

36. Bentley-Merman Collection, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

37. Brooks, The Prairie School and "Percy Dwight Bentley."

38. Information on Merman and his early career: Margaret Merman Holley, interview with the author, 1977.

39. Bentley-Merman Collection, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

40. Ibid.

41. Mrs. G. Van Steenwyck, former owner of Hogan House, interview with the author, January 1978, and La Crosse (Wisconsin) Tribune, September 16, 193.

42. Carole Edland, Crowley Houses, Unpublished paper, 1980, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

43. Les Crocker, Department of Art, University of Wisconsin - La Crosse.

44. La Crosse City Directory 1900-1910.

45. La Crosse City Directory, 1903.

46. Leighton Oyen, 124 North 24th Street, La Crosse.

47. Western Architect, January 1909.

48. Western Architect, February 1909.

49. Kidder House is attributed to Percy Bentley by local historians.

50. Bentley-Merman Collection, Area Research Center, Murphy Library, University of Wisconsin - La Crosse and Leighton Oyen, owner, interview with the author, May 1978.

51. Bentley-Merman Collection, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

52. Ibid.

53. For information on Spangler's work: Carole Edland, "A Brief Biography of Mr. A. Barney Spangler and the Houses He Built," Unpublished paper, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

54. Brooks, The Prairie School and "Percy Dwight Bentley".

55. Bentley-Merman Collection, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

56. Les Crocker, Department of Art, University of Wisconsin - La Crosse.

57. Ibid.

58. Leighton Oyen, 124 North 24th Street, La Crosse and La Crosse City Directory, 1928.

59. Bentley-Merman Collection, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

60. Les Crocker, "100 Years of La Crosse Architecture Began with Myrick's Log Cabin," Outreach Times, Fall 1976.

61. La Crosse City Directory, 1939, 1940.

62. Les Crocker, Department of Art, University of Wisconsin - La Crosse.

63. La Crosse City Directory, 1924, 1926.

64. Ibid., 1928, 1930, 1932.

65. List of Architectural Sites, 1981, Historic Sites Commission, City of La Crosse.

ADDENDUM TO 3: RESIDENTIAL ARCHITECTURE

Introduction

The intensive survey of La Crosse in 1995-96 added 481 representatives of residential architecture to the inventory of La Crosse's historic architecture. Most of these properties were constructed between the years 1935 and 1950. Previously, 2,176 residential properties were added during the 1983 Survey to the inventory of La Crosse's residential architecture held by the State Historical Society of Wisconsin.

The 1995 Survey ascertained that 159 of the 2176 previously inventoried residential properties were demolished since 1983-84. More importantly, the following 6 demolished properties were potentially eligible for inclusion in the National Register of Historic Places: the Cemetery Sexton's House at 1409 La Crosse Street, George Zeisler House at 903 South 2nd Street, Squire Burnett House at 410 South 3rd Street, Burkhardt Cottage at 804 South 4th Street and the stone cottage at 1026 South 5th Avenue. The W.A. Sutor House at 1105 King was dismantled and removed from the city. Another approximately 350 properties were altered by the application of contemporary siding to their exterior surfaces. In addition, approximately 140 properties were modified by a variety of means including alteration of the window treatment and architectural details, alteration of the porches and unsympathetic additions.

During the present project, all residential properties in the inventory and all those added during the 1995 Survey were evaluated for architectural significance. According to the criteria of the National Register of Historic Places; 106 residential properties are potentially eligible for listing in the National Register of Historic Places; that is, these well-preserved historic houses display distinctive characteristics of a type period, or method of construction or are the work of a master architect or craftsman. Also, 8 residential properties have been listed previously in the NRHP. In the previous 1983-84 Survey, 73 houses were identified as potentially eligible. Many of the significant houses are located in the proposed Cass-King Street Historic District. As in the l983-84 Survey, few notable examples of fashionable architectural styles are located on the north side of La Crosse or in the area south of Jackson Street. The 1995 Survey indicates homes built in the late 1930s and in the 1940s in these areas also were constructed in vernacular building forms with very little ornament. However, the majority of home built anywhere in the city during this period were, in general, smaller and less elaborate that those built earlier in the late 19th and early 20th century. In addition, historic styles became more and more decadent as they move toward the end of their time period. Adherence to the characteristics, particularly the details, of the historic styles became less and less important as the modern and contemporary styles became dominant. Consequently, very few of the individual houses added to the inventory during the 1995-96 Survey are

potentially eligible for the National Register of Historic Places for architectural significance. Nevertheless, a group of well-preserved houses, all built in the 1930s and 1940s, on 23rd and 24th Streets and Losey Boulevard North and at Edgewood Place meet the criteria of the National Register because they, for the most part, are a group of contiguous houses that represent a significant concentration of buildings that portray a specific time and place as well as a similar aesthetic manner although they may lack individual distinction.

Only an update of the various architectural styles of La Crosse as discussed in the previous 1983-83 Survey Report will be presented below. A revised list of the all residential properties in the city of La Crosse that appear to be potentially eligible for the National Register of Historic Places will follow the update. Only the new information collected during the 1995-96 Survey will be footnoted. The term *architecturally significant* is used to identify properties eligible for the National Register of Historic Places.

See the previous entries in the 1983 Survey for more complete information on La Crosse's residential architecture.

19TH CENTURY RESIDENTIAL ARCHITECTURE 1850S - 1900

Colonial and Greek Revival

Greek Revival (1830-1860), an adaptation of the classic Greek temple front employing details of the Doric, Ionic, or Corinthian order, is symmetrical and characterized by prominent gables framed with heavy moldings. Influenced by the new interest in the architecture and culture of Greece and Rome in the late 18th and early 19th century, this style was still popular when La Crosse was in its late 1840s to 1850s settlement period.

Few residential properties representative of the early decades of the history of La Crosse remain. Unfortunately, the following four early houses displaying characteristics of the Greek Revival style and other Colonial influences that were identified as significant in the 1983 Survey have been demolished for various reasons: the Greek Revival influenced, small, frame Burnett Cottage built in the 1850s at 410 South 3rd Street was demolished in the mid-1980s as was the stone cottage constructed in a simple gabled form for C. Burkhardt at 804 South 4th Street. The 1850s-1860s Burkhardt cottage as well as the architecturally significant, two-story George Zeisler House constructed of stone at 903 South 2nd Street in the late 1850s demolished in 1988, were removed to accommodate industrial expansion in the area. In addition, the small stone cottage at 1026 South 5th Avenue, which was a well-preserved representative of early local stone construction, was demolished when a modern apartment house was constructed in its place.

Evidence of the Greek Revival style popular during the early settlement period of the city of La Crosse, for the most part, has been removed from the city landscape. Some evidence of the mid-19th century Greek Revival style remains on the 1857 center section of the Gideon Hixon House at 429 North 7th Street (1-8), which was embellished by Italianate styled details in the 1870s and 1880s. The Hixon House, preserved as a museum operated by the La Crosse County Historical Society, was added to the National Register of Historic Places in 1974.

Gothic Revival

American architectural fashion diversified greatly in the 1840s. The early Gothic Revival style (1830-1860) co-existed with the Greek and Italianate styles. Andrew Jackson Downing's publications and pattern books illustrating houses in rustic settings helped spark an interest in Gothic Revival architecture in the formative period of La Crosse's architectural history. The style is characterized by steeply pitched roofs, wall dormers, chimney pots, hood molds over the windows and curvilinear trim along the eaves and gable edges.

In general, the Gothic influenced houses in La Crosse have remained as they were recorded in the 1983 Survey. The Mons Anderson House, at 410 Cass Street (10-37), a stone cottage constructed in 1855 that was enlarged to its present Gothic Revival appearance in 1872 followed by further additions in 1878, is the most significant example of the style in the city. The Anderson House, which was added to the National Register of Historic Places in 1975, is an exceptional example of the Gothic Revival style that also displays significant elements of the Italian villa style. This house underwent extensive historic restoration in 1983-84.[1] The Cyphus Martindale House built in 1859-60 at 714 Cass Street (10-36) has lost some integrity but remains the best frame representative of the Gothic Revival in the city, although a small frame house built at 1125 State Street (20-17) continues to display steep gable roofs and Gothic ornamentation.[2] The architecturally significant frame house built in the Gothic Revival style for the Sexton of Oak Grove Cemetery at 1409 La Crosse Street, as well as the cemetery greenhouse, was destroyed several years ago to make way for a new crematorium.

Italianate

The mid-19th century Italianate "Bracketed Style" (1840-1880) exerted an important influence on the architectural character of La Crosse during the same period as the Greek Revival and the Gothic Revival. Rectangular or cubic in shape, the Italianate styled house is characterized by wide eaves supported by brackets, tall thin windows frequently covered by hood molds, pediments or cornices and a low pitched roof often topped by a cupola.

Some of La Crosse's most prestigious mid-19th century houses display the influence of the Italianate style. Fortunately, these Italianate styled houses have been well-preserved and maintained, and,

for the most part, improvements made in the last decade have been in keeping with their historic character. The Gideon Hixon House at 429 North 7th Street (1-8) enlarged to its present appearance during the period from 1870 to the early 1880s, has been preserved with its interior furnishing and serves as a museum operated by the La Crosse County Historical Society.[3] The Laverty-Martindale House, begun in 1859 by the carpenters Richard and Richard R. Moffat and completed in 1869 after it was purchased by Martindale, is used presently as a bed and breakfast inn.[4] Both of these exceptional properties are listed in the National Register of Historic Places. The frame Samuel S. Burton House at 929 King Street (9-7) is a less elaborate example of the Italianate style in the 1860s in La Crosse. This house was purchased in 1868 and extensively remodeled or rebuilt in 1870 by Burton, who was an attorney and cashier for the First National Bank. The Burton house, although not as elaborate nor as well preserved as the Martindale House, also is a significant example of the frame Italianate style in mid-19th century La Crosse.[5] The Tuteur-Steinam-Powell House built for Isaac Tuteur in 1858, wholesale liquor dealer at 101 South 9th Street (22-11) has been recently "updated." Although the architectural character of the Italianate style has been preserved, this architecturally significant early house unfortunately has been covered by modern siding. The Tuteur House, first sold to Steinman in the 1880s, was acquired by Will and George Powell in 1887.[6]

The brick Italianate influenced house built for the bridge builder Calvin Manuel in 1871 at 1025 Main Street (3-10) also has been improved in a manner sympathetic to its historic character. However, the historically significant Rublee-Washburn House at 612 Ferry Street (17-27) continues to deteriorate and has been placed on Wisconsin's most endangered list of historic properties for the year, 1996. Efforts to find a means of restoring this house, significant for its association with Governor C.C. Washburn, is ongoing. This brick house, constructed with "elegant garden grounds" on "top of a beautiful natural mound" for F.M. Rublee in 1857, was enlarged for Washburn by adding second stories to the wings on each side of the house in 1886.[7]

High Victorian Italianate

The High Victorian Italianate style is a highly decorated interpretation of the Italianate style. It was constructed in brick to emphasize a heavy mass, tended to employ a simple form that was articulated by decorative window heads and over scaled brackets and featured cornices extended to create pedimented forms. This Victorian style was further articulated by open porches featuring carved columns and balustrade.

The Heilemann House, built for the brewer Gottlieb Heilemann and his wife Johanna in 1875-76, displays a heavy classical Italianate appearance typical of 19th century Germanic architecture. This architecturally significant house was renovated by the Heileman Brewery Corporation for office space in 1993. The paint on the exterior brick surfaces were sandblasted and the moldings and trim painted white.

The house originally featured a mansard roof on the tower, decked one-story porches and small balconies under the upper story windows of the tower. Gottlieb died in 1878 soon after the house was built and Johanna lived in the house until her death in 1917[8] The Jacob Scholl House built in 1883 at 1222 Main Street (18-36) is no longer potentially eligible for listing in the National Register of Historic Places because it's historic integrity has been compromised by various alterations such as the addition of porches that are not in keeping with its Victorian Italianate character.[9]

The small house built at 906 South 9th Street cited in the 1983 Survey as an example of the vernacular interpretation of the Victorian Italianate style characterized by a the truncated hip roofed form, the classical dentil trim, pedimented cross-gable, and arched windows has been demolished.

High Victorian Gothic

The High Victorian Gothic style is largely based on Gothic example from northern Italy. The style owed its popularity in Europe and America to *The Seven Lamps of Architecture* by John Ruskin published in 1849. In his book, Ruskin proposed the principle known for the use of color on buildings. He contended color was to be an integral part of the materials used in construction resulting in a polychromatic appearance.

The brick house built for James Vincent House at 1024 Cass Street (2-25) displays the decorative principle outlined by Ruskin. This architecturally significant red brick house is decorated by the contrasting white limestone belt courses connecting the arches above the window and along the top of the foundation which visually divide the house horizontally. The upper story windows, including one distinctly Gothic styled round window, also display white stone ornamentation. Other ornament of the house is limited to the eaves along the roof line and the porches. Cast iron and terra cotta tile are used to decorate other structural elements of the house. The Vincent house features exceptional interior wood work. The dining room is finished in bird's-eye maple down to the wainscoting and the rest in cherry and decorated with Baltimore variegated glass tiling set into the squares. The floors are finished in the following oiled woods: black walnut, yellow birch, ash, cherry, oak, redwood, bird's-eye maple, red maple and red cedar. Although the initial design for a house for James Vincent was drawn in 1879 by the Chicago architect W.L. Carrol, the designs for the exterior and interior of the house that was actually built in 1884 were drawn by the local architect William Parker, no doubt, in consultation with James Vincent, who was known to have been a carpenter.[10] White stone trim contrasting with the plain red brick surfaces is the principal ornament of the large vernacular brick house at 729 South 8th Street (22-7). This architecturally significant vernacular interpretation was constructed around 1870.[11]

The cottage at 1509 South 6th Street (32-10) cited in the 1983 Survey as an example of Pugin's constructional coloration in small vernacular buildings has been demolished.

French Second Empire

The French Second Empire style, featuring a characteristic dominant mansard roof, was the rage during the 1870s. The Second Empire style, developed in France during the 1850s, provided a way whereby one could continue the classical tradition of balance and control while presenting a picturesque appearance.

The Bishop's Residence and Chapel built in 1877 at 608 South 11th Street (3-19) remains the best preserved representative of the Second Empire style in city. Presently, the former Bishop's residence, now known as Sienna Hall, is undergoing a $500,000 renovation as a facility for the mentally ill by the St. Francis Health System.[12] The Esperson-Pettibone House at 143-149 South 8th Street built in 1876 is a less well-preserved example of the style, but continues to display its characteristic mansard roof, decorative classical details and original brick surface of the exterior (painted). The Esperson-Pettibone House, although in poor repair and altered by the addition of the enclosed porches, is one of the two architecturally significant representatives of the French Second Empire style in the city. This house, built in the Italianate style for Henry Esperson, a realtor and developer, was owned and occupied by the prominent local lumberman A.W. Pettibone from 1884 until his death in 1915. The mansard roof and a third story with dormers was added by Pettibone.[13] A third Second Empire design, the Russell-Solberg House at 901 Main Street (2-5), has suffered much alteration and is no longer potentially eligible for the National Register of Historic Places.

Romanesque Revival

Revival of Romanesque architecture, a round arch medieval style, began in the 1840s in America. Used for all openings, the semicircular arch form also was repeated in miniature in the arcaded corbel tables under string courses and eaves including the raking eaves of the gable. This characteristic Romanesque stylistic device may, on occasion, be the only feature distinguishing the Romanesque from the other round-arched styles. The Victorian Romanesque mode of the Romanesque revival, popular briefly from 1870 to 1890, combined polychromatic exterior materials with the semi-circular arch form. Like all Romanesque Revival interpretations, the Richardsonian Romanesque, popular from 1870 until 1900, is a round arched style. However, most of the later 19th century Romanesque influenced by the American architect Henry Hobson Richardson are immediately distinguishable from those of the earlier Romanesque Revival styles by being wholly or in part of rock-face masonry. The Romanesque style was used more often in large public buildings and commercial buildings rather than for residences.

The Nymphus B. Holway House at 1419 Cass Street (2-21) was designed by local architects Stoltze and Schick in 1891. This eclectic, massive, solid stone interpretation of the Romanesque Revival style, which features Queen Anne styled conical roofed towers, is exceptionally well-preserved. This impressive house displays elaborate interior woodwork of multiple types of wood, elaborate spindle work

and, stained glass that is in keeping with its impressive exterior. Apparently, the construction of this architecturally significant house was commissioned by the lumber baron N.B. Holway but was completed after his death by his wife Jessie Holway.[14]

The John Hughes House at 1337 State Street (1-19) displays the round arches associated with the Romanesque Revival as well as the plain red brick surfaces ornamented by contrasting white stone accents around functional parts such as the windows and foundation typical of the polychromatic style of the Victorian period. However, this house, designed by Andrew Roth in 1893, has lost some of its historic architectural integrity and is not considered a significant example of the Romanesque Revival style at this time.[15]

Queen Anne Style

Queen Anne, a style named after Queen Anne of England who reigned from 1702 until 1714, was in actuality a style initiated in the 1860s in England by Richard Norman Shaw. The Queen Anne style during the Victorian period was based on the medieval characteristics of the 18th century, but by the 1890s was incorporating many classical details and a less complicated form into its design. Shaw built his Queen Anne houses of brick with stone and tile decorations. In America, the style, popular from 1880 to 1910, often was translated into wood relying upon shingle patterns and carved, turned and appliqued ornamentation for textures on wall and roof surfaces. Characterized by irregularity of form, surface, texture and plan, the Queen Anne house's architectural features include steep multiple roofs, tower and turrets, projecting pavilions, bays and porches, as well as stained glass or leaded glass. Showing practically no regional differences, house designs were chosen from widely circulated pattern books and Queen Anne ornament was ordered from the local lumber yard or supply outlet.

Of the 93 houses identified as potentially eligible for or listed in the National Register of Historic Places, 18 are Queen Anne styled residences. For the most part, the historic integrity of the Queen Anne styled houses previously identified as architecturally significant in the 1983 Survey have been maintained. Adjacent Queen Anne styled houses at 1512, 1518, and 1524 Madison as well several others have been restored and have become potentially eligible since the 1983 Survey. Generally, the most significant examples of the Queen Anne influence on La Crosse architecture are the same as those cited in the previous 1983-84 Survey. Only the following three Queen Anne houses are presently listed in the National Register of Historic Places: the William Ott House at 1532 Madison (22-17), listed in 1980, the Emmanuel Markle House (23-3) at 6104 STH 35, listed in 1991, and the John J. Callahan House at 933 Rose Street (20-30), listed in 1995. The W.A. Sutor House, an architecturally significant example of the Queen Anne style identified in the 1983 Survey built for a lumberman's daughter at the turn of the century at 1105 King Street, was dismantled and moved to another community when the adjacent YMCA planned to use the site

to extend their parking lot.

The popularity of the Queen Anne style in the late 19th century coincided with La Crosse's boom period fueled by the lumber industry in the 1880s and early 1890s. Among the earliest of the architecturally significant Queen Anne houses was the medieval influenced interpretation of the style built for the lumberman William W. Crosby in 1886 at 221 South 10th Street (9-9). The interior of this exceptional house features numerous stained glass windows and fireplaces as well as in-laid woodwork using contrasting colors of wood. The Crosby house, designed by "Mitchell of Milwaukee" and constructed by local contractors F. Drake and Sons, has been altered at the rear by the addition of an enclosed passageway to the coach house, which has also been altered; however, the exceptional overall character of this property makes it potentially eligible for the National Register of Historic Places.[16] The John Torrance House at 726 Cameron Street (17-34), also built during the boom period of the 1880s, was designed by Stoltze and Schick in 1889. This property enclosed by a decorative iron fence manufactured by the foundry of the owner continues to display the historic character of the Queen Anne style.[17] Stoltze and Schick also designed the 1889 Queen Anne styled house for E.C. Dailey at 1420 Cass Street (19-19). The Classical Revival influenced porch of this house probably was added in the early 20th century.[18] The Ring House at 324 South 10th (44-34) is a less significant, but well-preserved Queen Anne house built in 1883 by contractors Larsen and Joseph Rawlinson.[19]

The Queen Anne houses of the 1890s increasingly display the revived interest in Classical architecture. The stylistic details of the Classical Revival characterize elements such as the porches and gables of the significant 1890s examples of the Queen Anne style, adding to the already eclectic character of this Victorian style. In addition, many of the Queen Anne houses built in the 1890s featured a tower, a favorite stylistic device associated with this period. Seven of the significant 1890s Queen Anne house were designed by the local master architects Stoltze and Schick. The frame Stephen Gantert House at 1304 Main Street (11-3) and the stone Holway House at 1419 Cass Street (2-21) were designed within a few months of each other by Stoltze and Schick. The Gantert house designed and constructed in 1890 and the Holway house designed in 1891 and completed in 1892, both exceptional examples of the Queen Anne style, are also exceptionally well preserved. The Gantert house was divided into apartments in the 1950s while the first two floors of the Holway House has been restored to family use with an apartment on the third floor. The Holway house, which had been used for 20 years by the Diocese of La Crosse, was restored in 1976. Multiple woods including ash, birch, oak and sycamore are used in the wainscoting, columns, floors, grand stairway and paneled ceilings of the 20 rooms of the house. Fireplaces of tile and wood and stained glass add to the significance of this lumber baron mansion.[20]

In the mid-1890s, Stoltze and Schick designed " towered" Queen Anne styled houses for Dr. J.L. Callahan at 933 Rose Street (20-35) and for Adam Kroner at 947 Division Street (17-35). Restoration of the Callahan house, formerly used as a funeral home, began in 1981. Exterior paint following the

Victorian manner was applied to the exterior in 1988.[21]

Two of the more impressive Queen Anne styled houses in La Crosse were designed by Stoltze and Schick in the late 1890s. The unusual patterned brick house designed and constructed in 1897 for W.W. Withee at 1434 Cass Street (2-19) was followed that same year by the elaborate frame Queen Anne design built at 1532 Madison Street (22-17) for Will Ott, president of the Segelke-Kohlhaus Company, a interior wood products manufacturing company.[22] Both of these houses display the numerous Classical Revival stylistic details typically found in the 1890s and turn of the century interpretation of the Queen Anne style. The interior Ott house also displays the work of the master craftsmen of wood and glass, who were employed by the Segelke-Kohlhaus Company, and the Egid Hackner wood working company. The Withee house has been broken up into apartments while the Ott home continues to serve as a family home. [23]

The Adolph Kohlhaus House at 1518 Madison Street (22-14), an elaborate frame house designed by Stoltze and Schick in 1897, was restored in the mid-1980s to its original historic character, which included the reconstruction of its open porches. The interior of this house built for Adolph Kohlhaus, brother of Adolph Kohlhaus of the Segelke-Kohlhaus Company, displays Segelke-Kohlhaus woodwork and decorative glass.[24] The two Queen Anne styled houses restored in the early 1990s and the adjacent Kohlhaus and the Ott houses on Madison Street together create a unique late 1890s setting. The house at 1524 Madison Street (22-16) was built in 1897 for the prominent local contractor Frank Schwalbe and the A.S. Dunham House designed by local architect Andrew Roth was constructed in 1899 at 1512 Madison Street (22-14). [25] In the same year, they designed the elaborate Queen Anne styled houses for the city's social elite, Stoltze and Schick also designed a more utilitarian farmhouse in the Queen Anne style for Emmanuel Markle at 6104 STH 35 near of the southern edge of the city in the township of Shelby. The red brick Markle house is characterized by a small conical roofed tower and is ornamented by contrasting white stone lintels, decorative shingles on the upper story and wooden brackets under the dormer over-hang.[26]

The Queen Anne style was the preferred architectural style of the elite in La Crosse during the late 1880s and in the 1890s. Many are less elaborate than the Stoltze and Schick designs, but are significant as well-preserved representatives of the style. These include the following: the frame house designed in 1895 by Andrew Roth for J.A. Miller at 117 South 13th Street (19-26), the frame house constructed for the grain and provisions merchant Louis Miller in 1885 at 1309 State Street (19-23), the large frame house built for John Schilling, a member of the Schilling soap manufacturing company, in 1890-91 at 1328 State Street (1-20), the house built in 1895 by contractor Charles Bartz for one of his employees George Volz at 2017 Main Street (4-26) and the towered brick house built by Peter Nelson for Erik Rynning on the north side at 1418 Charles Street.[27] The A.C. Carter House built in 1890 at 1803 Charles Street (13-17) was determined to be potentially eligible for the NRHP by the State Historical Society of Wisconsin in 1986.[28] The blocky stone A.Grams House at 1429 Main Street (18-30) was designed late in the Queen Anne period

by Parkinson and Dockendorff, who were noted more for their public buildings than for their residences.[29]

Most vernacular interpretations of the Queen Anne style identified in the 1983 Survey are not potentially eligible for the National Register of Historic Places. Although they make an important contribution to the historic character of the city, individually, they are not significant examples of the style.

20TH CENTURY RESIDENTIAL ARCHITECTURE 1905-1950

Residential architecture in the first half of the 20th century in the city of La Crosse mirrored the rest of the nation with the new modern and the old historic trends occurring at the same time. By 1912, the early modern Prairie School style in La Crosse had begun while some of the most significant examples of the historic styles in 20th century La Crosse had not yet been constructed. The parallel paths of the new modern and the historic architectural styles continued through the first half of the 20th century in La Crosse until at least 1950.

Historic styles of architecture continued to prevail over the "New Modern" in La Crosse, as in most other parts of the Nation from the late 1930s to the 1950s. Long after the Prairie School house and the original Bungalow style had faded from the scene, houses displaying characteristics of the Period Revival style, particularly the Classical Revival styles and the Tudor Revival style, were being built for the residents of La Crosse. However, the historic details of these styles were applied in a highly eclectic and, often, a very simplified manner. Historically correct copies of the historic styles were a rare occurrence after 1935. The majority of the houses constructed between 1935 and 1950 added to the historic architectural inventory during the 1995 Survey display remnants of the historic styles popular in the earlier 20th century.

Early Modern Styles

Prairie School

Between the late 1870s and the First World War, one of the most significant architectural movements in American architecture flourished in Chicago. The "Chicago School," under the leadership of Louis Sullivan, and its residential contemporary the Prairie School, under the leadership of Frank Lloyd Wright, produced an original American style. Established across America by 1910, the Prairie School form most often employed the basic box design with a horizontal emphasis accentuated by bands of windows placed directly under the soffit of the overhanging roof. In addition, they had characteristic low hipped roofs with broad eaves that visually compress the house into a low profile mirroring the flat Prairie

landscape.

The great number of Prairie School houses and those influenced by the Prairie School give La Crosse a unique architectural character, particularly in the area of the proposed Cass-King Street Historic District. In the 1995 Intensive Survey of La Crosse, 24 of the houses identified as potentially eligible for the National Register of Historic Places are Prairie School styled houses.
The majority of these are located in the proposed Cass-King Street Historic District. Currently, only the Prairie School styled bungalows designed by the local architect Percy Bentley in 1912 for Dr. H.H. Chase at 221 South 11th Street (3-16) and for Henry Wohlhuter at 223 South 11th Street (3-14) are currently listed in the National Register of Historic Places.[30]

Generally, most of the Prairie School styled houses identified in the 1983 Survey as potentially eligible for the National Register of Historic Places have retained their architectural significance. Most of the significant Prairie School houses were designed by the local master architects Percy Bentley and Otto Merman in the second and third decades of the 20th century. Bentley and Merman can be credited with the high quality Prairie School designs that characterize the residential architecture of La Crosse. Their interpretation of the Prairie School is displayed in 14 of the 23 Prairie School house determined to be potentially eligible for the National Register of Historic Places in the 1995 Survey. The following significant Prairie School designs were drawn by Bentley and Merman: Edward Bartl House, 238 South 17th Street (15-2); 1913, C.J. Felber House, 1408 King Street (2-35), 1912; Dr. H.H. Chase House, 221 South 11th Street (3-16), 1912; Henry Wohlhuter House, 223 South 11th Street (3-14), 1912; Henry Salzer House, 1634 King Street (49-31), 1912; and Frank Sisson House, 1511 Main Street (18-28), 1914. The following designs were created by Otto Merman for his personal friends or after Bentley left the city: Dan MacMillan House, 1222 Cass Street (2-22), 1914; Frank Schwalbe House, 1420 Madison Street (16-11), 1914; P.M. Gelatt House, 1212 Cass Street (2-24), 1917-18; Albert Arenz House, 2501 Cass Street (40-10), 1918; Ed Schwalbe House, 217 South 17th Street (49-30), 1920; Frank Schwalbe House, 223 South 17th Street (2-13), 1920 and Ben Ott House, 241 South 17th Street (15-24), 1921.[31] The stylistic characteristics of the above houses are discussed in the section on the Prairie School style in the 1983 Survey Report.

Although, none had the flair of Bentley and Merman, several other local architects as well as architects from nearby cities designed a number of the architecturally significant houses displaying the characteristics of the Prairie School style. The architectural firm of Parkinson and Dockendorff, active in La Crosse from 1902-1952, designed a few of the significant Prairie houses including the earliest house influence by the Prairie School in La Crosse, the J.J. Hogan House built in 1910 at 104 South 17th Street (15-21) as well as several American Foursquare houses with Prairie School styled details. Parkinson and Dockendorff drew the plans for a more elaborate Prairie School house for Thomas Reynolds at 1702 King Street (2-31) in 1922. This well-preserved house, among the best of Parkinson and Dockendorff's Prairie

School influenced designs, displays the horizontal emphasis typical of the style that is accented by the window bands and porches.[32] Ori Sorensen, an architect with the Sorensen and Sorensen architectural firm, designed a Prairie School styled house for Dr. Robert Flynn in 1925 with an uncommon tile roof. Sorenson also was the architect for the "all electric" model home built in 1923 and sold to the local grocer, Marcus Spettel.[33] Several of the significant Prairie School houses were designed by architects unknown at this time or were constructed by builder-contractors with designs from plan books or local building supply companies. The architecturally significant Prairie School influenced house built in 1923 for Robert McKenzie at 2028 Main Street (18-22), the house built in 1914 at 222 South 10th Street (20-25) for Dr. R.M. Kinnear after fire destroyed his previous house as well as the John Desmond House built in 1922 at 2027 Cass Street (2-12), the Peter Valier House built in 1922 at 229 South 17th Street (49-29), reportedly designed by a Chicago architect, and the Joseph Wiltinger House at 1723 Farnam Street (15-14) are substantial Prairie designs architects unknown at this time. Also, very little is known about the similar Prairie School influenced brick designs apparently constructed by builder-contractors for Henry Gundlach and Charles Loveland at 215 and 217 South 17th Place (50-20, 50-21), as well as, the small brick Prairie house built for John and Clara Tubbesing at 220 South 17th Place (50-22).[34]

Some of the significant Prairie School houses have suffered alterations since the 1983 Survey that has diminished their architectural significance. A rear addition has changed the Frank Sission House designed by Bentley and Merman in 1914 at 1511 Main Street (18-28) although the integrity of the main block has been preserved while alteration of the porch of the Albert Klick House built in 1918 at 2019 State Street (15-7) has altered the integrity of the original design by Otto Merman.[35] Furthermore, the stucco on the upper story of the Art Schwalbe House built in 1915 at 325 South 17th Street (15-24) has been changed to modern siding, altering the original character of the design. More serious alteration of the frame Prairie School influenced vernacular house constructed for Henry Seiger in 1922-23 at 228 17th Place (50-24) occurred when the original siding featuring narrower siding on the upper story was covered by modern siding with no differentiation of the upper and lower stories. The architectural significance of this house has been reduced although the exceptional art glass characterizing this house remains. The original frame and stucco siding of many of the modest contractor-builder houses influenced by the Prairie School also have been covered by modern siding and the windows replaced since the last survey such as in the houses at 1815 King Street (61-29), 1911 Madison Street (63-32) and 125 South 17th Street (50-12).

The Prairie School influence on residential architecture in La Crosse came to end in the mid-1930s, even for builder-contractor and vernacular interpretations of the style, long after the style had faded from the national scene. By the 1930s and 1940s, the majority of the houses in the proposed 23rd and 24th Street Historic District were built in the historic styles of Tudor Revival or Colonial Revival--styles that remained popular for the majority of the population throughout the era of the "New Modern" period in the early 20th century. "Box" houses exhibiting the low hip roof, extended eaves and the window bands

directly under the soffit associated with the Prairie School were built by the local builder William Crowley for John and Elizabeth Rau in 1935 at 420 North 24th Street (99-13) and for Kermit Clawson in 1938 at 510 North 24th Street (57-24).

Bungalow Style

Usually a small single story house in which the attic space is lighted for living space by a dormer or gable windows, the Bungalow style's official era was from 1900 to 1920. However, the Bungalow remained popular until the 1930s. Details were used to change the bungalow houses to display various historic modes. Bungalows originally were designed with Craftsmen and Arts and Crafts ornament, but without the traditional historic ornament. The Craftsman bungalow typically displayed a low-pitched gable or hip roof with wide overhanging eaves, exposed rafter ends, decorative beams or knee braces under the gable and porches, supported by square columns as well as leaded glass and other Arts and Crafts details. Few bungalow styled houses were built after the 1930s.

A great number of bungalows were built in La Crosse during the second and third decades of the 20th century. This modest house form was exceptionally popular in the city, contributing the largest number of any house style included in the previous 1983 Survey. In 1983, 459 bungalows with historic architectural integrity were identified while at least as many were not included because they had been covered by modern vinyl or metal siding. These modest houses, often used as "starter homes" are prime candidates for alteration and expansion and become "expendable" under the pressure of new development. Since the 1983 Survey, approximately 70 of the 459 bungalows in the survey have been covered by modern siding, approximately 20 have been other wise altered and 13 have been demolished, mostly in the areas occupied by the University of Wisconsin and the Western Wisconsin Technical College.

Few bungaloid styled houses were added to the inventory of historic houses during the present 1995 Survey. Apparently, the Bungalow style faded from favor in La Crosse by the 1940s as it did throughout the country. Several well-preserved bungalows built in the 1920s and 1930s were identified in the areas annexed to the city since the last survey in 1983. The well-preserved Louis Lautz bungalow at 2014 Main Street (60-8), characterized by a wall chimney, exposed roof ends, knee-brace brackets under the eaves, bay windows and gabled roof dormer, remains the most elaborate example of the Bungalow style in the city. The screens on the porch have been replaced by glass.

International Style

The International style, popular from 1920 to 1945, is characterized by flat wall surfaces with eaves flush with the plane of the wall, metal casement windows, no decorative detailing and projecting or cantilevered balconies and upper floor. Exterior curtain walls allowed the installation of bands of windows, often wrapping around the building's corners.

The Frank Hoeschler House at 117 Losey Boulevard North (95-14) remains the best example of the International style in the city; however this cream brick house is a combination of the modernistic trends of the period. In many modernistic buildings of the period, both the horizontal, streamlined Art Moderne and the vertical, zigzagged Art Deco influences occurred in combination with the International style, in which decorative detailing was reduced to the minimum. The architecturally significant Hoeschler house, designed by architect J. Matson Mander in 1936, features the geometric block design associated with the International style but displays ornament along the parapet as in the Art Deco style and the horizontal groves that add a horizontal emphasis as seen in the Art Moderne style. During the 1995 Survey, the Charles Loveland House at 447 North 24th Street (99-16) was identified as a significant but modest example of the International style built in 1937-1938 several years after the Hoeschler house. The Loveland house displays the flat roof, angular hard lines and smooth unadorned walls with no decorative detailing at doors or windows as well as a projecting balcony typically associated with the International style. The Hoeschler house and the Loveland house are located in the potential 23rd-24th Street Historic District.[36]

Modernistic Styles

Essentially a style of modern rectilinear and geometrical ornament, Modernistic architecture became popular after the 1925 Exposition held in Paris. Hoping to achieve a modern architecture through modern decoration, architects abandoned architectural details associated with historic Revival styles. Art Moderne, starting around 1930 and continuing until 1950, was streamlined like every other machine with rounded corners, flat roofs, horizontal bands of windows curved around the corners and smooth walls. The facade was asymmetrical with no historic ornament. Art Deco had similar smooth wall surfaces that were ornamented by stylized and geometric motifs such as zigzags and chevrons. Both the horizontal, streamlined Art Moderne and the vertical, zigzagged Art Deco influences occurred in combination in many buildings of the period. Reinforced concrete construction, the major 20th century building innovation, and molded concrete ornament was essential to the modernistic styles.

The Romeo Denzer House at 2537 Edgewood Place (16-7) was identified in the 1983 Survey as the best example of the Art Moderne style in the city. The house reportedly was designed in 1940 for Romeo Denzer, who founded the La Crosse Cooler Company in 1934. The Denzer house, which displays the flat roof and smooth wall surfaces, the round edged geometric forms as well as the glass block windows characteristic of the style, has been changed since the 1983 Survey by the addition of a large glass block window to light the area above the entrance in place of a decorated panel and four small windows; however, it is probable the panel and four small windows also were not original to the building. The Denzer house is the only significant residential example of the Art Moderne style in the city.[37]

Ranch Style

During the late 1940s, the ranch house style was introduced into the La Crosse's landscape. The Ranch style was introduced in the mid-1930s by several California architects. By the 1950s and 1960s, it was the most popular style in the United States. The large lot required by the sprawling Ranch style became accessible with the acquisition of a personal automobile for transportation. Built-in garages were part of the design as was the private living area at the rear of the house. The Ranch house, based on Spanish Colonial precedents of the southwest, generally were of asymmetrical, rambling form with low pitched gable or hip roofs with wide overhangs. Ribbon windows or picture windows were common. Builders frequently added bits of traditional detailing loosely based on Spanish or English Colonial precedents.

Most of the early Ranch houses in La Crosse were built in the new housing developments east of Losey Boulevard and a few were constructed as in-fill in the older neighborhoods. The earliest La Crosse Ranch houses built in the late 1940s display remnants of historic architectural details. Cornice returns and multi-paned windows associated with the English Colonial Revival style were used in the rambling, low pitched gable roofed houses built of brick at 1142 22nd Drive (142-22) and of brick and wood at 209 South 26th Street (131-19). A Colonial Revival styled side-lighted entrance door was used to characterize the contemporary house built in 1950 at 445 Losey Court (130-19) and an open porch with pillars is displayed by the long, low pitched gable roofed house built for George VanAelstyn in the late 1940s at 2605 Schubert Place (130-25). Other good examples of the early Ranch styled house in La Crosse are the brick house built in the early 1950s at 2112 Hoeschler Drive (146-32) and the frame house built in 1950 for Edward Newburg at 2627 Van Loon Road (130-27).[38]

Contemporary Style

The Contemporary style, 1940-1980, was, for the most, part devoid of historic ornament and form. These houses, generally, are one-story with wide eave overhangs and either flat roofs or low-pitched roofs with broad, low, front-facing gables. Exposed supporting beams and other structural members as well as contrasting wall materials and textures are common in architect-designed houses built between 1950 and 1970. The flat roofed type, sometimes described as a derivative of the International style, lacks the stark white stucco wall surfaces and the sculptural intent of the International style. The gabled form, reportedly influenced by the early modern Prairie and Craftsman styles, is characterized by overhanging eaves, exposed beams and heavy piers supports.

The well-preserved house built for Paul Kuhlen in the late 1940s at 326 Losey Boulevard South

(131-7) is among the first of the modern Contemporary styled houses built in the city of La Crosse. This flat-roofed, one-story house displays a combination of stone and stucco materials, which typically was used in place of the pristine stark white stucco walls of the International style. Traditional stone was used for the wall material of the house built in the late 1940s for Lauritz Nelson at 1420 Hyde Avenue (145-33) while stucco created the "modern" clean, uncluttered appearance of the Elvin Saterbak house built at 2147 Sunrise Drive (147-6). Both of these houses, derived from the International style sometimes referred to as American International or Regional Modernist, are comprised of a two-story main block with a one-story block on the side, are covered by flat overhanging roofs and are completely devoid of ornament. The Nelson house is further characterized by long multi-paned windows that wrap around the corner while the Saterbak house has less notable traditional windows in the same position.[39]

The gabled Contemporary style was used in the design architect Carl Schubert built for himself in 1950 at 2635 Schubert Place (130-24). This frame house is accented by wide overhang with exposed rafter ends and a stylized front facing gable. The front facing gable is more prominent on the frame house built in the early 1950s for Paul O'Meare at 2437 Hoeschler Drive (146-35). A large stone chimney and vertical wood siding enhance the integration of the house and landscape that is characteristic of the Prairie and Craftsman styles. [40]

20TH CENTURY HISTORIC STYLES

Neo-Classicism and Georgian Revival

A revived interest in classical architecture and classical details was inspired by the display of Neo-Classical architecture at the 1893 Columbian Exposition held in Chicago. The Neo-Classical Revival, popular from 1895-1935, was used to best advantage on monumentally scaled public buildings. Characteristically, the facade of the building was dominated by a full-height porch with roof supported by Ionic or Corinthian capitals. The front elevation displayed symmetrically balanced windows and central entrance. The Georgian Revival, popular from 1900-1940, is characterized by formal, symmetrical facades, rectangular plans, hipped roofs with hipped or gambrel roofed dormers and classical details. The central part of the facade may project slightly and be crowned with a pediment, with or without supporting pilasters, and Palladian windows are used as a focal point.

The few good examples of the Classical Revival in La Crosse have retained their integrity since they were identified as architecturally significant in the 1983 Survey. All of the architecturally significant Neo-Classical and Georgian Revival houses, except the Otto Loeffler House at 1603 Main Street (60-19), are located in the proposed Cass-King Street Historic District. The Fred Cutler House built in 1902 at 1601 Madison Street (22-18) is an eclectic combination of the Neo-Classic and Georgian Revival styles.

The house built for Fred Cutler, an employee of the German-American Bank, displays the truncated hip roof and dormers often associated with the Georgian Revival as well as the colossal Ionic columns typical of the more monumental Neo-Classical style.[41] Colossal classical columns of the Corinthian order also characterize the interpretation of the Neo-Classical style built several decades later in 1936 for John A. Elliott at 1420 King Street (61-17). This red brick house built late in the Period Revival era is embellished by cornice returns in the gable ends and a symmetrical facade articulated by molded concrete window heads with keystone accents and a frontispiece featuring a broken pediment and a side-lighted central entrance. The Elliot house has become potentially eligible for the NRHP since the 1983 Survey .[42] Classical design sources were used when the mansion built for Charles Michel, one of the brothers who founded the C. & J. Michel Brewery, was remodeled in 1927 during the Period Revival era for his son Carl Michel. The red brick house designed by Stoltze and Schick in 1892 was given a cream brick exterior, the cupolas were removed and the sun porch added. The interior continues to display the carved open stairway, leaded glass and fireplaces of the original design.[43]

The house designed earlier in 1897 by Stoltze and Schick for S.Y. Hyde's daughter is more clearly of the Georgian Revival style. The Hyde house at 1224 King Street (3-1) displays the hipped roof and symmetrical facade embellished by classical details including two story pilasters.[44] Similar classical details adorn the Georgian Revival house built for Frank Funke, secretary of the Joseph B. Funke Candy Factory, in 1904 at 137 South 13th Street (19-29). The design of the well-preserved Otto Loeffler House built in 1909 at 1603 Main Street (60-19) is an eclectic interpretation featuring stylistic devices of the Neo-Classical and Georgian Revival that ornament the box shape of the American Foursquare, which also was popular during the same period.[45]

The Georgian Revival continued to be popular as long as historic styles continued to be constructed. The Ludwig Kroner House at 227 Losey Boulevard North (95-11) portrays the simplified manner typical of all historic styles at the end of their era. The design of the Kroner house drawn by local architect Karl Schubert in 1929 features a hip roof and plain bricks surfaces topped by a plain cornice as well as plain multipaned windows. A pedimented frontispiece is the house's only embellishment. This house is located in the potential 23rd-24th Street Historic District. Additional well-preserved examples of the late Georgian Revival style identified during the 1995 Survey are the brick house embellished only by the arched door hood and brick lintels that was constructed in 1938 by builder- developer William Crowley at 404 North 24th Street (57-21) and the cream brick interpretation ornamented by a small portico featuring multiple columns and brick quoins also constructed by Crowley in 1939-40 at 515 Losey Boulevard North (130-34). Both of these houses also are located in the potential 23rd-24th Street Historic District. A few years later in, 1945, the Blessed Sacrament Rectory at 130 Losey Boulevard South (131-6), designed in the simplified Georgian Revival style by local architects Parkinson and Dockendorff, also was embellished mainly by an ornamented entrance and brick quoins.

American, Dutch and Spanish Colonial Revival

Traditional Colonial styles were popular during the Period Revival from 1900 to 1940, because they evoked memories of the past and feelings of stability and security. The Colonial styles were an exceptionally popular mode of the Period Revival. The Colonial styles, based primarily on English and Dutch precedents, were encouraged in the early decades of the 20th century through wide distribution of Colonial photographs and measured drawings in books and periodicals. The Colonial House, featuring an accentuated front entrance ornamented by Classically derived stylistic details, exhibits a symmetrical facade and multipaned windows.

The Three Colonial Revival styled houses identified in the 1983 Survey as architecturally significant representatives of the style have retained their historic integrity, all of which were designed during the Period Revival era. Percy Bentley, noted locally for his Prairie School designs, designed a Colonial Revival styled house for Argyle Scott, the president of the La Crosse Box Company, in 1918 at 1721 King Street (10-33), but Bentley added his personal interpretation by covering the exterior with non-traditional flush boards slightly separated to create strong horizontal shadow lines. The frame Scott house is among the first known Colonial Revival design by Bentley, who became known nationally for his Colonial Revival designs rather than his avant guarde Prairie School designs.[46] Bentley's former partner Otto Merman designed another of the potentially significant Colonial Revival houses in 1927 for John Felton at 2607 Cass Street (40-4) in a less innovative manner featuring a simple, five-bay, symmetrical facade with six over six windows that is minimally ornamented by classical details.[47] A grand interpretation of the Colonial Revival style was designed by Chicago architects Howard and Shaw for the Gund Family, members of the Gund Brewing Company. This frame house, built in 1918 at 1304 Cass Street (62-17), features a colonial interior and a curved stairway in the entrance hall. The informal garden facade overlooks the garden at the rear.[48]

Architecture in La Crosse in the late 1930s through the 1950s continued to be built in the Colonial Revival style. During the 1995 Intensive Survey, 87 houses that have retained their historic Colonial Revival character were added to the inventory of historic houses in La Crosse. The majority of the houses constructed during this period generally display minimal stylistic details of the Colonial Revival style and are not significant examples of the style. However, a large number of Colonial Revival houses built on North 23rd and 24th Streets and on Losey Boulevard North, and located in the potential 23rd-24th Street Historic District, are a significant concentration of Colonial Revival houses that represent the development of residential architecture during the 1930s and 1940s in La Crosse. Numerous modes of the Colonial Revival style were by constructed by contractor-builder Barney Spangler and by William Crowley, a builder-developer who converted the P.S. McArthur Estate into a residential development platted in 1930 known as the Crowley Homes Addition.[49] A small potential historic district on Edgewood Place comprised of 9 residential properties constructed during the 1930s includes four exceptionally well-

preserved Colonial Revival styled houses.

The majority of the houses of the Colonial Revival style built during the 1930s and 1940s displayed plain wall surfaces of either wide wood siding, stucco, brick, or wood shingles or a combination of wood and masonry materials. The five-bay facades are embellished only by plain multi-paned windows that are often accented by wood shutters and a decorated entrance, either off-set or centrally located, featuring a classical frontispiece. Good examples of the late Colonial Revival houses constructed of brick include the house built for James Kapellas in 1940 at 509 North 24th Street (127-22), the Fred Lakosky House built in 1940 at 429 North 24th Street (127-20), the J. J. Osweiler House built in 1938 at 2520 Edgewood Place (99-17), the William Orton House built in 1938 at 2526 Edgewood Place (99-23) and the John McKenna House constructed in 1938 at 2532 Edgewood Place (99-22).[50]

Among the most elaborate of the "late" Colonial Revival styled frame houses are the long houses comprised of multilevel gabled forms built for Fred Silbersmith in 1938 at 310 North 23rd Street (127-2)and for Gerhard Poehling in the 1940s at 450 Losey Court (130-21). These houses are characterized mainly by multiple gabled dormers, six over six windows and stone end chimney. Other well-preserved examples of the frame, five-bay late Colonial Revival houses include the Phil Kirch House built in 1935-36 by William Crowley at 415 North 24th Street (57-22), the Henry Boehm House built in 1940 at 445 Losey Boulevard North (130-36) and the house built at 537 Losey Boulevard North (130-31) for Archie and Clara Fitzpatrick in 1940. Well-preserved, frame Colonial Revival houses covered by wooden shingles were built at 316 North 24th Street (57-18) in 1931 and 2404 Vine Street (166-5) by contractor Barney Spangler and at 324 North 23rd Street (127-4) in 1935. A frame house covered by stucco was built in the late Colonial Revival style for Leif Erickson in 1929 at 2325 State Street (57-31).[51]

Well-preserved examples of the one-and-a-half-story "Cape Cod" mode of the Colonial Revival characterized generally by roof dormers and Classical Revival styled door frames, which also were popular during the late Colonial Revival period, are the 1935 Frank Wilkinson House at 303 North 24th Street (127-16) , the small brick house built in 1940 at 2303 Pine Street (123-33), and the 1938 Bernard Dellenbach House built at 439 North 24th Street (164-11), as well as, the Eugene Host House constructed in 1935 at 2546 Edgewood Place (99-19).[52] All of these properties are located in the proposed 23rd-24th Street Historic District and the Edgewood Place Historic District.[53]

The Dutch Colonial Revival house identified by the characteristic gambrel roof remained popular in the 1930s, 40s and 50s. Well-preserved examples located in the proposed 23rd-24th Street Historic District are the shingle covered house Barney Spangler built for Reuben Anderegg in 1933 at 324 North 24th Street (127-30) and the Ross Cheney House constructed at 532 North 24th Street (127-35) in 1935.[54]

The Spanish Colonial Revival style, popular from 1915-1940, was characterized by the display of arches, courtyards, plain stucco walls surfaces and tile roofs. The Spanish Colonial, a mixture of styles from the Mediterranean world, gained national acceptance after the San Diego Exposition in 1915. The

historic integrity of the three Spanish Colonial styled houses identified as architecturally significant in the 1983 Survey has been maintained. The local master architect Otto Merman while in partnership with Herbert Skogstad, designed two of the significant Spanish Colonial influenced houses in the city, the the John Bayer House at 1127 Cass Street (62-15) in 1925 and the William Kroner House at 131 Losey Boulevard South (74-27) in 1927.[55] The rather eclectic Bayer house, designed for the president of the Batavian Bank, displays the stucco exterior, red tile, low gable roof and round arched entrance and door associated with the Spanish Colonial style, while the Kroner house, which features stucco covered massive appearing walls with sculptured parapets rising above the flat roof, was created in a mixed Pueblo and Spanish Colonial design suggesting the Indian habitats called pueblos of New Mexico and Arizona. In yet another interpretation of the Spanish Colonial style, sometime referred to as Spanish Eclectic, local architect Karl Schubert created the design for Guy and Eloda Beach, who had a traveling troupe of vaudeville entertainers known as the Beach Stock Company. The troupe performed regularly at the Majestic Theater in the 1920s. The stucco covered Beach house built in 1926 at 205 Losey Boulevard North (57-28), which displays a flat roof with parapeted walls and shed roofs above the windows, is loosely based on flat roofed Spanish prototypes. The house originally had a roof garden where the couple entertained their show business and local friends until their divorce in 1931.[56]

The Spanish Colonial Revival styled house built for Art and Kate Schwalbe at 204 South 20th Street (52-13) in 1923 has been identified as potentially eligible for listing in the National Register of Historic Places in the 1995 Survey. In the 1983 Survey, it was one of the keystones of the potential 20th Street Historic District, which has been incorporated into the present proposed Cass-King Street Historic District. The Schwalbe house, constructed by a local contractor as his personal residence, was built in a simplified interpretation of the style without many of the small details used to decorate the more ornate Spanish Colonial houses . Schwalbe relied on the red tile multilevel gable roof, ornamented arched entrance and wrought iron balconies and accents to give this Period Revival house its Spanish-Mediterranean character.[57]

Elizabethan-Tudor Revival Styles

The English Tudor style was known as Elizabethan from 1890 through 1910 because it was based on residential architecture erected during the reign of Queen Elizabeth I. By the 1920s Period Revival, it was called the new Tudor style, showing more informality and a concern for artistic effect. The Tudor Revival style, based on a variety of early English building traditions ranging from folk houses such as the 17th century Cotswold cottage to Medieval palaces, employs high-pitched gable roofs, elaborate medieval type chimneys, medieval half-timbering, arched doors and multipaned windows.

The six Elizabethan-Tudor Revival styled houses identified in the 1983 Survey as architecturally

significant or potentially eligible for the National Register of Historic Places have preserved their historic integrity. Handy and Cady, prominent architects from Chicago, created the grand Elizabethan design for Joseph Hixon in 1901 at 1326 Cass Street (11-5) and remodeled the 1893 frame house of Frank and Alice Hixon at 1431 King Street (2-3) into a fanciful eclectic interpretation of the Elizabethan style in 1905-06. The brick and stucco Joseph Hixon "manor house, " featured in the February 1909 issue of *The Western Architect*, was called "Elmwood" while it was the home of the Hixons.[58] The Joesph Hixon house, characterized by the half-timber framing and the irregularity of the style, presents a more traditional interpretation of the Elizabethan-Tudor Revival than the Frank Hixon House remodeled to its present appearance shortly after the Joseph Hixon house was constructed. The Elizabethan style of the Frank Hixon house, also featured in the 1909 *Western Architect*, appears to be the interpretation of the architects rather than a true copy of the historic style. The stucco covered forms give the house a plastic quality in which the projecting bay suggest the presence of a tower and the edges have a soft quality unlike the brick interpretations of the style. Unfortunately, asphalt shingles recently replaced the distinctive light green roof tiles, diminishing the architectural significance of this interesting house. The interior was broken up into apartments in 1950.[59] A few years after the out-of-fashion Frank Hixon House was remodeled, Frederic Copeland had his mansion at 1327 Cass Street (11-6), located across the street from Joseph Hixon, updated and "modernized" in the Elizabethan-Tudor Revival style and the interior spaces changed from small rooms to large spaces characterized by exposed beam ceilings and fireplaces. The original house was designed by William Parker in December 1886 for Lucian Easton.[60] The Percy Wiggenhorn House at 109 South 14th Street (96-20), designed by local architect Well Bennet in 1905, was added to the group of significant early Tudor Revival houses during the 1995 Survey. It displays half-timbering over the entire upper story and features a cross gable as well as tiled hip roof in a manner unlike the later Period Revival interpretations of the Tudor Revival style.[61]

The three Period Revival interpretations of the Tudor Revival were created by local master architect Otto Merman, in partnership with Herbert Skogstad, in the 1920s. Merman used three quite different interpretations of the Tudor Revival for each of the residential designs created in 1927 for Dr. Gunnar Gundersen at 1504 King Street (61-18) and in 1924 for William Ott at 127 Losey Boulevard South (74-29), as well as, in 1928 for Leighton Oyen at 120 North 24th Street (57-12). The Tudor Revival style of the plain stucco-clad Gundersen house is achieved through the use of multiple steep gable roofs, multiple gabled roof dormers and windows comprised of multiple small panes while the eclectic Ott house displays the elements of the cottage mode of the Tudor Revival. The picturesque Cotswald cottage design of the white stucco Oyen house created in cooperation with the owner, a local artist and interior decorator, depends on the steeply pitched gable roof, shutters and multi-paned windows for the Tudor Revival effect.[62] The significance of the Gundersen house has been diminished somewhat by the recent replacement of the tile roof with asphalt shingles and the historic character of the Ott house has been

impacted by the large swimming pool enclosure attached to its south side.

A minimal form of Tudor Revival style continued to attract home builders in La Crosse in the late 1930s through the 1950s, at least a decade after the style had faded from the national scene. During the 1995 Intensive Survey, 48 houses that retained their historic Tudor Revival character were added to the inventory of historic houses in La Crosse. Apparently, the Tudor Revival, which was the style most preferred by the residents of La Crosse in the earlier 20th century, was less popular than the Colonial Revival fashion in the 1940s through the 1950s. However, as in the interpretation of the Colonial Revival styles, the Tudor Revival style appeared as a very scaled down interpretation. Often the style was apparent only in the entrance, the windows and from the shape of the roof. The influence of the English Gothic cottage mode of the Tudor Revival, generally featuring a steep gable roof with a front-facing cross gable combined with tall chimney and entrance, can be seen in the two similar houses at 217 North 23rd Street (162-30) and at 3105 Ebner Coulee Road (147-35) and in the stone veneered house at 1003 Losey Boulevard (145-11). The thatched roof associated with the medieval cottage in England was imitated in the small house at 2203 King Street (124-8) by rolling the roofing material around the eaves to suggest a thick layering of thatch. Among the more elaborate, late examples of the influence of the Tudor Revival is the stucco house built in 1940 by contractor Barney Spangler at 2407 Vine Street (69-34).[63] The combination of the front-facing tall chimney with a cross-gable and arched entrance along with large expanses of wall space and relatively few windows characterize this late Tudor Revival house. Stylistic details became more minimal as the Tudor style moved toward the end of its time. The brick houses built by the local builder William Crowley in 1939-40 at 522 North 24th Street (57-25) and in 1939-40 at 518 North 24th Street (127-34) displays a large amount of plain, unadorned wall space as in the "modern style" but both houses still display the round arched entrances decorated with contrasting quoins, multiple roof forms as well as the multi-paned upper sashes found in the earlier interpretations .[64]

The style sometimes referred to as the "Minimal Traditional" style is a simplified form displaying the remnants of the Tudor Revival. These houses, popular from the late 1930s until the early 1950s, displayed a dominant front gable and massive chimney, but the pitch of the roof is lowered and most of the traditional detailing is omitted. Good example of this "modern" house type in La Crosse were built in the late 1940s of stone for Robert McKenzie at 218 Zephyr Circle (130-28) and of brick with false-timbering detail in the gable ends for Richard Pearse at 204 South 26th Street (121-20).[65] By the early to mid-1950s, these houses were replaced by the modern Ranch style house still popular at the present time.

French Eclectic Style

The French Eclectic, based upon precedents provided by many years of French domestic architecture, displays a great variety in form and detail. A tall hipped roof with flared eaves are characteristic of the style. This style, popular from 1915 until 1945, shares similar characteristics with the

medieval English Tudor style. The use of half-timbering with a variety of wall materials as well as tile, slate, stone, or thatch roofs are common to both; however, the medieval influenced French Eclectic house generally lack the dominant front-facing cross gables characteristics of the Tudor style. Renaissance detailing was used on the more formal renditions of the style in contrast to the more informal rural type. This relatively uncommon style generally is found in company with the Period Revival architecture of the 1920s and 1930s.

Three architecturally significant houses in La Crosse with medieval English attributes do not display the dominant cross gable which is associated with the Tudor Revival style. The Vincent Kidder House built at 2425 Main Street (59-22) was designed in a rather stylized informal interpretation by Percy Bentley in 1924-25, a few years after his Prairie School period. The Kidder house features stucco elevations articulated by half-timber framing on the entrance bay, chimney pots and multipaned windows and a round arched door framed by brick voussoirs. This rural asymmetrical design is further characterized by wall dormers with multipaned windows that break through the tall, tile covered hipped roof. A "towered" French Eclectic design was constructed by local contractor Barney Spangler in 1929 at 2205 Main Street (59-33). This stucco covered house, which features a round entrance tower in the angle of the T-shaped house, is loosely patterned after the farmhouses/cottages of Normandy in northwestern France.[66] In addition, the Tudor Revival house designed by Otto Merman for Dr. Gunnar Gundersen at 1504 King Street (61-18) in 1927 may be seen as having a French flavor.

Multiple Dwellings

Multi-family dwellings were found in relatively small numbers in the 1983 Intensive Survey. Few additional buildings classified as multiple dwellings were found in the present 1995 Survey. The alteration of the large older homes into apartments and flats as well as the construction of numerous small homes seem to be the solution to La Crosse's housing needs rather than the construction of apartment buildings or flats in the period between the late 1930s and the 1950s. The elegant Queen Anne styled Gantert house at 1304 Main Street (11-3) was broken up into apartments after Mrs. Gantert's death in the mid-20th century and the fanciful Frank Hixon house at 1431 King Street (2-3) was divided in 1950 as were many of the homes in the proposed Cass-King Street Historic District.

Row Houses

The row houses at 609-615 Main Street (19-4) remain the best preserved of the early multiple dwelling buildings in the city. The 9-bay, red brick building was designed by local architect William Nichols in 1871 for Dr. Matthew Uhl, who, at the time, apparently had his office and residence on the corner of 6th and Main Streets. The Uhl row houses, constructed at a cost of $6000, display the bracketed overhanging cornice and the varied decorative window heads characteristic of the Italianate commercial

style popular at the time of their construction. The row houses continue to be used for residential purposes.[67]

Flats and Apartments

The multiple dwelling buildings identified in the previous survey remain generally as they were in 1983. The flats at 600-610 King Street (79-26, 79-24) were designed in 1903 by local architects Schick and Roth as tenements for Dr. H.J. McDonald. The architects utilized the brick house on the east side of the property in the design of the building constructed in 1903 at 610 King Street. The second building on the corner on the west side of the property was built in 1904 at which time Judge Cole's former house built in 1865 on the corner of 6th and King was "moved to the prairie in the eastern part of the city and ...converted into a modern flat." The stone foundation of the frame Cole house was discovered in 1985. The area was excavated and documented by Mississippi Archeological Center located at the University of Wisconsin-La Crosse. The red brick McDonald tenement house on the corner at 600 King Street, which displays the influence of a Classical style, is architecturally significant as an example of a multiple dwelling house at the turn of the century in La Crosse. The McDonald flat at 610 King, limited by the incorporation of the 1857 brick house on the site into its design, lacks the significance of the building at 600 King. The McDonald flats each had room for six flats or six families.[68] The turn of the century Classical Revival also influenced the two brick flats designed in 1913 by local architect Andrew Roth for Daniel G. MacMillan at 7th and Cass.

The best preserved of the two adjacent buildings, the MacDonald flat at 713 Cass Street (62-7) is also is a significant example of the typical two-story with two flats on each floor multiple dwelling found in La Crosse. This building, designed to house four six-room flats, continues to display the original screened porch covering the full width and height of the facade that is characterized by a large entablature featuring a dentil trimmed projecting cornice and attic. The entablature is supported by classically ornamented, two-story capped brick columns placed on the porch rail.[69]

The Kingston Court Building at 203 South 16th Street (48-30) was identified in the 1983 Survey as a significant example of an apartment building built during the Period Revival era in the early 20th century. It has retained its eclectic architectural integrity. This solid brick, two-and-a-half story apartment building was constructed in 1924 by the Lovis Fleisher Company of Minneapolis. The Kingston Court Building, designed to accommodate 20 apartments with either five, four or three room arrangements, was constructed in the early 20th century when apartment planning was a major concern in American cities. A common garden area, janitor service, steam heat and hot water were furnished. The building, designed during the Period Revival era, displays elements of the Colonial and Classical Revival styles popular at the time.[70]

VERNACULAR ARCHITECTURE

Vernacular architecture is important because it contributes greatly to the architectural environment and because it represents a large segment of the population; however, vernacular building forms, generally, are not presented in terms of significance because no clear precedent has been set, partly, because no evaluation and identification process outside of the presence of historic integrity and incidence has been developed. Furthermore, comprehensive information concerning the building practices associated with the vernacular building forms have not been undertaken and accumulated by scholars in the field of architectural history. Additionally, no definition of the term "vernacular" has been acceptable to all concerned. For the purposes of this study, vernacular houses are those houses constructed by builders, contractors, owners, friends and neighbors and generally are not designed by an architect. These verancular buildings were constructed according to need, tradition, or from building plans obtained from catologs and magazines and ornamented or not ornamented according to the taste and financial wealth of the builder. Vernacular architecture, for the purpose of this survey, was judged on the basis of integrity and incidence from which the best examples of the house types that made the greatest contribution to the architectural character of the city were determined. Based on the criteria of integrity and incidence, the following vernacular houses were found to have architectural significance during the 1983 Intensive Survey as well as in the 1995 Survey: the two-story, Italianate influenced brick house built in 1885 at 729 South 8th Street (22-7) for Andrew Gilbertson, the small one-story cube form displaying superior brick craftsmanship built for Joseph Jerka in 1899 at 2516 South 15th Street (14-35) and the two similar gable roofed cottages built by the bricklayer August Heideman in 1876 at 823 Adams (16-33) and constructed during the same year for Phillip Jacobus at 608 North 6th Street (71-34). These brick houses, undoubtedly constructed of local brick, are among the best preserved examples of the vernacular brick houses remaining in the city.[71] The Jacobus House, which was determined to be eligible for listing in the National Register of Historic Places in 1991, is being rehabilitated for office use at the present time. The Gilbertson House is endangered because of its proximity to Viterbo College. Unfortunately, many of the city's 19th century vernacular houses and neighborhoods are endangered because of their location in areas targeted for new development and expansion by the city's institutions and industries.

The majority of the vernacular houses added to La Crosse's inventory of historic houses during the 1995 Survey display the simple vernacular building forms such as gabled form or the one-story cube form that has been discussed in the earlier 1983 Survey; however, many of these houses, especially the two-story forms, displayed historic ornament such as Tudor or Colonial Revival details, particularly around their entrances and occasionally around the windows. As a result, most of the vernacular buildings constructed in the late 1930s and in the 1940s were evaluated in the previous section on historic styles. None of the houses displaying minimal historic ornament were determined to be potentially eligible for the National Register of Historic

Places at this time. Few notable vernacular houses were constructed following the collapse of the construction industry in 1929 and during the "war years" in the 1940s. A number of the better examples are located in the potential 23rd-24th Street Historic District. Most of the vernacular houses added to the inventory are located in the area east of 22nd Street and in the area east of 16th Street and south of Market Street. Much of this area was part of Shelby Township before it was annexed to the city.

The historic architectural character of many of the vernacular houses built from the late 1930s until the 1950s has been altered in recent years by the application of contemporary siding.

One-Story Cube Form

The small one-story house cube form of the 19th and early 20th century continued to be built in the 1940s and early 1950s. The one-story box during this period, generally, was stripped of historic ornament. This small vernacular house, built as a square or rectangle form covered by a flat hip roof with very minimal, often classical, door ornament, was constructed for the "modest house" market when the construction industry was greatly limited by the economical circumstances of the war years. Well-preserved small, one-story hipped roof houses built in the late 1930s to the early 1950s include the stone house at 2615 Ward Avenue (148-12) characterized by a round arched door and plain multi-paned windows and the stone house at 354 Losey Boulevard South (131-8) featuring hipped roof dormers. Well-preserved frame examples of the early 1950s one-story cube house include the small house built for Clarence Loken at 2017 South 19th Street (140-34) and the Charles Colburn house ornamented by an arched door hood over a door featuring a classical design on the cornice and fluted pilasters at 1903 South 22nd Street (142-6). Stucco covers the one-story hipped roofed house built in the late 1940s at 2218 South 16th Street (140-4) that is ornamented only by the elliptical arched entrance porch supported by flared columns. The historic "rising sun" design, sometimes described as the "sun burst" design ornaments the tympanum of the arched entrance porch of the one-story cube constructed in the late 1940s at 2136 Ferry Street (131-31).[72]

One-story brick houses in the form of a rectangular box covered by a hip roof were built in the late 1940s for Edward Poehling at 1644 Park Avenue (144-10) and for the grading and excavating contractor Albert Schams at 1330 Denton Street (144-16). These modest vernacular houses, both characterized by "Chicago styled" picture windows popular in the 1940s and 1950s, are completely devoid of historic references. During the same period, multiple hip roofs covered the slightly larger vernacular hip roofed one-story house forms constructed of brick, stone, wood and stucco. Well-preserved examples include the late 1940s frame house built for Frank Kneesel at 935 Adams Street (143-13) and the early 1950s houses built for Charles Troyanek in stone and brick at 2821 South Avenue (148-20), for Donald Coughlin in brick at 1622 Prospect Street (152-28) and in stucco for Charles Formanek at 2215 Redfield (145-19).[73]

One-story Gable Form

Construction of the one-story form covered by a gable roof, identified as a major vernacular form in La Crosse in the 1983 Survey, continued during the period from the late 1930s until the 1950s. This simple vernacular form, which was constructed for centuries before reflecting the historic styles of the period, was built without historic ornament, for the most part, in the 1940s and early 1950s. The well-preserved "gabled box house" in 1950 at 2135 Hyde Avenue (145-30) was built for Richard Meir with brick probably fired at the local brickyard operated by the Meir family. The gable box form, which is loosely based on the historic Greek temple form, also was used for a similar brick house built in the early 1950s at 1335 Badger Street (141-31). Both of these vernacular houses are devoid of any specific historic ornament. A number of vernacular gabled houses built during this period are accented by a one-bay gabled entrance in the center of the facade that suggest the front cross gable of the Tudor style that was popular until at least 1950; however, no other ornament associated with the Tudor style is present. Well-preserved late 1930s examples of the gabled house with a gabled entrance functioning as a cross gable were built of brick at 2150 Farnam (144-3), of wood at 414 Johnson Street (142-30) and 1242 South 19th Street (140-25).[74]

REVISED LIST OF POTENTIALLY ELIGIBLE AND LISTED PROPERTIES

Name	Address/Map Code	Construction Date
August Heideman House	823 Adams Street (16-33)	1876
Adolf/Helga Gundersen Cottage	Barron Island (100-31)	1918
John Torrance House	726 Cameron Avenue (17-34)	1889
Mons Anderson House	410 Cass Street (10-37)	1855, 1878 (NRHP-1975; City Historic Site-1995)
MacMillan Flats	713 Cass Street (62-7)	1912-1913
Cyphus Martindale House	714 Cass Street (10-36)	1859-60
James Vincent House	1024 Cass Street (2-25)	1884-85 (NRHP-1988)
John /Mattie Bayer House	1127 Cass Street (62-15)	1925
Philo/Harriet Gelatt House	1212 Cass Street (2-24)	1917
Daniel/Mary MacMillan House	1222 Cass Street (2-22)	1914
Henry /Eleanora Gund House	1304 Cass Street (62-17)	1918-1919
Joseph M. Hixon House	1326 Cass Street (11-5)	1901-02
Easton-Copeland House	1327 Cass Street (11-6)	1886-87, Remodeled-1909
J.B./Jessie Holway House	1419 Cass Street (2-21)	1891-92 (City Historic Site-1995)
E.C. Dailey House	1420 Cass Street (19-19)	1889
Charles/Louise Michel House	1431 Cass Street (2-20)	1892; Remodeled-1927
W.W. Withee House	1434 Cass Street (2-19)	1897
John/Esther Desmond House	2027 Cass Street (2-12)	1922
Albert/Katherine Arenz House	2501 Cass Street (40-10)	1918
John/Myrtle Felton House	2607 Cass Street (62-20)	1927

Erik/Cathinka Rynning House	1418 Charles Street (13-12)	1894
A.C. Carter House	1803 Charles Street (13-17)	1890 (DOE - 1986)
Adam/Minnie Kroner House	947 Division Street (17-35)	1895
Romeo/Florence Denzer House	2537 Edgewood Place (16-7)	1940
Joseph Wiltinger House	1723 Farnam Street (15-14)	1929
F.M. Rublee-C.C. Washburn House	612 Ferry Street (17-27)	1856-57; Addition:1886 (City Historic Site, 1995; County Historic Site, 1994)
O. Luhring-Dr. A. Gundersen House	1231 Ferry Street (16-24)	1891
Egid/Julia Hackner House	1235 Ferry Street (16-23)	1887; Addition:1917
McDonald Flats	600 King Street (79-26)	1904
B.F. Montgomery-S.S. Burton House	929 King Street (9-7)	1861; Addition:1869
S.Y. Hyde House	1224 King Street (3-10)	1897-98
Arthur/Jean Farnam House	1230 King Street (2-36)	1922-23
C.J./Helen Felber House	1408 King Street (2-35)	1912-13
John/Virginia Elliott House	1420 King Street (61-17)	1936
Frank/Alice Hixon House	1431 King Street (2-3)	1893, Remodeled:1905-06
Dr. Gunnar Gundersen House	1504 King Street (61-18)	1927-1928
Henry Salzer House	1634 King Street (19-31)	1912-13
Thomas/Elizabeth Reynolds House	1702 King Street (2-31)	1922
Argyle/Jessie Scott House	1721 King Street (10-33)	1918 (City Historic Site-1995)
Dr. Robert Flynn House	1925 King Street (2-29)	1925
Frank/Elizabeth Hoeschler House	117 Losey Boulevard North (95-14)	1936
Guy/Eloda Beach House	205 Losey Boulevard North (57-28)	1926; Additions-1962,1973
Ludwig/Della Kroner House	227 Losey Boulevard North (95-11)	1927-28
Will Ott House	127 Losey Boulevard South (74-29)	1925
William/Clarissa Kroner House	131 Losey Boulevard South (74-27)	1928-29
Frank Schwalbe, Jr. House	1420 Madison Street (16-11)	1914
A.S. Dunham House	1512 Madison Street (22-14)	1899-1900
Adolph/Bertha Kohlhaus House	1518 Madison Street (22-15)	1897
Frank Schwalbe House	1524 Madison Street (22-16)	1897
Will Ott House,	1532 Madison Street (22-17)	1897-98 (NRHP-1980)
Fred Cutler House	1601 Madison Street (22-18)	1902
Dr. Matthew Uhl Row Houses	609-615 Main Street (19-4)	1871
Calvin Manuel House	1025 Main Street (3-10)	1871
Stephen Gantert House	1304 Main Street (11-3)	1890
August Grams House	1429 Main Street (18-30)	1905
Frank Sisson House	1511 Main Street (18-28)	1914-15
Peter/Anna Capellen House	1530 Main Street (18-27)	1903-04

Otto/Ida Loeffler House	1603 Main Street (60-19)	1909
Marcus/Mary Spettel	2010 Main Street (4-22)	1923
Louis/Alice Lautz House	2014 Main Street (60-8)	1917-18
George Volz House	2017 Main Street (4-26)	1895
R.E./Esther McKenzie House	2028 Main Street (18-22)	1923
Byron Fay House	2205 Main Street (59-33)	1929
William Kidder House	2425 Main Street (59-22)	1924-25
John J. Callahan House	933 Rose Street (20-35)	1894
		(NRHP-1995; City Historic Site-1995)
Louis A. Miller House	1309 State Street (19-23)	1885
John Schilling House	1328 State Street (1-20)	1890-91
Gottlieb/Johanna Heilemann House	925 South Third Street (21-25)	1875-76
August Kutzborsky House	721 South 5th Avenue (40-34)	1903
Charles Kutzborsky House	729 South 5th Avenue (40-32)	1903
Jacobus House	608 North 6th Street (71-34)	1876
		(Determination of Eligibility-1991; City Historic Site- 1995)
Gideon Hixon House	429 North 7th Street (1-8)	1859; Additions:1870, 1881
		(NRHP-1974; City Historic Site-1995)
J.M. Holley House	230 North 8th Street (43-4)	1870; Addition:1890
		(City Historic Site-1995)
H. Epserson-A.M. Pettibone House	143-149 South 8th Street (18-18)	1876
		(City Historic Site-1995)
Andrew Gilbertson House	729 South 8th Street (22-7)	1885
Isaac Tuteur -Steinam-Powell House	101 South 9th Street (22-11)	1858
William W. Crosby House	221 South 10th Street (9-9)	1886-87
Dr. R.M. I. Kinnear House	222 South 10th Street (20-25)	1914
Thomas Laverty-Martindale House	237 South 10th Street (9-4)	1859;
		Improvements: 1869; Restored:1978
		(NRHP-1977)
Fred Ring House	324 South 10th Street (44-34)	1883
Dr. H.H. Chase Bungalow	221 South 11th Street (3-16)	1912
		(NRHP-1983)
Henry Wohlhuter Bungalow	223 South 11th Street (3-14)	1912
		(NRHP-1983)
McCulloch-McCord-Van Steenwyck House		
	237 South 11th Street (3-18)	1876; Restored:1978
Bishop's Residence & Chapel	608 South 11th Street (3-19)	1877
St. Anne's Maternity Hospital	620 South 11th Street (66-4)	1926
John A. Miller House	117 South 13th Street (19-26)	1895
Holy Trinity Rectory	1333 South 13th Street (36-6)	1895
Percy Wiggenhorn House	109 South 14th Street (96-30)	1905
Joseph Jerka Cottage	2516 South 15th Street (14-35)	1899
Kingston Court Building	203 South 16th Street (48-30)	1924
Henry Gundlach House	215 South 17th Place (50-20)	1926
Charles Loveland House	217 South 17th Place (50-21)	1927

John/Clara Tubbesing	220 South 17th Place (50-22)	1923
Edwin/Marjorie Schwalbe House	217 South 17th Street (49-30)	1920-21
Frank/Lucinda Schwalbe, Jr. House	223 South 17th Street (2-13)	1921
Peter/Margaret Valier House	229 South 17th Street (49-29)	1922- l923
Edward/Flora Bartl House	238 South 17th Street (2-11)	1913
Ben/Jessie Ott House	241 South 17th Street (2-14)	1921-23
Art/Kate Schwalbe House	204 South 20th Street (52-13)	1923
Leighton/Faye Oyen House	120 North 24th Street (57-12)	1928
Charles/Margaret Loveland House	447 North 24th Street (99-16)	1938
Emmanuel Markle House	6104 STH 35 (23-3)	1897 (NRHP -1991)

ADDENDUM TO 3. RESIDENTIAL ARCHITECTURE NOTES

1. *La Crosse Independent Republican*, 20 June 1855; *La Crosse Republican*, 19 April 1872, 11 October 1872; *La Crosse Liberal Democrat*, 19 July 1872; *La Crosse Republican Leader*, 27 may 1878; *La Crosse Chronicle*, 3 August 1878, 2 September 1878; *La Crosse Tribune*, 24 October 1982, 4 October 1983, 17 October 1982.
2. *La Crosse Union and Democrat*, 24 November 1859, 25 March 1860; *La Crosse Tribune*, 18 January 1959.
3. *La Crosse Morning Leader*, 13 December 1870; *La Crosse Republican Leader*, 15 August 1881, 10 July 1883; *La Crosse Chronicle*, 8 September 1881.
4. Laverty-Martindale House contract between Thomas Laverty and Richard Moffat, dated 27 December 1859, Martindale House File, University of Wisconsin-La Crosse, Area Research Center.
5. La Crosse City Tax Records, University of Wisconsin-La Crosse, Area Research Center, 1857-1918.
6. La Crosse City Tax Records, University of Wisconsin-La Crosse, Area Research Center; *La Crosse Weekly Chronicle*, 27 October 1887; *La Crosse Tribune*, 11 February 1996.
7. *La Crosse National Democrat*, 30 June 1857; *La Crosse Independent Republican*, 27 October 1858; *La Crosse Chronicle*, 22 October 1886.
8. *La Crosse Republican Leader*, 8 October 1875, 15 December 1875; *La Crosse Liberal Democrat*, 25 November 1876; *La Crosse Tribune*, 31 December 1995.
9. *La Crosse Republican Leader*, 18 July 1883.
10. La *Crosse Chronicle,* 28 May 1884, 3 September 1884, 23 January 1885, 20 September 1885; James Vincent House Blueprints, Vincent House File, University of Wisconsin-La Crosse, Area Research Center; *La Crosse Tribune*, 6 August 1995.
11. La Crosse City Tax Records, University of Wisconsin-La Crosse, Area Research Center, 1857-1918.
12. *La Crosse Liberal Democrat*, 8 April 1877, 8 May 1877; *La Crosse Republican Leader*, 26 April 1877, 30 July 1877, 1 December 1877; *La Crosse Tribune*, 15 October 1995.
13. *La Crosse Liberal Democrat,* 25 November 1876; Joe Noelke and Charles Hass, "Historic Preservation Commission Report," Esperson-Pettibone House File, University of Wisconsin-La Crosse, Area Research Center, 1991.

14. *La Crosse Republican Leader,* 26 August 1891; *La Crosse Chronicle*, 13 November 1891; *La Crosse Morning Chronicle,* 1 January 1892, 1 January 1893.
15. *La Crosse Chronicle*, 31 December 1893.
16. *La Crosse Republican Leader*, 20 April 1886, 8 July 1886; *La Crosse Chronicle*, 1 May 1886, 10 June 1886.
17. *La Crosse Chronicle*, 27 June 1889, 4 July 1889.
18. *La Crosse Weekly Republican Leader*, 23 July 1887; *La Crosse Republican Leader*, 23 February 1889; *La Crosse Chronicle*, 13 May 1889.
19. *La Crosse Republican Leader*, 13 April 1883; *La Crosse Chronicle*, 14 April 1883.
20. Gantert House: *La Crosse Chronicle*, 11 May 1890, ; *La Crosse Daily Press:* 29 May 1890, 4 July 1891; *La Crosse Tribune*, 11 October 1953; Holway House: *La Crosse Republican Leader*, 26 April 1891; *La Crosse Chronicle*, 13 November 1891.
21. Callahan House: *La Crosse Chronicle*, 5 June 1894; *La Crosse Republican Leader*, 4 August 1894; *La Crosse Tribune*, 26 March 1995. Kroner House: *La Crosse Chronicle*, 1 February 1895; *La Crosse Daily Press*, 2 February 1895, 6 February 1895; *La Crosse Republican Leader*, 7 February 1895.
22. Withee House: *La Crosse Chronicle*, 10 February 1897; *La Crosse Weekly Argus*, 13 March 1897. Ott House: *La Crosse Daily Press*, 16 April 1897.
23. Ott house: *La Crosse Daily Press*, 16 August 1897; *La Crosse Tribune*, 14 December 1986. Withee house: *La Crosse Chronicle*, 10 February 1897; James Olen, "The Withee House," unpublished paper, University of Wisconsin-La Crosse, Area Research Center, 1989; *La Crosse Tribune*, October, 1943.
24. *La Crosse Daily Press*, 18 May 1897; *La Crosse Republican Leader, 7 May 1898.*
25. Schwalbe House: *La Crosse Republican Leader*, 31 December 1897; *Cornerstone*, 15 December 1892. Dunham House: *La Crosse Republican Leader*, 25 April 1899.
26. *La Crosse Republican Leader*, 9 February 1897: *La Crosse Daily Press*, 26 March 1897, 24 May 1897; *La Crosse Daily Republican Leader*, 7 July 1897, 15 July 1897, 24 July 1897.
27. J.A. Miller House: *La Crosse Republican Leader*, 5 June 1895, 3 July 1895; *La Crosse Chronicle*, 6 June 1895. Louis Miller House: Miller House File, 1309 State Street, University of Wisconsin-La Crosse, Area Research Center, 1990. Schilling House: La Crosse City Tax Records, University of Wisconsin-La Crosse, Area Research Center, 1857-1918; *La Crosse City Directory*, La Crosse: Bunn and Philippi, 1889-1899, 1891. Volz House: La Crosse City Tax Records, University of Wisconsin-La Crosse, Area Research Center, 1857-1918; *La Crosse City Directory*, La Crosse: Bunn and Philippi, 1895,1897; *La Crosse Republican and Leader*, 31 December 1895. Rynning House: *La Crosse Chronicle*, 17 March 1894, 20 March 1894, 26 April 1894, 1 January 1896.
28. *La Crosse Chronicle*, 4 November 1890; *La Crosse City Directory*, La Crosse: Bunn and Philippi, 1890, 1891, 1893.
29. *La Crosse Leader Press,* 28 December 1904, 8 April 1905.
30. *La Crosse Leader Press*, 6 May 1912.
31. For sources of commissions, names and dates: see previous entry under Bentley and Merman in the 1983 Survey and La Crosse City Tax Records, University of Wisconsin-La Crosse, Area Research Library, 1900-1918; *La Crosse City Directory*, Milwaukee: Wright Directory Company, 1909-1932.
32. Parkinson and Dockendorff, Commission List, No. 631., University of Wisconsin-La Crosse, Area Research Center.
33. *La Crosse Tribune*, 16 September 1923; *La Crosse City Directory*, Milwaukee: Wright Directory Company, 1924-1930.
34. Flynn House: Blueprints, in possession of owner, Daniel Flaherty, 1925 King Street, dated 1925; Kinnear House: *La Crosse Leader Press*, 7 March 1914. Dates and Names: City of La Crosse Tax Records, University of Wisconsin-La Crosse, 1900-1918; *La Crosse City Directory*, Milwaukee: Wright Directory Company, 1903-1930.

35. Sources for the dates and names of the following houses taken from: La Crosse City Tax Records, University of Wisconsin-La Crosse, Area Research Center, 1900-1918; *La Crosse City Directory*, Milwaukee: Wright Directory Co., 1903-1950.
36. *La Crosse City Directory*, Milwaukee: Wright Directory Co., 1934-1945.
37. *La Crosse City Directory,* Milwaukee: Wright Directory Co., 1934-1945; *La Crosse Tribune*, 18 February 1996.
38. *La Crosse City Directory*, Milwaukee: Wright Directory Co., 1939-1955.
39. *Ibid.*
40. *Ibid.*
41. La Crosse City Tax Records, University of Wisconsin-La Crosse, 1900-1918; *La Crosse City Directory*, Milwaukee: Wright Directory Co., 1903-1909.
42. *La Crosse City Directory,* Milwaukee: Wright Directory Co., 1934-1939; *La Crosse Tribune and Leader-Press*, 12 December 1943.
43. *La Crosse Chronicle*, 24 July 1892, 12 August 1892; *La Crosse Tribune*, 8 April 1990, 15 July 1990.
44. *La Crosse Daily Press*, 6 October 1897, 7 October 1897 ; *La Crosse Chronicle*, 6 October 1897; *La Crosse City Directory, La Crosse: Philippi and Co., 1901.*
45. Funke and Loeffler Houses: La Crosse City Tax Records, University of Wisconsin-La Crosse, Area Research Library, 1900-1918; *La Crosse City Directory*, La Crosse: Philippi and Co., 1901-1903; Ibid, Milwaukee: Wright Directory Co., 1903-1909.
46. H. Allen Brooks, *The Prairie School*, New York: W.W. Norton and Co., 1972, p. 318; Bentley and Merman Commission Records, University of Wisconsin-La Crosse, Area Research Center.
47. Bentley and Merman Commission Records, University of Wisconsin-La Crosse, Area Research Center; *La Crosse City Directory*, Milwaukee: Wright Directory Co., 1927,1932.
48. *La Crosse City Directory*, Milwaukee: Wright Directory Co., 1918-1932; *La Crosse Tribune*, 20 April 1958, 3 October 1993.
49. *La Crosse Tribune*, 23 April 1930; Crowley Homes Addition Plat, Register of Deed Office, La Crosse County Courthouse, La Crosse, WI.
50. *La Crosse City Directory*, Milwaukee: Wright Directory Co., 1930-1950.
51. *Ibid.*; Carol Edland, "A Brief of Mr. A. Barney Spangler and the Houses He Built," unpublished paper, University of Wisconsin-La Crosse, Area Research Center; Carol Edland, "William Crowley, 1886-1969," unpublished paper, University of Wisconsin-La Crosse, Area Research Center; *La Crosse Tribune*, 3 October 1982.
52. *La Crosse City Directory*, Milwaukee: Wright Directory Co., 1919-1950.
53. Ibid.
54. *La Crosse City Directory*, Milwaukee: Wright Directory Co., 1932-1939; Carol Edland, " A Brief Biography of Mr. A. Barney Spangler and the Houses He Built," unpublished paper, University of Wisconsin-La Crosse, Area Research Center, 1 June 1981.
55. Bayer House: *La Crosse City Directory*, Milwaukee, Wright Directory Co., 1926; Bentley and Merman Commission Record, Bayer House, University of Wisconsin-La Crosse, Area Research Center, 1925; Peg Lennon and Pat Foley, "Artifacts Study, Bayer House," Unpublished paper, University of Wisconsin-La Crosse, Area Research Study, 30 November 1984. Kroner House: *La Crosse City Directory*, Milwaukee: Wright Directory Co., 1930; Bentley and Merman Commission Record, Kroner House, University of Wisconsin-Milwaukee, Area Research Center, 1927.
56. *La Crosse City Directory*, Milwaukee: Wright Directory Co., 1924, 1928, 1932; *La Crosse Tribune*, 22 October 1995; Roderick Robins, "The Nietsch [Beach] House," unpublished paper, University of Wisconsin-La Crosse, Area Research Center, n.d.
57. *La Crosse City Directory*, Milwaukee; Wright Directory Co., 1924, 1928

58. *La Crosse Chronicle*, 16 May 1901; *La Crosse Republican Leader*, 14 May 1901; *The Western Architect*, February 1909; *La Crosse Tribune*, 2 October 1983.
59. *Morning Chronicle*, 31 December 1893; *La Crosse Tribune*, 15 October 1905, 4 May 1969; *The Western Architect*, February 1909; Barbara Widner, "A History of the Albert Funk Residence," unpublished paper, University of Wisconsin-Milwaukee, Area Research Center, n.d.
60. *La Crosse Chronicle*, 20 October 1886, 19 December 1886; *La Crosse Tribune*, 21 December 1980; Mary Jane Brindley, "The History of the Easton-Copeland House," unpublished paper, University of Wisconsin-La Crosse, 10 May 1977.
61. *La Crosse Leader Press*, 13 July 1905, 29 July 1905.
62. Bentley and Merman Commissions Record, University of Wisconsin-La Crosse, Area Research Library; *La Crosse Directory*, Milwaukee: Wright Directory Co., 1919-1932.
63. *La Crosse City Directory*, Milwaukee: Wright Directory Co., 1932-1955; Carole F. Edland, "A Brief Biography of Mr. A. Barney Spangler and the Houses He Built," unpublished paper, University of Wisconsin-La Crosse, Area Research Center, June, 1981.
64. *La Crosse City Directory*, Milwaukee: Wright Directory Co., 1932-1955; Carole Edland, "The William M. Crowley Houses of La Crosse, Wisconsin," unpublished paper, University of Wisconsin-La Crosse, Area Research Center, 1982.
65. *La Crosse City Directory, Milwaukee:* Wright Directory Co., 1932-1955.
66. *Ibid.,* 1924-1932; Carole F. Edland, "A Brief Biography of Mr. A. Barney Spangler and the Houses He Built," unpublished paper, University of Wisconsin-La Crosse, Area Research Center, June, 1981.
67. *La Crosse Democrat*, 12 April 1871; *La Crosse Weekly Republican Leader*, 23 December 1871; La Crosse City Tax Records, University of Wisconsin-La Crosse. Area Research Center, 1864-1888.
68. *La Crosse Chronicle*, 4 July 1903, 6 September 1903; *La Crosse Leader Press*, 22 September 1903, 11 February 1904; *La Crosse Republican, 13 April 1903; La Crosse Tribune*, 18 April 1995; John J. Cole House National Register Nomination prepared by MVAC, La Crosse, WI, July 1987; McDonald Flats File, University of Wisconsin-La Crosse, Area Research Center; La Crosse City Tax Records; University of Wisconsin-La Crosse, Area Research Center, 1857-1918; Sanborn-Perris Map Company, *Diagrammatic and Detailed City Maps Published for Use by Fire Insurance and Mortgage* Companies, New York and Chicago: Sanborn-Perris Map Co., 1884-1906.
69. *La Crosse Leader Press*, 9 April 1913; *La Crosse City Directory*, Milwaukee: Wright Directory Company, 1909-1919.
70. *La Crosse Tribune*, 9 January 1924, 17 May 1924; *La Crosse City Directory*, Milwaukee: Wright Directory Company, 1919-1932.
71. La Crosse City Tax Records, University of Wisconsin, Area Research Center, 1868-1918; La City Directory, 1873-1901; Jacobus House: *La Crosse Liberal Democrat*, 25 November 1876. The construction date of the Jacobus house is problematic because the tax records show a rise in value for the construction date previously reported as 1884 and no corresponding rise to support the 1876 construction date reported in the newspaper. The date 1876 was selected until further information proves otherwise. Gilbertson House: *La Crosse Chronicle*, 1 January 1886. The house built in 1885 was recorded as a frame house--it is possible this house was brick veneered at a later date.
72. *Ibid, 1943-1955.*
73. *Ibid.*
74. *Ibid.*

Architecture of Commerce and Industry



Photo - 1920

Segelke-Kohlhaus Company and Office Building
610 South 2nd Street, 1899, Addition-1912

IV. ARCHITECTURE OF COMMERCE AND INDUSTRY

Commercial construction generally reflects the economic health and activity of the community. Historic commercial and industrial building in La Crosse fall into three periods, dependent primarily on economic growth and phases of architectural taste and styles. However, there is much continuity and overlap of older building forms from period to period. Accordingly to Dr. Sheldon Smith in his 1977 article, "Cultural Continuity and Changes in La Crosse", the first period of growth occurred between 1855 and 1880.(1) During this period, the economy of the City, aside from lumbering, was organized into small shops which retailed the products they manufactured. In this early phase, powerful industries such as Heileman's Brewery, Segelke and Kohlhaus Company, La Crosse Plow Works, J. Torrance and Company and Franklin Iron Works began their development. By 1880-1905 the separation of the manufacturing process from retailing eliminated many small enterprises. To this period of specialized industrial development belong the beginning of the La Crosse Rubber Mills and the Trane Company. In addition, economic development of the commercial and residential areas was supported by the immense profits from the lumber trade. The last period in La Crosse's early history occurred after the logging industry came to a complete half between 1905 and 1910. When the lumber industry collapsed, the adverse effects were offset as smaller enterprises in other industries gradually assumed economic leadership and became the stimulus for further development in the second and the third decade of the 20th century. Generally an increase in construction in La Crosse coincided with the peaks in the periods of economic development outlined above. Some of La Crosse's remaining commercial buildings particularly those in the early period lack all pretense. As the citizens became more affluent and permanently settled, others present a clear attempt by a business to project a certain image. The architectural history of commerce and industry will show the City of La Crosse followed the trend of national styles, although a bit delayed at times. Many excellent examples in the city remain to represent the various styles and types of architecture. Unfortunately due to the varied continual use of the structures over the years, very few of the 19th century or early 20th century store front has remained on the commercial structures. In terms of architectural significance, the lack of integrity of the store front and street level facade has been ignored for the most part.

Included in the 314 commercial and industrial structures identified in the La Crosse Intensive Survey are 93 commercial structures located in the potential La Crosse Commercial Historic District. Twenty of the architecturally significant examples of commercial and industrial architecture are commercial structures in the potential downtown commercial district. Historically, the commercial area of the City of La Crosse is centered on Main Street from 7th Street west ot the Mississippi and for several blocks on either side. Smaller commercial areas developed on the Northside centering first on Copeland Avenue, then on Rose Street and later on Caledonia Street. Eleven structures comprise an extremely historical potential La Crosse Waterfront Historic District, of which 8 are architecturally and historically significant. For the most part, only the extant structures as they exist at present, will be discussed in the following architectural history of commerce and industry. Many of the structures important to the architectural development of La Crosse have been

demolished within the last 20 years.

EARLY PERIOD OF DEVELOPMENT 1855-1880

Commercial Structures, 1860's

It can be assumed the first period of commercial development in La Crosse began with the construction of Nathan Myrick's log house and store in 1842.(2) A decade later in 1853, La Crosse contained 37 commercial and industrial concerns.(3) Noticeable commercial development began in the mid-1850's when the Milwaukee Railroad and the Mississippi River transportation systems opened La Crosse to apparent limitless opportunity. The many early fires in the commercial district in the 1850's and 1860's apparently wiped out most frame commercial and industrial architectural representatives from this period while "modern progress" such as the urban development of the 1960's deestroyed the remaining substantial structures.

Frontier life demanded simple and economical solutions to building needs. A few such structures remain in the downtown commercial district of La Crosse. The earliest documented significant extant commercial structure identified in the La Crosse Survey is the modest two-story brick John Voegle Building at 215 Pearl Street (Map Code 81-3) constructed as a grocery store in 1866.(4) Identical to adjacent structures at 211 and 213 Pearl Street (Map Code 81-4 and 81-6) built when John Voegle expanded in 1868 and 1872,(5) the two-story early vernacular commercial structures are characterized by a plain moulded brick projecting cornice, decorative window heads, and simple 1870's cast iron decoration around the entrance door. The best preserved of the extant early commercial structures in the city, the Voegle buildings are architefturally significant examples of early vernacular commercial architecture, frequently built with residential quarters for the owner on the second floor. Generally described as vernacular, the decorative window heads suggest the building was constructed when Italianate style architectural details could be readily obtained. A similar structure also constructed by Fred Kroner for his first hardware store in 1867 at 219 Pearl Street (Map Code 80-36)(6) in the process of restoration is adjacent to yet another similar structure completely altered but retaining its Corinthian styled cast iron columns at 721 Pearl Street (Map Code 80-35). Slightly more ornamental but hardly described as a particular style, the brick commercial structures constructed in 1868 on Main Street after the March 24, 1868 fire that destroyed three blocks between Second and Third Streets,(7) on both sides of Main, have been seriously altered by stucco at 218-222 Main Street (Map Code 21-10), covered by a modern screen facade (Map Code 75-17) at 100 South 3rd Street or are in the process of demolition at 227-231 Main Street (Map Code 21-8 and 78-24). The Mrs. Henry Hunt Building (Map Code 21-2) at 329-333 Main Street also constructed in 1868 and enlarged in 1884(8) is a good small vernacular commercial structure that has retained its corbeled brick cornice and projecting pediment shaped window heads. The adjacent 1868-1869 metal cornice decorated building constructed for commercial and residential use by August Steinlein, who was associated with the newspaper, The Nord Stern, received a new facade (Map Code 78-30) sometime after 1892 during its tenure as a sample room for the Heileman Brewery.(9)

Developing too late for the Greek Revival style popular prior to 1860, La Crosse's commercial structures of the 1860's were influenced by the Italianate style that dominated America's commercial districts and the French mansard roof style fashionable in the cities of the East during this period and favored by the local architect W. J. Nichols.(10) The Italianate style was more often revealed in the ornament and the windows of a commercial building than in its total plan and silhouette as in the previous essentially vernacular commercial examples on Pearl Street. Under the screened front of the Rodolf Building at 100 South 3rd Street (Map Code 75-17) exist the earliest extant representative of the typical Italianate commercial structure. Constructed of red brick in 1868,(11) the structure has ornate cut stone window heads and a corbeled and cut brick cornice visually supported by stone capped brick piers. The cast iron columns and lintels, which revolutionized masonry construction by the 1850's in the East, originally existed on the Main Street storefront to support the upper floor. The Rodolf Building was enlarged on the west side in 1870 and 1878.

Industrial Structures and Transportation Structures, 1860's

Almost no architectural representatives of industrial development in the 1860's are known to remain

in the city. Part of the original Gund and Heileman Brewery complex constructed of local limestone in 1859,(12) the Brew House, articulated by stone piers and dentil blocks bordering the top of the facade, is the earliest known industrial structures remaining in the city. Called the Buck Brewery in 1859 and later called the City Brewery, the structure ornamented by carved stone and metal plaques and stained glass windows, has lost a great deal of integrity through additions and alterations of its site at 1000 South 3rd Street (Map Code 21-27).

When the railroad reached La Crosse in 1855, it was the most important single business enterprise in La Crosse, centering in North La Crosse. Outside the historic railway routes that remain in the city, the first seven stalls of the old Milwaukee Round House at 300 Milwaukee Street (Map Code 12-22) are reported to be the earliest remnant of the beginning of the important railroad era.

Commercial Structures, 1870's

Commercial architecture in La Crosse reflected the accelerated growth apparent in its economy of the mid-1850's and in the growth of the American economy as well. In the 1870's, in spite of the Depression of 1873, times were prosperous in the city. The lumber interest was the most important single industry. The buildings grew in size as the demand for retail and office space grew. By the 1870's, exteriors became increasingly complex and enriched by elaborate ornamentation as the wealth of the city grew. The construction of more elaborate buildings in the fashionable styles had already begun in the late 1860's. The French styled Mons Anderson Store constructed of stone on the corner of 2nd and Main Street (not extant)(13) and large Italianate structures, the previously mentioned Rodolf Block and the La Crosse Opera House owned by "Brick" Pomeroy at the corner of 4th and Main (not extant) built in the last few years of the 1860's set the stage for the architectural expression of the increasing commercial wealth of the 1870's and the building boom of the 1880's and 1890's in La Crosse.

In America, architects and builders adopted a wide variety of architectural styles for places of business. Based on the evidence presented by the extant structures, the Italianate style was the most prevalent influence in La Crosse in the 1870's. Italianate design sources, the most popular commercial style in America, were used eclectically to create the commercial Italianate style. One of the three most architecturally significant examples of the commercial Italianate style, the Charles B. Solberg Building constructed in 1870 at 127-129 South 3rd Street (Map Code 2-5)(14) is of a restrained Italianate style more dependent on Renaissance design sources than the more exuberant later Victorian Italianate mode. Historically significant as the site of the office of the founder of Gundersen Clinic, the Solberg Grocery Store Building has an elaborate bracketed projecting metal cornice decorated by modillions and medallions as well as carved round arched window hoods on the third story and highly ornamental flat arched window heads carved in a floral design on the second story. Enlarged by a new two-story structure in a vernacular commercial design used for the wholesale part of the grocery business in 1876, the facade of the main structure is compartmentalized by pilasters and projecting belt courses. Placed on the NRHP in 1983 as a representative of the Victorian mode of the Italianate commercial style, the Healy Block was built in sections at 200-212 Main Street (Map Code 80-22) during the period of 1872 to 1878 for commercial rental purposes.(15) The Italianate influenced design has excellent elaborate metal ornamentation supplied by the local W. Hirshheimer Company including the projecting bracketed and dentil trimmed cornice, round and segmental arched window hoods as well as cast iron pilasters and grooved Corinthian columns defining the store fronts. The two-story well preserved structure with a third floor on the west has red brick exterior walls articulated by corbeled brick work, brick piers and belt courses. Showing similar characteristics, the F. Doerre Building at 302 Pearl Street (Map Code 21-17) constructed in 1879(16) is a less significant but pleasing example of the Italianate influence. The last of the three architecturally significant structures influenced by the Italianate commercial style in the 1870's is known as the second Pamperin and Wiggenhorn Cigar Company Building at 113 South 2nd Street (Map Code 82-5).(17) Still serving the tobacco industry today, the two-story brick commercial building has the elaborate sheet metal bracketed and dentil cornice and elaborate metal window hoods associated with the late Victorian Italianate style. Most unusual for La Crosse, the historical Pamperin Building restored in 1975 has retained the original cast iron and copper store front.

Typical of the tall narrow commercial structure influenced by the Italianate style that are found in

downtown La Crosse for the most part on 3rd, 4th and Pearl Streets, the Peter Wehrers Building at 118 South 3rd Street (Map Code 75-20) is a rather elaborate later Italianate influenced design of 1873 by the local architect Charles J. Ross.(18) Character-ized by a rather wide galvanized iron cornice projecting over a band of ornament including dentils, brackets and a row of zinc lion heads, the three-story, three bay Wehrers Building retains the round arched window hood on the third story and segmental arched window heads on the second story, an arrangement typical of the Italianate style. Two good examples similarly influenced by the Italianate style constructed in the mid-1870's exist across the street at 125 South 3rd Street (Map Code 75-33) and 123 South 3rd Street (Map Code 75-32). Exhibiting the corbeled brick cornice generally found on 19th century vernacular commercial structures, the two-story building at 304 Pearl Street (Map Code 81-13) built by John Walter to house his sample room in 1878 (19) uses only the elaborate keystone accented articulated window heads over the long narrow windows associated with the Italianate style to give a fashionable appearance. Ready made architectural details that could be easily obtained made this manner of flavoring essentially vernacular structures with the fashionable or the popular style of the day an economical as well as quick way for any builder to have a "modern" appearing building.

Vernacular styled buildings continued to contribute to the overall architectural environment of the City in the 1870's. Structures such as the Bodega at 120 South 4th Street (Map Code 77-27), which is actually two buildings both constructed in 1876 (20) as a saloon and a corner grocery store, continue to exhibit the projecting moulded brick cornices, dentil trim and arched windows commonly found on 19th century vernacular brick commercial structures that remain in La Crosse.

Less common to the present architectural environment are the remains of the vernacular commercial styled examples of the stone construction, a popular building method in the 1870's. Very few examples of stone commercial construction remains in the city. Stone back walls exist on the structures with brick facades on the east side of the north end of the 100 block of North 4th Street. The only structure in the group to retain a stone facade, the two-story commercial building at 122 North 3rd Street (Map Code 75-28) characterized by a bracketed, projecting wooden cornice and a "Luxfor prism" type transom window remains undocumented. Another group of stone commercial buildings is located in the original Northside commercial center on Copeland Avenue. Architecturally significant because it is the best remaining example of a small vernacular commercial building of stone construction in La Crosse, the three-story John O'Neil Building at 522 Copeland Avenue (Map Code 93-16) was built of cut blocks of local limestone in 1877.(21) A cut-stone projecting cornice, parapet and flat stone triangular pediment shaped window heads remain on the building while the store front has been completely altered. The stone facades remaining on the adjacent stores in the block are of a similar type and construction. Antoher remnant of the once important stone construction industry is the old Otto Kiene Pork Packing House (Map Code 34-31), later known as Schams Brothers Packing House on South Avenue just south of the Gund Brewery.(22)

Industrial and Transportation Structures, 1870's

With the expansion of rail and water transporation, industrialization grew rapidly in La Crosse. The proliferation of three, four, and five-story red brick factory buildings proclaimed the progress of the nation as well as that of La Crosse. Factory complexes and flour and lumber mills clustered along the rail lines and river fronts, many built with the tall smoke stack necessary for the production of steam power used to drive the machines. Although architectural representatives from the early era are practically non-existent in La Crosse, the city is fortunate to have retained an architecturally significant industrial structure from the early period of industrialization. Constructed of brick in 1871, the Smith Foundry at 100 King Street (Map Code 15-19) more commonly known by its later name, the John James Foundry,(23) has exceptional integrity including the prescribed smoke stack. Exhibiting the multi-paned segemental arched windows typically found in utilitarian structures of the 19th century, the brick exterior is further articulated by full-length brick piers while stone keystones accent the window arches. The Franklin Iron Works Foundry at Gould and Caledonia Street in North La Crosse (Map Code 12-17)(24) is a less significant representative of an industry that was essential to construction and manufacturing in 19th century La Crosse. The integrity of this one-story structure built for Hill and Goddard in 1872 was seriously altered when it was partially demolished in 1983.

The remaining architecturally significant example of industry in the 1870's in La Crosse is associated

with the early railroad era so essential to La Crosse's role as the "Gateway" City. Construction in 1876,(25) the Milwaukee Road railroad bridge (Map Code 13-9) across the Mississippi and the Black River is significant as an example of early railway construction in the upper Midwest.

THE BOOM YEARS, 1880 - 1905

Although the population of La Crosse doubled from 7,785 to 14,505 in the 1870's,(26) the visual evidence of the remaining structures in the City indicate more elaborately styled structures were not constructed in noticeable numbers until the mid-1880's. Another 7,000 increase in population in the 1880's, and the addition of 29 good sized industries besides lumbering created the need for a massive building effort in the 1880's.(27)

Commercial Architecture, 1880-1905

Architects and builders in this period adopted a wide variety of architectural styles for commercial buildings, which is reflected in the La Crosse architecture of the 1880's and 1890's. Italianate, Romanesque, Queen Anne, Classical, Gothic and vernacular styles were among the sources which shaped the architectural environment of La Crosse during this period. Commercial architecture in La Crosse in the 1880's and 1890's continued the earlier Italianate fashion, which was popular generally in America from 1800 to 1880. However, the architecture of the commercial district reflects a definite taste of the Romanesque Revival style. A return to an interest in form and order occurred by the 1880's in the East, but the resulting Classical Revival did not affect commercial architecture in La Crosse until the 1890's. 19th century vernacular styled buildings continued to be built in surprisingly large numbers during the 1880's and 1890's in La Crosse.

Italianate Revival Styles

When the Italianate style generally began to decline in popularity by the 1880's in America, La Crosse commercial structures in the 1880's continued to be influenced by the Italianate style. The Bliss and Sill Building at 307-309 Main Street (Map Code 78-25) constructed in 1885(28) as an additional to the Post Office Block on the corner of 3rd and Main (not extant) and the Gantert Block completed in 1885(29) essentially show Italianate influence of the 1870's as they were built in the same mode as the original structures. Both are characterized by elaborate window heads of different styles on each story and large projecting cornices that are typically associated with the Italianate style.

Many of the buildings known to have been constructed during the period were influenced to some degree by the Italianate style. Variations on the modes of Italian Renaissance architecture used in an eclectic manner were very popular in the later 19th century. The Italianate influenced George Zeisler Building in 201 Pearl Street (Map Code 81-8), constructed in 1886,(30) exhibits the more eclectic nature of the architecture of the 1880's in La Crosse. The Italianate influenced iron projecting cornice further characterized by classical pediments for vertical emphasis is accompanied by white stone bands linking the flat stone window heads and sills associated with the constructional coloration of the Victorian Gothic and Romanesque styles. Exhibiting notable integrity, including grooved iron pilasters framing the recessed double leafed door, the George Zeisler Building originally the site of the Hobel and Cook Sample Room,(31) is an architecturally significant example of the small commercial structure typical of La Crosse in the 19th century.

Italianate architectural details were frequently used to "modernize" older vernacular structures. When the western bays and the east upper story was added to what was probably a vernacular commercial 1874 brick, two-story structure at 205-209 Pearl Street (Map Code 21-14) a sheet metal cornice with a triangular pediment in the Italianate style was used to unify the structure into a more fashionable design. Built by Vincent Schwarz as a furniture store in 1887, the structure was converted to the Bronson Hotel in the 1890's.(32)

By the 1890's, the Italianate style in La Crosse could best be described as eclectic. Still exhibiting the prescribed highly decorative projection, iron cornices that identifies the commercial Italianate style, the Doerre Building at 135 South 4th Street (Map Code 77-10) also has a Queen Anne styled oriel window, construction coloration officially associated with the Victorian and Romanesque styles and round arched windows found in the classical or Romanesque styles. The only structure of three similarly styled buildings on South Fourth Street to have retained the integrity of its upper facade entirely, the Doerre Building constructed in 1890(33) has a completely altered store front. Exhibiting the best integrity of the three structures, the more elaborate Leinlokken Building by William Parker in 1891(34) at 203 South 4th Street (Map Code 77-5) combines red brick, white stone, terra cotta panels, stained glass, and leaded glass. The renewed interest in classical design sources is clearly displayed in the floral and swag decorative panels between the floors and on the entablature of the bay window as well as in the full-length projecting applied pilasters design with base and articulated capitals placed at the ends of the tall narrow facade to visually support the entablature at the top of this architecturally significant example of the eclectic mode of late 19th century Victorian Italianate Revival architecture in La Crosse. Constructed originally as a two-story bank, the Leinlokken Building was remodeled by the Tausche Hardware Company to include a third half-story for use as their office building.(35)
The original cornice raised above the half-story was visually supported by small decorative piers. The store front characterized by leaded glass transon windows, cast iron rail that defined the street entrance to the basement and a recessed elevated double leaf entrance door is of the best prescribed 19th century store front in downtown La Crosse.

Throughout the 1880's and 1890's, many of the small two-story commercial structures were influenced by an Italianate style that had lost its brilliance. A projecting bracketed iron and occasionally wood cornice was the primary architectural detail used to convey and Italianate character. Frequently found as a single commercial structure or as part of a group of several commercials structures in the residential areas of La Crosse, the Italianate influenced red brick structures were further ornamented by white stone, window heads linked by stone heads, which served to emphasize the structural parts in a manner associated with the polychromatic Victorian Gothic and Romanesque styles. The Northside commercial district on Rose Street that developed during the 1880's is composed primarily of this type of commercial structure. The Nein Building at 715 Rose Street (Map Code 87-31) constructed in 1889,(36) and the Reichert Block of 1888(37) at 901-903 Rose Street (Map Code 20-34) are part of the Rose Street commercial center. The E. Apsey Block at 1217 Caledonia Street (Map Code 14-3) was built during the 1890's when the Northside Caledonia Street commercial district was in the active stage of development.

Late 19th Century Eclectic Styles

Nineteenth century scholarship provided architects and their clients with an ever increasing choice of styles. In the uninhibited post-Civil War years, mixed styles were condoned and encouraged as a route to a new American style. When well done as in Richardson's eclectic Romanesque Revival style, it was regarded as a bold new style; when badly done, as many were, it resulted in an awkward design that appeared to lack identity or in a positive light had its own special character. All of the architecture of the 1880's and 1890's in La Crosse was eclectic to a certain degree. Only those not dominated by one particular influence or style will be discussed under the title of the 19th century eclectic styles.

During the late 1880's and 1890's, many of the larger commercial structures were the designs of the local architects, Stoltze and Schick. When their classical based training blended with prevailing architectural trends, the architectural designs of Schick and Stoltze can best be described as eclectic. Two similarly styled three-story commercial structures were designed by the Stoltze and Schick firm active as a partnership from 1887 and 1899. Exhibiting a similar stylistic device of paired two-story bay windows the C. And J. Michel Building at 115 South 3rd Street (Map Code 2-2) was built in 1892(38) while the John Rehfuss Building (Rehfuss House: 1732 Cass Street, Map Code 62-27) at 412 Main Street (Map Code 19-12) was a later design of 1894.(39) The red sandstone trimmed red brick Rehfuss Building exhibits a projecting cornice influenced by the late Italianate style supported by brackets on the on the fringe area and a parapet and rectangular pediment extends across the top of the facade and continues around the corner to include one-bay of the west

elevation. Two-story oriel windows associated with the Queen Anne style and a row of small round arched windows of the Romanesque Revival style form an arcade across the top of the center window bays. Staged full-length brick pilasters generally associated with classical designs divide the brick surface vertically, projecting from the surface with capped ends terminating in the cornice. Dentil trim, floral designs and the suggestion of metopes and triglyphs on the second story windows pressed in the metal covering the oriel windows suggest an additional Neo-classical influence. Although not the best example of commercial architecture designed by Schick and Stoltze, the Rehfuss Building ranks along with the Tillman Brothers Furniture Block (116 South 4th Street, Map Code 77-28) as one of the two best preserved examples of Schick and Stoltze commercial architecture in the City of La Crosse. Originally rented to the L. Coren Dry Goods Company for many years, the Rehfuss Building is architecturally design in La Crosse. The C. and J. Michel Building at 115 South 3rd Street (Map Code 2-2), the site of the popular Bijou Theatre in the first decade of the 20th century,(40) is of similar design but in deteriorating condition. An earlier design of c.1885, the Gund Building(41) at 323 Pearl Street (Map Code 80-25) also an architecturally significant structure has a single two-story three-part oriel or bay window framed by iron colonettes centrally place in a design showing a great deal of Neo-classical influence.

Featuring a corner turret that is associated with the Victorian Queen style, Stoltze and Schick designed the architecturally significant combined residence and grocery store for F. R. Hickish at 830 Vine Street c.1891.(42) The best 19th century example of the combined residence and neighborhood store remaining in La Crosse, the eclectic Hickish Store is characterized by the prominent rectangular pyramidal roofed corner by or turrent ornamented with brackets, cornice, and patterned shingles over the entrance, white stone window heads and string courses associated with the Victorian polychromatic styles and a blind Romanesque styled arch over paired windows in the upper facade.

The majority of the commercial structures of the 1880's and 1890's in La Crosse show the influence of constructional coloration, a theory of ornament promoted by John Ruskin in the mid-19th century. In his book, Seven Lamps of Architecture, Ruskin proposed the theory that color must not be applied but must be an integral, permanent part of the construction and must serve to emphasize the structural parts of the design. Although the polychromatic appearance accomplished through the use of colored patterns of stone and brick was not carried out in an elaborate manner in La Crosse, the red brick common commercial designs frequently used white stone bands, window heads and accents to define the structural parts. Often the polychromatic effect was combined with the Italianate bracketed projecting cornices as in the previously cited structures of Italianate influence. Constructional coloration was combined with the architectural details of other 19th century historic styles as well. White stone accents and an oriel window associated with the Queen Anne style was used in the Peter Schintgen Building at 225-227 North 3rd Street (Map Code 75-10), which is visually dominated by the large round Roman arched recessed entrance. The battlements and blind round arch above the heavy corbeled brick cornice associated with the Romanesque style is used with flat white stone window heads, accents and bands in the 1884 Thorstad Building at 401 South 3rd Street (Map Code 75-36).(44) Constructional coloration also was combined with less compatible classical details such as pediments and entablatures on the 1886 Berger-Stirneman brick block at 500-506 Main Street (Map Code 19-7).(45)

Queen Anne

The architectural significance of the only Queen style commercial style remaining in La Crosse has been seriously altered. Exhibiting the variety of textures, shapes and the picturesque roof line of the style, the tall, narrow State Bank Building designed in red brick and tile by William Parker in 1885 at 311 Main Street(46) has lost its bay window and the store front essential to its character.

Queen Anne elements commonly were used on the eclectic 19th century architecture in La Crosse. The most elaborate eclectic design utilizing the Queen styled corner turnet is the Victorian, polychromatic Exchange State Bank and Masonic Temple constructed of brick in 1887 at 800 Rose Street (Map Code 20-30).(47) Although the Exchange State Bank Building is an architecturally significant eclectic example of the Queen Anne influence, the Masonis temple section of the building has suffered unsympathetic alterations. The Queen Anne influenced corner tower or turret over the corner entrance is featured in other red brick structures built in the later 1880's until the turn of the century in La Crosse including the 1891 F. R. Hickish Grocery and

Residence at 830 Vine Street (Map Code 22-10), and the Haller Building at 601 South 3rd Street (Map Code 3-29) of c.1905.(48)

Another common architectural detail of Queen Anne influence, the oriel or bay window characterized La Crosse commercial structures built during the 1880's, 1890's and continued on into the early 20th century, most of which have been since removed. Significant examples remain on the 1894 John Rehfuss Building at 414 Main Street (Map Code 19-12) and the Gund Building of c. 1885, at 323 Pearl Street (Map Code 80-25).

Romanesque Revival Styles

Revival of Romanesque architecture a round arch medieval style, began in the 1840's in America. By the 1880's, the strong Romanesque inspired designs of Henry Hobson Richardson had created a distinctly American style of architecture, which became known as Richardsonian Romanesque. In a relatively short time after Richardson developed his personal style, the new Romanesque began to influence the largest commercial blocks in La Crosse, creating a highly visual impact on the architectural environment of the commercial district. As early as 1885-1886, Alexander McMillan had an office building of a massive Romanesque design constructed on the corner of 4th and Main (Map Code 19-10).(49) Probably designed by an architect from one of the nearby cities, the McMillan Building now used as the State Bank illustrates the imposing sense of massiveness, rockfaced masonry, and rhythmic arcades several stories tall which are trademarks of Richardsonian Romanesque. Typically stone mullions divide the rectangular and arched window groups. The street level facade on Main Street, unfortunately, is completely altered.

The year after the McMillan Building was completed, Solon-Spencer Beman, a prominent Chicago architect, designed the Batavian Bank (House of Van Steenwyck: 237 South 11th Street, Map Code 3-18) at 319 Main Street (Map Code 21-6)(50) in a Richardsonian Romanesque style. Characterized by a Mediterranean type arcade of small arches supported by short Romanesque styled columns that visually echo the colossal two-story Romanesque arches found in its stone facade, the brick and stone structure is topped by a projecting cornice. Handsome massive round arches that contained bay windows and the entrance formed the lower facade, which was removed c. 1958.(51) Further ornamented by carved panels of Romanesque foliage, the bank building is essential to the architectural character of Main Street. The Batavian Bank Building is an architecturally significant example of Richardsonian Romanesque architecture in La Crosse as well as an interesting example of a relatively small building by S. S. Beman.

Soon after the construction of the Batavian Bank and of the McMillan Building, commercial designs of local architects began to show the effects of Richardson Romanesque in simpler renditions. Substituting brick for stone resulted in the less massive design for the Tillman Brothers Furniture Block at 116 South 4th Street (Map Code 77-28) by Stoltze and Schick in 1889.(52) Owned by the Tillman family from 1889 until 1962, the Tillman Brothers Furniture Block visually dominated by colossal round arches that are echoed in the smaller arcade across the upper story has retained the bay window and the cast iron pilasters, trim and curvilinear mouldings above the round Romanesque arches. Although the store front has been altered, the Tillman Building is the best brick interpretation of the Romanesque Revival in the commercial district of downtown La Crosse.

Three other commercial structures known to be designed by the partnership of Stoltze and Schick show the influence of the Romanesque Revival in a less massive manner than generally found in the Richardsonian Romanesque mode. Less significant architecturally than the Tilman Building design, the facade of the historically significant E. R. Barron Building at 426 Main Street (Map Code 19-13) is divided horizontally by belt courses and articulated by a one-story arcade of second-story windows. Constructed in 1891, the building houses the E. R. Barron Department Store until 1980.(53) An earlier design by Stoltz and Schick, the Odd Fellows Building at 121 South 4th Street (Map Code 77-21) in 1887 (54) exhibits similar ornament than the later Tillman Building. However, the design lacks the massiveness of the style, and in addition, the structure has lost the necessary integrity. Similarly, the three-story George Metzger Building (George Metzger House: 1025 Main Street, Map Code 3-11) at 306-312 Pearl Street designed by Stoltze and Schick in 1892 with an arcade of windows on the second floor and a strong horizontal division of the facade into three parts is architecturally less significant than the Tillman Building.

The Romanesque Revival style arcade of windows on the upper story was a stylistic device used to

give a sense of style to less elaborate commercial blocks in late 19th century La Crosse. The large brick Bartl Building at 413-417 Jay Street (Map Code 81-19) built to sell the products of the Bartl Brewery in 1892 (55) is characterized by the round arch of the Romanesque Revival.

Neo-Classicism

The trend toward control and the search for clarity in architecture began in the 1880's in America, reaching La Crosse in the 1890's. The return to classical design was initiated on the East Coast while Chicago and the Midwest were strongholds of Richardsonian architecture as evidenced by the influence apparent in La Crosse architecture of the period. However, under the push for Neo-classicism fueled by the Columbian Exposition in 1893, the Richardsonian Romanesque gave way to the Neo-classicism of the "City Beautiful Movement" even in the Midwest and in La Crosse.

Although able to work in all of the 19th century styles, Stoltze and Schick were never able to completely rid their designs of their classical training. In some of their late 19th century structures, Schick and Stoltze show more classical influence than others. The rather flat surfaced John Gund Brewery Building on 4th and Jay Streets (Map Code 77-23) constructed in 1894 to houses two stores, offices and flats on a second and third floor hall is the most Neo-classic of all their late 19th century La Crosse designs.(56) Neo-Grec ornament remains on the frieze of the seriously altered brick block. A pediment, stages pilasters, entablatures, and a balistrade on the roof of the round bay window are architectural details associated with the Classical style on the better preserved Klein Building at 207 South 4th Street (Map Code 77-4) designed by Stoltze and Schick in 1892.(57)

The best Neo-classical - Renaissance Revival styled commercial structure remaining in La Crosse, the Wisconsin Telephone Company Building at 125 North 4th Street (Map Code 77-34) designed by the classical influenced architect H. J. Esser of Milwaukee in 1900, was constructed under the supervision of the local architect Schick in 1901.(58) A projecting terra cotta cornice ornamented by classical mouldings and dentils with a parapet above and minor cornice above the rusticated lower story divides the architecturally significant structure horizontally. Notable terra cotta ornament including door surrounds, projecting cornice and a lion resting on the cornice over the north entrance remain on the gold-tone brick structure. Terra cotta fluted Doric columns flanking the entrance were added when Otto Merman remodeled the structure for the Security Savings Bank in 1920.(59)

Much of the Neo-classic influence exhibited in La Crosse during this period was through the use of ornamental designs of a classical nature. Festoons or garlands of fruit and flowers associated with the Classical style were pressed into the metal frieze on the early 20th century Horner Building at 1220 Caledonia Street(60) (Map Code 14-2), into the metal covering on the corner turret of the Haller Block at 601 South 3rd Street (Map Code 3-29) in 1905(61) as well as many other small commercial structures in the City.

Chicago Commercial Style

Between 1890 and 1915, the development of modern building technology contrasted with the trend toward historic classical Revival styles emphasizing order, symmetry and restraint. During this period, historic styles continued to play a role, particularly one of transition between the old and the new. Often dependent on historic styles for ornament, the Commercial style of Chicago was dominated by a skeletal appearance. The metal structural frame supported the building, freeing the exterior walls for large window areas.

The best example of the Commercial style in La Crosse, the 1903 four-story, brick Doerflinger Store is a simple "Classical" cornice topped structure with recessed wall panels outlined with classical mouldings that form a frame for the large three-part Chicago styled window. Located at 400 Main Street (Map Code 19-11), the historically and architecturally
significant Doerlinger Department Store, is the first building of modern construction in the City and the best example of La Crosse commercial architecture by the local firm of Schick and Roth.(62)

Vernacular Styles

Vernacular continued to be constructed in the 1880's and 1890's in a similar style as the earlier 1860's and 1870's in La Crosse. Typically the Callahan Block built in 1881 with an identical addition in 1884 at 425 Main Street(63) (Map Code 19-8) exhibits a corbeled and cut brick cornice ornamented with dentil trim and simple rectangular plain stone window heads. As late as 1905, the corbeled and cut brick cornice associated with 19th century vernacular structures characterized the large brick Wisconsin Power and Light Building at 518 Logan Street (Map Code 88-3).(64) Most vernacular structures of the late 19th century were not made fashionable by the projecting articulated window heads associated with the Italianate style as in the earlier decades. Instead the newly fashionable Queen Anne styled oriel window (now gone) was used to give status to the 1884 addition of the Callahan Block.

Small frame commercial structures continued to be constructed in the late 19th century outside the central commercial district of La Crosse on the Northside and in the neighborhoods. Generally a simple gable roofed one or two-story structure, a false front or parapet was added to conceal the gable and create the allusion of a large commercial structure. A frame commercial structure with grooved wooden pilaster ornament is located at 1100 South 6th Street, while structures with false fronts are located at 327 North 8th Street (Map Code 43-25), 801 South 5th Avenue (Map Code 40-31) and 1115 Caledonia Street (Map Code 89-4).

Industrial and Transportation Structures, 1880 - 1905

During the period 1880 - 1905, the small craftsmen either shifted completed to retailing or expanded their shops into factories with markets developing on a regional and a national level. The industrial history of La Crosse before 1900 shows two trends: the establishment of plants for the processing of local natural resources and the provision of articles most in demand by local consumers. In the last two decades of the 19th century when La Crosse became the second largest city in Wisconsin, 30 new industries were founded in La Crosse.(65)

Few architectural representatives of the late 19th century industrial boom have survived the march of progress. Of the many constructed from 1880 to 1905, only seven known architecturally significant industrial and related structures remain in the City. The earliest known remaining structure associated with the Cargill Company are the three round brick grain elevators constructed c.1880, at the intersection of Front and King Street (Map Code 15-18).(66) An important architecturally significant element in the proposed Waterfront Historic District, the Cargill Elevators continue to be used at the present time.

The dramatic increase in the business of brewing for local markets and distribution centers outside the city required more new construction for the major breweries in the City. When fire destroyed the John Gund Brewery on September 22, 1897, a new brick complex designed by Louis Lehle of Chicago replaced competely the old stone structure on South
Avenue (Map Code 9-17, 9-15, 9-16).(67) Although using "modern" iron and brick construction, the Gund Brewery exhibits a historic architectural character. Designed in the eclectic late 19th century red brick style, the Gund Brewery buildings or Empire Brewery as it was know then all are characterized by white stone window lintels, arches, and articulated stone and brick voussoirs as well as white stone bands and foundations. The Gund Stable (Map Code 9-15), which has retained the most integrity, and the Bottling Works (Map Code 9-16) exhibits battlements associated with the Romanesque Revival style along the roof lines. One of the principal industries of La Crosse and the largest brewery in the Northwest at the turn of the century, the Gund Brewery Complex is treated in the La Crosse Survey as a historically significant complex with a lesser degree of architectural significance because of the loss of integrity. The C. and J. Michel Brewery constructed their large new building at 710 South 3rd Street (Map Code 18-1) at the turn of the century. An architecturally significant structure, the Michel Brewery also is characterized by historic architectural details including corbeled brick cornices, articulated keystones as window ornament, and a central entrance tower with a large Syrian arch entrance and pilasters framing the tower facade.

When the Segelke-Kohlhaus complex at 2nd and King burned in 1897, the new factory structure was constructed at 604 South 2nd street (Map Code 82-8)(68) in 1898. Constructed in several parts through the years as need arose, the architecturally and historically significant brick structure exhibits the segmental arched

multi-paned windows of the late 19th century utilitarian structure. Multiple round arched doors provide entrances to the structure on all sides of the building. Designed with a pyramidal roofed four story corner tower (now gone) the Segelke-Kohlhaus Building is decorated by no historic ornament other than brick piers, which divide the wall surface.

Another architecturally significant structure associated with the creation of a product is one of the last two Plow Company structures remaining in La Crosse. Constructed in 1902, (69) the four-story rectangular brick warehouse at 214 Pine Street (Map Code 79-7) is not quite as utilitarian as many industrial buildings of the era. Showing a definite Neo-classic Renaissance influence, the facade of the Plow Company Building is articulated by full length clapped brick piers, by a rusticated lower story, a cut-brick cornice and multi-paned segmental arched windows.

Before the revival of the classical influence in architecture in the 1890's, the Italianate was one of the most popular influences on commercial architecture. As late as 1893, the rather plain, utilitarian Fred Kroner Hardware warehouse at 300 South 3rd Street (Map Code 3-26)(70) was made fashionable by the addition of a projecting cornice associated with the Italianate style. Although important as an example of a 19th century warehouse structure, the Kroner Building reused for a restaurant and apartments is not architecturally significant.

New railroad structures were needed as the number of railroad lines increased and service expanded to South La Crosse and across the Mississippi River to Minnesota and the Northwest. Two architecturally significant industrial structures associated with the Milwaukee Railroad were constructed during the 1880's. When the Milwaukee Road absorbed three other railroads, the need for a new larger facility arose. Influenced by the prevailing Italianate Revival style of the period, the gable roofed, two-story Chicago, Milwaukee, and St. Paul Freight Depot of creme brick at 107 Vine Street (Map Code 79-10) has flat window hoods over long windows and a one-story cupola topped extrusion to the north. Restored and reused as a restaurant in 1978, the 1880 structure was used as a freight depot until 1955.(71) After the Milwaukee Railroad bridged the Mississippi from the foot of Island Street, railroad shops were built nearby. Featuring a rounded facade of brick with wooden units of multipaned nine over nine windows, the Milwaukee Road Round House constructed in 1883 (Map Code 12-22) has a clerestory.(72) Built during the great coast to coast period of rail construction in the Untied States, the Round House is an architecturally and historically significant representative of the railroad era in North La Crosse.

THE EARLY MODERN PERIOD, 1910 - 1940

After the end of the lumber industry between 1905 and 1910, very little economic growth in the City of La Crosse occurred until the 1920's. As the population grew from 30,421 in 1920 to 39, 614 in 1930, the local construction industry boomed. While architects and engineers perfected the steel frame created for the tall 19th century Chicago Commercial structure, commercial architecture in the early decades of the 20th century were marked by two strong contrasts. It was a period in which modernism and nostalgia developed simultaneously. There was an attempt to establish a severe geometric utilitarian architecture free of historicism. The inspiration for this Early Modern architecture found in contemporary work in France, Germany, and Holland resulted in the building styled called Art Deco and Art Moderne built in La Crosse in the 1930's. On the other hand, architects and builders continued to design in the manner of the 19th century historic styles as well. Period revival commercial structures such as Neo-classical, Mediterranean and English Tudor were identified in the La Crosse Architectural Survey.

Historic Styles

Few commercial structures associated with the historic styles were documented from the Early Modern period in the La Crosse Survey. Local architects Bentley and Merman and Parkinson and Dockendorff created many school and church structures in the historic styles but relatively few commercial buildings. The historic details often were used by these architects to soften the relatively severity of their early 20th century commercial structures.

Vaguely associated with the Mediterranean style, the O. J. Oyen Building at 509 Main Street (Map Code 19-6) was designed with increasingly smaller windows in the upper stories giving the structure a heavier apeparance at the top rather than at the base as was common in the tall buildings of the period. Tall and narrow, the Oyen Building has a decorative tile pent roof at the top visually supported by large brackets and second story windows recessed behind two octagonal columns in the opening. Inspired by architectural journals showing New York buildings, the design of the three-story brick studio and office of the Oyen Interior Decorating Frim was created in 1912 through the collaboration of the artist-owner, Odin Oyen and Percy Bentley, an architect noted for his local Prairie School work.(73) Altered by the addition of stucco to the west elevation, the Oyen Building is significant as a most unusual example of the work of the nationally recognized local architect Percy Bentley. Historically important, the building was constructed for use as the office and studio for the Oyen firm, well known creators of grand public and private interios throughout the Midwest from 1888 to the 1930's.

Classical inspired ornament was applied to the large four-story creme brick Rivoli Building at 117 North Fourth Street (Map Code 21-1), which contains the oldest movie theatre remaining in La Crosse. An architecturally significant 1920 design by Parkinson and Dockendorff,(74) the facade is divided into eleven bays by full length pilasters that terminate in the medallion and pediment ornamented parapet above the plain projecting cornice. Plain rectangular paired windows fill the bays created by the full-length pilasters. Originally featuring an orchestra pit for silent films, the Rivoli Theatre has retained the fanciful Spanish or Tudor courtyard motif, a reminder of the faded romance of the golden era of movies. A less significant commercial structure influenced by classical design sources, the creme brick former Nelson Clothing Store at 1213 Caledonia Street (Map Code 14-4) is a large less elaborate example that is visually important to the Northside commercial center.

Reflecting the Georgian mode of the Classical Revival, the office building of Standard Oil located at 20 Copeland Avenue (Map Code 17-5)(75) is an architecturally significant example of the style. The only commercial building in the 20th century Georgian Revival mode, the Standard Oil Building exhibiting the low hip roof penetrated by roof dormers associated with the style is accented by a barrel tile roof, decorative window heads and a classical detailed entrance.

Few commercial structures that reflect styles other than the Classical Revival styles remain in La Crosse. The exotic element found particularly in the structures built as a response to the needs of the new technologies of the early 20th century characterized local gas stations and theatres. The best preserved and most elaborate gas station in a romantic historic style is the Pure Oil Station constructed in the late 1930's at 410 Cass Street (Map Code 81-31).(76) Picturesquely sited on the corner of 4th and Cass Street, blue tile covers the multiple steep gable roofs of the white brick English Tudor Cottage styled gas station further characterized by a round arched door, bay window, and large chimneys. Not dependent on a tradition, buildings devoted to the new technologies showed a variety of solutions to the dilemna of how an automobile related structure should appear. The early cornice decorated rather utilitarian J. S. Arenz Public Garage constructed in 1916 at 308-310 South 4th Street (Map Code 77-2)(77) is one of several such structures remaining in downtown La Crosse.

Early Modern Styles

Late Chicago Style

The majority of the large commercial structures in the La Crosse Survey constructed in the second and third decade of the 20th century continue the trend toward modern construction established by the erection of the Doerflinger Store in 1903 at 400 Main Street (Map Code 19-11). Dependent on the steel frame introduced in the Chicago Commercial style for structural support, five commercial structures in the architectural survey exhibit the early modern attempt to clearly express the structure and function while still continuing the use of stylized foliage ornament in new, "unhistoric" designs.

The earliest and best of these structures, the W. A. Roosevelt Building at 230 Front Street (Map Code 15-16) designed by Parkinson and Dockendorff in 1916 was placed on the National Register of Historic Places in 1983.(78) Exhibiting recessed windows organized into vertical bands between full length piers and linked at the top by arches, the Roosevelt Building is anchored by a rusticated first-story base typically found in Sullivan's Chicago Commercial style structures. Sited along with an interesting accompanying utilitarian styled pipe warehouse, the Roosevelt Building is accented by white terra-cotta panels decorated with relief stylized ornament at the top of the piers. Relief ornament typically found on early modern structures influenced by the Sullivanesque or Chicago Commercial style also distinguishes the historically significant Salzer Seed Company Building at 1205 South 7th Street (Map Code 31-35).(79) In a 1918 design, basically similar to their Roosevelt Building, Parkinson and Dockendorff(80) used terra cotta panels of stylized foliage and flower relief extensively around the layered doorway, spandrels under the windows and along the cornice. The original copper canopy over the entrance and leaded glass sidelights and transom window remain on the structure. White terra cotta ornament used in place of 19th century carved stone also characterized the eight-story brick Linker Hotel at 318 Main Street (Map Code 21-4). Enlarged to its present size c. 1925,(81) the Linker Hotel is architecturally significant as the best remaining example of hotel architecture in a historic style in downtown La Crosse. Other good examples of early modern commercial structures decorated by relief ornament of white terra cotta in the City are the Newburg Building built in 1917(82) at 413-421 Main Street (Map Code 19-9) and the old Hotel Linker Annex, enlarged and remodeled to its present state at 112 South 4th Street c. 1922 (Map Code 77-29).

Modernistic Styles

Essentially a style of modern rectilinear and geometrical ornament, Modernistic architecture became popular after the 1925 Exposition held in Paris. Hoping to achieve a modern architecture through modern decoration, architects abandoned architectural details associated with historic Revival styles. Essential to the style was the major 20th century building innovation: reinforced concrete construction. By the 1920's concrete construction had become popular in this country. By the 1930's Modernistic styled buildings in La Crosse were constructed of reinforced concrete. A large rectangular five-story structure with the characteristic flat surfaces of the new concrete material, the Hoeschler Building at 115-117 South 5th Street (Map Code 21-31) was designed by Parkinson and Dockendorff in 1930 (83) in a style quite different from their classical influenced commercial structures of the 1920's. Built on the site of the old La Crosse Theatre, the concrete facade is divided by full-length piers forming irregular projections along the top of the facade and creating vertical bays with paired windows for vertical emphasis. Colored ceramic and metallic-tile mosaic panels decorating the spandrels and ceramic lamps are ornamental detailing found on the combined commercial and office building. The Hoeschler Building is architecturally significant as the major commercial structure associated with the Art Deco style popular in American from 1925 to 1940. Beige brick commercial structures employing the polychormatic ornamental tiles and decorated brick patterns influenced by the Art Deco style in their facades are the Moll Motor Building constructed in 1926 at 115 South 6th Street (Map Code 78-21)(84) and the Northside structure at 2100-2104 George Street (Map Code 93-31).

The new 20th century concrete material is also used to create the smooth surface texture essential to the Art Moderne style in the two architecturally significant commercial examples of the style identified in the architectural survey of La Crosse. The rounded corner, the flat roof, the smooth wall finish free of historic

ornament and horizontal bands of glass block windows give the Tribune Building at 435 South 4th Street (Map Code 21-29) the streamlined appearance of the Art Moderne style. Designed by Kruse and Parish of Davenport, Iowa, (85) for the local newspaper the hard edged industrial age style of the Tribune Building is softened by an ornamental cornice of geometric designs. Smooth concrete facing, a curved corner and bands of plain windows also are used to give the streamlined quality to the Exchange Building at 201-205 South 5th Street (Map Code 21-32). Designed in 1940 by Minneapolis architect J. Mandor Matson for the Hoeschler family, prominent local realtors and investors whose family symbol, the Bull, is located at the top of the facade, the Exchange Building has geometric styled trim and mouldings around the entrance as well as murals commissioned for the interior to mdoerate the severity of the design.

The only and therefore architecturally significant Art Moderne styled store front remaining in La Crosse is found on the 1878 John Walter Building at 304 Pearl Street (Map Code 81-13). Remodeled in the 1930's when the bar was reopened as the Casino,(86) geometrically curved booths, futuristic-looking lights, and a multi-hued geometric shaped canopy over the bar remain as part of the Art Moderne interior.

20th Century Industrial and Transportation Structures

During the 1920's, La Crosse industries generally increased in size and some were absorbed by even larger national corporations. Although concrete was enthusiastically received and generally replaced masonry s a structural system, brick remained popular as facing materials. In building construction desing, the tendency led to simplified and streamlined processes, mass production and standardization.

Early Modern Industrial Styles

The majority of industrial structures known to have been built during this period were constructed in a strictly utilitarian manner without historic or modern ornament in a style similar to simple late 19th century brick industrial structures. Typical of early 20th century industrial architecture, the brick warehouse of the Segelke-Kohlhaus Sash and Door Company exhibits a flat roof, recessed vertical window bays between brick piers and with arched windows composed of four sashes. Tramson windows stretch across the street level facade of this well preserved architecturally significant example of industrial architecture located at 610 South 2nd Street (Map Code 82-9) constructed in 1913(87) when additional space was needed by the Segelke-Kohlhaus Company, active in La Crosse since 1857. Other utilitarian industrial structures of architectural significance from the early decades of the 20th century displaying similar simple arched multi-paned windows and gable roofs are the brick structures articulated by brick piers with a service door on the gable end at 400 Carr Street (Map Code 88-12) and the long narrow La Crosse Can Company Building with multiple arched service doors at 506 Front Street (Map Code 81-35) in the proposed Waterfront Historic District.

Also an architecturally significant representative of early 20th century architecture, the brick R. E. McKenzie Building constructed in 1922 was used by the National Gauge Company.(88) Ornamented by a historic-cornice, brick piers form bays for the recessed large rectangular multi-paned windows in the well-preserved industrial structure at 1648 Liberty Street (82-23).

Clearly showing the grid system of modern construction, the west building of the Rubber Mills constructed in 1916 and the east building constructed in 1923 at 1407 St. Andrew Street (Map Code 91-20)(89) are the most architecturally significant as well as historically important early 20th century industrial structures identified in the La Crosse Survey. A U-shaped, brick complex, the four-story Rubber Mills Buildings are characterized by a flat roof and bands of multi-paned casement windows.

The remaining architectural representative of industrial construction identified in the La Crosse Survey from the early decades of the 20th century is the complex of grain elevators at Front Street between King and Jay Street (Map Code 100-28). One of only two structures associated with the Cargill Company known to remain in the City, the early reinforced concrete round elevators constructed in 1920(90) are located in the proposed Waterfront Historic District.

Three industrial structures included in the La Crosse Survey of primarily historical importance are the brick Listman Mill located at 400 Front Street (Map Code 97-20), the brick Trane Plant #2 built at 2313 South 16th Street (Map Code 25-3), and the Plow Company Building later used by the Allis Chalmer Company at

525 North 2nd Street (Map Code 82-2).

20th Century Historic Industrial Styles

As the second and third decades of the 20th century progressed, industrial and utilitarian structures increasingly showed less historic influence; generally however, corporations still chose the Neo-classical Revival style for the power and monumentalism implied by the style. Representative of the continued importance of the railroad business in North La Crosse, the architecturally significant North La Crosse Train Depot at 1601 Rublee Street (Map Code 12-5) is of the Neo-classical style commonly used in large public buildings of the period, which needed to maintain certain images among a society still aware of the power of symbolism. Constructed in 1932 by the Burlington lines,(91) the North La Crosse Depot now used as the Burlington Freight Depot is distinguished by capped colossal pilasters that divide the plain brick surface and support the simple entablature and capped parapet wall. Much of the original interior has been preserved. Several small adjacent industrial buildings including the former Scott-Dillon Tobacco Company located at 1820 West Avenue, South (Map Code 29-7) and the former Miller Broom Company Building at 1814 West Avenue, South (Map Code 29-8)(92) exhibit similar visual characteristics that suggest a Neo-classical influence. Elevated central bays topped by projecting cornices visually supported by capped pilasters conceal the gable ends of the one-story structures.

INDEX OF REFERENCES: ARCHITECTURE CHAPTER
ARCHITECTURE OF COMMERCE AND INDUSTRY

Study Units: Commerce Chapter; Industry Chapter; Transportation Chapter; Government Chapter; Art and Culture Chapter; Overview Chapter; Notable People Chatper; Social Activism Chapter; Agricultural Chapter. Only architecturally and historically important structures are indexed.

Barron (E. R.) Building, 426 Main Street (Map Code 19-13)

Batavian Bank, 319 Main Street (Map Code 21-6); Von Steenwych House, 237 South 11th Street (Map Code 3-18): Commerce Chapter; Notable People Chapter

Cargill Elevators, Front and King Street (Map Code 15-18 and 100-28): Industry Chapter

City Hall, Fire Station and Jail, 407-409 Main Street (Map Code 78-32): Overview Chapter; Government Chapter

City Water Works Buildings, 119 King Street (Map Code 79-27) and Myrick Park (Map Code 95-8): Overview Chapter; Government Chapter

Doerflinger Store, 400 Main Street (Map Code 19-11)

Exchange Building, 201-205 South 5th Street (Map Code 21-32): Overview Chapter

Exchange State Bank Building and Masonic Temple, 800 rose Street (Map Code 20-30): Commerce Chapter, Social Activism Chapter

Gund (John) Brewery (Empire Brewery), 2104-2130 South Avenue (Map Code 9-15, 16, 17); building-383 Pearl Street (Map Code 80-25): Overview Chapter; Industry Chapter; Notable People Chapter; Building Materials Section

Healy Block, 200-212 Main Street (Map Code 80-22): Social Activism Chapter; Industry Chapter

Hickish (F. R.) Store, 830 Vine Street (Map Code 32-10)

James (John) Foundry (also known as Pioneer Foundry), 107 King Street (Map Code 15-19): Industry Chapter; Building Materials Section

Kroner (Fred) Hardware, Warehouse - 300 South 3rd Street (Map Code 3-26); Stores - 219 Pearl Street (Map Code 80-36) and 118 South 3rd Street (Map Code 75-18)

La Crosse Can Company, 506 Front Street (Map Code 81-35)

Leinlokken Building, 203 South 4th Street (Map Code 77-5)

Linker Hotel, 318 Main Street (Map Code 21-4)

Listman Mill, 400 Front Street (Map Code 25-3): Industry Chapter; Overview Chapter

McKenzie Building, 1648 Liberty Street (Map Code 82-23): Overview Chapter; Industry Chapter

McMillan Building, 401 Main Street (Map Code 19-10)

Metzger (George) Building, 306-312 Pearl Street; House-1025 Main Street (Map Code 3-11)

Michael (C. J.) Brewery, 710 South 3rd (Map Code 18-1)

Milwaukee Railroad: Freight Depot, 107 Vine Street (Map Code 79-10); Round House, 300 Milwaukee Street (Map Code 12-22); Railroad Bridge North La Crosse (Map Code 13-9): Transportation Chapter; Overview Chapter

North La Crosse Burlington Train Depot, 1601 Rublee Road (Map Code 12-5); C. B. and Q. Hotel, 1639 Prospect (Map Code 12-7); Burlington Club House, 1607 North Street (Map Code 12-3): Transportation Chapter

O'Neil (John) Building, 522 Copeland Avenue (Map Code 93-16)

Oyen (O. J.) Building, 509 Main Street; House-124 South 17th Street (Map Code 49-34): Commerce Chapter; Art and Culture Chapter

Pamperin Cigar Company Building, 113 South 2nd Street (Map Code 82-5): Commerce Chapter; Industry Chapter

Plow Company Building (Albert Hirshheimer, owner), 214 Pine Street (Map Code 79-7); 525 North 2nd Street (Map Code 82-2): Overview Chapter; Notable People Chapter; Industry Chapter

Rehfuss (John) Building, 412 Main Street (Map Code 19-12); House - 1732 Cass Street (Map Code 62-27)

Rivoli Building, 117 North 4th Street (Map Code 21-1)

Rodolf Building, 100 South 3rd Street (Map Code 75-17): Government Building; Ethnic Groups and Neighborhood Chapter; Education Chapter

Roosevelt (W. A.) Building, 230 Front Street (Map Code 15-16): Overview Chapter; Notable People Chapter; Commerce Chapter

Rubber Mills Company Building, 1407 St. Andrew Street (Map Code 91-20): Overview Chapter; Industry Chapter

Salzer Seed Company Building, 1205 South 7th Street (Map Code 31-35); Family Houses, 133 South 14th Street (Map Code 47-22) and 1634 King Street (Map Code 49-31): Agriculture Chapter

Segelke-Kohlhaus Company Buildings, 604 South 2nd Street (Map Code 82-8, 101-18); 610 South 2nd Street

(Map Code 82-9): Industry Chapter; Building Materials Section

Standard Oil Building, 20 Copeland Avenue (Map Code 17-5)

Tillman Brothers Furniture Block, 116 South 4th Street (Map Code 77-28): Industry Chapter

Tribune Building, 435 South 4th Street (Map Code 21-29): Commerce Chapter

United States Weather Bureau Building, 432 Cass Street (Map Code 18-13): Government Chapter

Walter (John) Building, 304 Pearl Street (Map Code 81-13)

Wisconsin Telephone Company, 125 North 4th Street (Map Code 77-34): Commerce Chapter

Y.M.C.A. Building, 629 Main Street (Map Code 79-5): Social Activism Chapter

ARCHITECTURE OF COMMERCE AND INDUSTRY NOTES

1. Periods of growth as outlined by Dr. Sheldon Smith, "Cultural Continuity and Change in La Crosse," Outreach Times, Summer, 1977, p. 24.

2. History of La Crosse County, 1881, p. 342.

3. Ibid., p. 401.

4. City of La Crosse Tax Records, 1857-1900.

5. Ibid.

6. Ibid.

7. La Crosse (Wisconsin) Daily Democrat, March 24, 1868.

8. City of La Crosse Tax Records 1857-1918; La Crosse (Wisconsin) Daily Democrat, April 1868.

9. Ibid; City of La Crosse Tax Records 1875-1918; La Crosse County History, 1881, p. 472.

10. Photographs of buildings by W. J. Nichols including the First City Hall, Fire Station and Jail: Pratt and Owen, La Crosse Illustrated, p. 46; and Sanford, A History of La Crosse, p. 110.

11. Ibid., p. 625; Early photograph: Owen and Pratt, La Crosse Illustrated (La Crosse: Art Publishing Co., 1887; Reprint: 1978), p. 10.

12. City of La Crosse Tax Records, 1857-1861.

13. Photograph of Anderson Store and Opera House, Pratt and Owen, La Crosse Illustrated, p. 46 and p. 10.

14. La Crosse County History, 1881, pp. 679-680.

15. Files: Preservation Division, State Historical Society, Madison, Wisconsin.

16. City of La Crosse Tax Records, 1857-1894.

17. Building Plaque.

18. Architect's specifications of the Wehrer Building, Charles J. Ross, architect: Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

19. City of La Crosse Tax Records 1857-1918; La Crosse City Directory, 1880.

20. City of La Crosse Tax Records 1857-1918; Early photograph: Pratt and Owen, La Crosse Illustrated, p. 16.

21. City of La Crosse Tax Records, 1857-1900.

22. Sanborn - Perris Map, La Crosse, Wisconsin, 1884, 1887. (New York: 1879-1951).

23. La Crosse County History, 1881, p. 635.

24. Sanborn Insurance Map, 1884; Early photograph: Pratt and Owen, La Crosse Illustrated, p. 28.

25. Sanford, History of La Crosse, p. 149.

26. Ibid., p. 206.

27. Ibid., p. 175.

28. La Crosse (Wisconsin) Morning Chronicle, January 1, 1886; La Crosse City Tax Records, 1880-1890; Early photograph: Pratt and Owen, La Crosse Illustrated, p. 10.

29. Ibid., p. 31, City of La Crosse Tax Record, 1851-1880.

30. Ibid., 1880-1893; Pratt and Owen La Crosse Illustrated, p. 31.

31. La Crosse City Directory, 1888.

32. City of La Crosse Tax Records, 1857-1900; La Crosse City Directory, 1888-1902; Early photograph: Pratt and Owen, La Crosse Illustrated, p. 31.

33. Early Photograph: Philippi, Art Souvenir, p. 99; La Crosse (Wisconsin) Morning Chronicle, January 2, 1891.

34. Ibid., October 4, 1891.

35. Architectural Files, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

36. Building Inscription.

37. Ibid.

38. La Crosse (Wisconsin) Daily Press, July 4, 1891; La Crosse (Wisconsin) Chronicle, September 24, 1891.

39. La Crosse (Wisconsin) Weekly Chronicle, February 1, 1894; La Crosse (Wisconsin) Republican and Leader, December 31, 1894.

40. La Crosse City Directory, 1907, 1911.

41. City of La Crosse Tax Records, 1885-1918.

42. Building Inscription.

43. Pen and Sunlight Sketches, p. 196; La Crosse City Directory, 1891 - 1896.

44. Sanborn Map, 1884.

45. Building Inscription.

46. Pratt and Owen, La Crosse Illustrated, p. 54; La Crosse (Wisconsin) Morning Chronicle, October 21, 1885.

47. Ibid., June 23, 1887.

48. Sanborn Maps 1891, 1906.

49. La Crosse (Wisconsin) Chronicle, August 21, 1885 and January 1, 1886; Early photo: Pratt and Owen, pp. 19, 27.

50. Ibid., p. 47; La Crosse (Wisconsin) Chronicle, June 13, 1886.

51. La Crosse (Wisconsin) Tribune, June 26, 1959.

52. Early photograph: Philippi, Art Souvenir, p. 80; La Crosse Daily Press, July 4, 1891.

53. Ibid.

54. Ibid., Sanborn Map, 1887.

55. City of La Crosse Tax Records, 1890-1899.

56. La Crosse (Wisconsin) Weekly Chronicle, February 15, 1894.

57. La Crosse (Wisconsin) Morning Chronicle, January 2, 1892; Pen and Sunlight Sketches, p. 196.

58. La Crosse (Wisconsin) Morning Chronicle, April 11, 1900 and March 16, 1901.

59. Blueprints of Wisconsin Telephone Company Building: owner, Security Holdings, Ltd., La Crosse, Wisconsin.

60. Building Inscripton.

61. Sanborn Maps, 1891, 1906.

62. La Crosse (Wisconsin) Chronicle, April 27, 1904.

63. City of La Crosse Tax Records 1875-1890.

64. Mark Hoffman, Wisconsin Power and Light Bring a Change, December 1983, unpublished paper, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

65. Sanford, History of La Crosse, pp. 174-176.

66. Sanborn Map, 1906.

67. La Crosse (Wisconsin) Republican and Leader.

68. Kroner, The Segelke-Kohlhaus Company, p. 11.

69. Building inscription; Sanborn Map, 1906.

70. City of La Crosse Tax Records 1880-1894; Early photograph: Philippi Art Souvenir, p. 92.

71. Files: Preservation Division, State Historical Society of Wisconsin, Madison, Wisconsin.

72. Sanborn Map, 1884.

73. Leighton Oyen, son of Odin Oyen, 120 No. 24th Street, La Crosse, Wisconsin, interview with the author, May 1978; City of La Crosse Tax Records, 1910-1915.

74. Heritage Tour, La Crosse Historical Society, 1982.

75. Sanborn Map, Revised 1906 Edition, 1921.

76. La Crosse City Directory, 1937.

77. Building Inscription.

78. Files: Preservation Department, State Historical Society of Wisconsin, Madison, Wisconsin.

79. Early Photograph: Architectural Files, Area Research Center, Murphy Library, University of Wisconsin-La Crosse.

80. Sanborn Map, Revised 1906 E., 1921.

81. La Crosse City Directory, 1925.

82. La Crosse City Tax Record 1857-1918.

83. Exhibit: La Crosse Architecture, La Crosse County Historical Society, Fall 1983.

84. Phil Davy, owner.

85. Les Crocker, Department of Art, University of Wisconsin-La Crosse.

86. La Crosse City Directory, 1932, 1934.

87. Kroner, The Segelke-Kohlhaus Company, pp. 14-15.

88. Building Inscription.

89. Building Inscription.

90. Sanborn Map, Revised 1906 Edition, 1921.

91. Burlington Freight Office, La Crosse, Wisconsin.

92. Sanborn Map, Revised, 1906 Edition, 1921.

ADDENDUM: 3 ARCHITECTURE OF COMMERCE AND INDUSTRY

Introduction

The majority of best and most elaborate as well as the best preserved examples of commercial architectural are located in the downtown commercial historic district identified in the 1983 Intensive Survey. This district was listed in the National Register of Historic Places under the name the La Crosse Commercial Historic District in 1994. Commercial properties located in the district were not part of the work program for the 1995 Intensive Survey. Eleven significant commercial buildings are located outside the La Crosse Commercial Historic District. An additional commercial/wholesale office and warehouse building, the W.A. Roosevelt Company building designed in the Chicago Commercial Style by local architects Parkinson and Dockendorff in 1916 at 230 Front Street (15-16) was added to the National Register of Historic Places in 1984.[1] The brick pipe shed was removed from the property when it was rehabilitated as the Allied Signal corporate office building several years ago. The Tribune Building, identified in the 1983 Survey as an architecturally significant example of the Art Moderne style designed by Kruse and Parish of Davenport in 1938, has been altered extensively and is no longer potentially eligible for listing in the National Register of Historic Places. Only one of the 11 significant commercial buildings was constructed outside the La Crosse's downtown commercial district in the late 1930s and none were built in the 1940s. By the late 1950s, substantial industrial buildings such as the Katz Company Building at 2535 East Avenue South (140-20) and the La Crosse Cooler Company Building at 2809 Losey Boulevard South (145-3), were again being constructed in the city. Thirty of the commercial and industrial buildings included in the 1983 Survey have been demolished.

See the previous entries in the 1983 Survey for more complete information on La Crosse's commercial and industrial buildings.

Commercial Architecture

All of the commercial buildings constructed in the 19th century outside of the Commercial Historic District are essentially vernacular buildings with varying amounts of historic details popular at the time. Most of these buildings were previously identified as historically significant in the 1983 Survey and are not significant examples of architecture. The earliest of these is the O'Neil Building, also known as the American House Restaurant and Saloon, at 522 Copeland Avenue (93-16) constructed around 1877 and enlarged by the addition of third floor containing 12 rooms in 1887. This former restaurant, saloon and rooming house, significant as the best preserved example of a commercial building displaying early stone construction, was discussed previously under construction materials.[2] The eclectic J.B. Canterbury Building at 531-535 Main

Street (19-5), constructed during the 1880s boom period in 1889, is one the few buildings in the city that has retained its second story bay windows sometimes referred to as oriel windows often associated associated with the Queen Anne style. This building, constructed by local contractor A. Johnson, originally was fitted for flats on the second story and two store spaces on the lower story. The present Winona stone and glass storefront designed by architect Frank Fuchs was added in 1947.[3] A large second story bay window also characterizes the Ernest Horner Building constructed in 1894 on La Crosse's north side at 1220 Caledonia Street (14-2). This brick-veneered building, constructed by local contractor Miller and Kahler in 1894, displays ornament influenced by Classical design sources.[4] The McGill Brother's Exchange State Bank and the Masonic Temple building at 800 Rose Street (20-20) is one of the more elaborate commercial buildings constructed in North La Crosse. The combination bank building and temple building was designed in 1887 by local architect William Parker using the polychromatic manner of the Victorian era and the corner turret often associated with the Queen Anne style. The Exchange State Bank building, which was constructed by local contractor F.X. DeLorea, has lost considerable historic integrity but has retained sufficient integrity to meet the criteria of the National Register of Historic Places for historic significance.[5] The corner turret and corner entrance were also used to characterize the F.R. Hickish Grocery Store on the corner of Vine and 9th Street at 830 Vine Street (22-10). F.R. Hickish built a new two-story, $3000 brick building in 1889 to replace his earlier store, which he moved to the rear of the lot. The brick work was done by David Wallace, the stone work by John Thoeny and the interior woodwork by Davis, Sorensen and Son. The Hickish Store has suffered some alteration, but remains historically significant as an example of a historic neighborhood grocery. Hickish also built a meat market on the opposite corner at 301 North 9th Street earlier in 1884.[6].

Significant commercial buildings located outside the downtown Historic Commercial District in the early 20th century, generally, were constructed in a more elaborate architectural style than the extant buildings of the 19th century. All of these building, except the Pure Oil Station that has become eligible since the last survey, were identified as potentially eligible for the National Register of Historic Places in the 1983 Survey. The earliest of the extant architecturally and historically significant commercial buildings constructed in the 20th century outside the downtown is the office building of the Standard Oil company constructed in 1915 at 20 Copeland Avenue (17-5). The Georgian Revival styled building received a two-story similarly styled addition on the north side with an auditorium in the basement and bank vault on the first floor in 1928 as part of a general expansion plan . The addition was fitted with metal windows. The office building was part of a complex of buildings that included storage tanks and warehouses. The 196 foot long brick garage and machine shop (87-15) and a warehouse addition that also contained the heating plant also was constructed in 1928. The brick garage and shop, which included space for a forge room and woodworking room, is located southeast of the office building.[7]

An abstract interpretation of the Classical Revival was used by local architects Parkinson and Dockendorff in 1920 when they created the design for the north side theater at 1213 Caledonia Street (14-4).

The Riviera Theater, which opened about the same time as the new Rivoli Theater on the south side also designed by Parkinson and Dockendorff, was decorated by the Oyen interior design firm. The Adamesque interior was planned to accommodate an orchestra.[8] The interior of the movie theater has been completely remodeled to serve as retail space, most recently an Antique Shop.

Since the 1983 Survey, Henry Ott's Pure Oil Service Station constructed in 1937 on the corner at 400 Cass Street has reached 50 years of age and is potentially eligible for listing in the NRHP. This picturesque Tudor Revival gas station, constructed by local contractor F.R. Schwalbe and Son is characterized by multiple steep gabled blue roofs and by end chimneys on the center section. The service doors on the east section of this Period Revival "full service" gas and repair station has been closed up and the gas pumps removed. Still, this is the best preserved historic styled gas station in the city, as well as, in this geographical area.[9]

Industrial Architecture

The 1983 and 1995 Intensive Surveys of La Crosse showed very few historic industrial buildings are extant and even fewer have retained historic integrity. Since the previous survey, the following significant 19th and early 20th century industrial buildings have been demolished: the Milwaukee Road Roundhouse at 300 Milwaukee Street and Milwaukee Road Watch Tower between Avon and Liberty Street, the Gund Brewery Malt House at 2104 South Avenue, the Gund Brewery Office Building at 2111 South Avenue, the Segelke-Kohlhaus Factory Buildings at 604 South 2nd Street, the McKenzie Building at 1648 Liberty Street, the La Crosse Can Company at 506 Front Street, and the Listman Mill at 400 South Front Street. The Listman Mill, the Segelke-Kohlhaus factory and the La Crosse Can Company were included in the potentially eligible Waterfront Historic District located at King and Front Streets that was outlined in the 1983 Survey. The integrity of this district has been seriously impacted by the demolition of these buildings and the district is no longer potentially eligible for the NRHP. In addition, 6 other non-significant industrial buildings have been demolished since the 1983 Survey. The architecturally and historically significant C& J Michel Brewery Building at 710 South 3rd Street (18-1) is slated for demolition in the near future.

The three 19th century industrial building identified as significant industrial buildings in the 1983 Survey have maintained their historic integrity. The Funke Candy Factory, which has lost a large measure of historical integrity, has been re-evaluated as historically significant because it is now one of the very few remaining 19th century industrial building in the city. The Smith-James Foundry, also referred to as the Pioneer Foundry, constructed in 1870 for C.C. and E.G. Smith is one of two architecturally significant 19th century industrial building remaining in the city. This exceptionally well-preserved foundry, built at a cost of $76,000 had a 264 frontage on King Street and housed a machine shop, foundry and blacksmith shop on first floor and pattern storage on second. A 20 x 40 feet addition on the east end of the building extending toward the south was constructed in 1893. The Smiths sold the foundry to John James and Frederick Thornely in 1874. John James and his brother Alfred purchased the interest of Thornely in 1878. The James Foundry,

molders in iron and brass, continued to operate until the early 1920s until it was sold to the Iron Products Company, who occupied the building until the 1940s. The foundry under the threat of demolition by the city, was the object of a successful preservation effort by local community groups and the present owners, Mike's Building Supply, in 1991-1992.[10] The building was restored in 1994. The Segelke-Kohlhaus Manufacturing Company, another important industrial company established in the first decades of the history of La Crosse, presently is represented only by the architecturally significant turn-of-the- century Segelke-Kohlhaus Office and Glazing Department Building at 610 South 2nd Street (82-9). This three-story, brick office building was constructed by local contractor James Rawlinson at South 2nd Street in 1899 after fire destroyed the earlier complex of factory buildings at 2nd and King in 1897. In 1912, local architects Parkinson and Dockendorff designed the three-story, fireproof brick, 50 x 75 foot addition to house offices and the glazing department, which is attached to the south side of this well-preserved office and warehouse. The Segelke-Kohlhaus factory building, formerly located north of the office was destroyed in 1994. The Segelke-Kohlhaus office building is endangered by the proposed construction of a new bridge across the Mississippi River.[11]

The following two 19th century industrial buildings have sufficient historic integrity to be potentially eligible for listing in the NRHP for historical significance. The La Crosse Boiler Company at 400 Carr Street (88-12), comprised of an earlier stone section and a later brick gable roofed building, is historically significant as one of the few mid-19th century industrial concerns remaining in the city. In 1906, local architects Schick and Roth designed a new 50 x 150 foot, gable roofed, one-story brick plant characterized by long multi-paned segmental arches windows in recessed bays for the Boiler Company. The new plant, located directly east of the older late 19th century stone boiler plant building (88-13), was constructed by John A. Miller for a contract price of $4,467. The boiler company, formerly known as the Reliance Boiler Company, was incorporated as the La Crosse Boiler Company in 1906 with L.J. Solberg as president and operator of the company, and W.E. Funk and M. Funk as officers of the corporation [12]

When the mid-19th century stone Gund Brewery was destroyed by fire in 1897, the complex was rebuilt of brick in 1898 according to a design by Chicago architect Louis Lehle. Only the Gund Brewery Stables built in 1902 at 2219 South Avenue (9-15) has retained a measure of historic architectural integrity. The 75 x 120 foot stable was constructed by local contractor Ed Wallace.[13] Although the Gund Brewery Bottling works building and the stock house remain on the site, they have lost considerable integrity and are no longer considered potentially eligible for the National Register of Historic Places. The remaining historically significant building is the Joseph B. Funke Candy Factory building constructed in 1898 at 101 State Street (79-17). This four-story, brick-veneered factory building designed by local architects Stoltze and Schick featured Lake Superior brownstone trim and hard maple floors throughout the building. The second floor equipped with a cold-storage room was devoted to chocolate work and the third and fourth floors were used for general confectionary making. Funke candy was sold throughout the middle and western states. The building has been occupied by the Ross Furniture Company since 1962.[14] The Funke Candy Factory has been

altered by the filled-in window and storefront openings and by the loss of the brick pediment at the top of the building.

In the 1995 Intensive Survey, as in the 1983 Survey, very few well-preserved examples of significant early 20th century industrial buildings were found. Of the significant 20th century industrial buildings identified in 1983, 9 have retained their historic integrity and 3 have been demolished. The small Miller Broom Company building at 1814 West Avenue (29-7) and the Plow Company Building at 214 Pine Street (79-7) are no longer potentially eligible for listing in the NRHP because they have been altered. The Wisconsin Light ands Power Company building has been determined to be potentially eligible because of its historical significance. The Allis-Chalmers Plant built in 1937-1938 at 525 North 2nd Street (82-3) has become potentially eligible for the NRHP since the 1983 Survey.

The Wisconsin Light and Power Company located at 518 Logan Street (14-22) was constructed in 1905 by local contractor Charles Noble on the old McDonald sawmill site on the banks of the Black River. The plant produced electricity for the north side, including the power for the La Crosse street car system. The plant was used by the Lorillard Tobacco Company after it was closed. This historically significant building has been altered by its rehabilitation for several business over the years; however, it has retained sufficient integrity to be potentially eligible for listing in the NRHP.[15] A few years later, the presently endangered Romanesque Revival styled C.&J. Michel Brewery was constructed at 719 South 3rd Street (18-1) in 1907 to replace an earlier brewery across the street. This "modern' brewery designed by Richard Griesser of Chicago, an architect and engineer specializing in industrial construction, was constructed on the golden anniversary of the founding of the Michel Brewing Company. The new 90 foot high brewery was constructed of steel, concrete and brick. The bottling plant was located across the alley on the corner of 2nd and Division (82-11). The new brewery, designed to be less labor intensive, increased the capacity of the company several times that of the old plant. A one-story addition to the beer cellars to house a new refrigeration system was constructed in 1935 by F. Schwalbe and Sons. In 1933, The C.&J. Michel Brewery merged with the John Gund Brewery to form La Crosse Breweries Inc. This architecturally and historically significant building was awarded the status of a historic site by the City Historic Sites Commission in June 1995. The City Council rescinded this designation in October 1995 at the request of the owner, who wished to demolish the building and use the space for a car lot [16] The only other well-preserved industrial structures surviving from the first decade of the 20th century are the grain elevators constructed at 416 South Front Street (15-18). The three brick elevators were constructed in 1907 when the new Listman Roller Mill (not extant) was constructed by the Foster Construction Company of Milwaukee. The total grain storage capacity of the mill was 300,000 barrels. In the second decade of the 20th century, the mill was sold to the Kansas City Milling Company. The battery of 9 concrete elevators on the east side of South Front Street (100-28) were constructed in 1920 for the Kansas City Milling Company just before it shut the mill down in 1921 and not used until they were leased by the Cargill Gain Company in 1924 for the storage of oats. The concrete elevators have a capacity of 800, 000

bushels or 400 carloads. The old Listman Mill property was purchased by Cargill, Inc. in 1940. The mill had been demolished by fire in 1935. The Cargill Company repaired and rehabilitated the grain storage tanks and equipment for receiving and shipping grain. This included the brick and the concrete elevators on either side of Front Street [17]

Several well-preserved industrial buildings housing two of the most prominent present day industrial companies in La Crosse were built in the second and third decades of the 20th century. The La Crosse Rubber Mills, established in 1897, began building the plant as seen today in 1913 when the company was purchased by the brothers, Albert and Arthur Funk. The architecturally significant factory buildings fronting on St Andrew Street were constructed as production expanded. The 210 foot west building constructed in 1916 (91-20) was the second of the modern steel, glass and concrete buildings constructed and the east 210 foot long building was constructed in 1923 (91-20). The L-shaped building designed in 1916 by V.P. Page, a Chicago architect and engineer, was constructed by the Western Construction Company, formerly the Molzahn-Lyons company of La Crosse. The building was constructed with glass curtain walls for maximum light for the factory workers. Two years later, in 1923, still another large four-story building, 210 feet long with 105 foot wings at each end, was added along St. Andrew Street. This provided for increasing the daily production to 40,000 pairs of footwear. At this time, the company employed between 1200 and 1500 workers. Other additions located to the rear of the 1916 and 1923 buildings that add to the historical significance of the Rubber Mills were added in 1927 by the Holm-Page Construction Company of Rockford, Ill. and in 1929 along the Northwestern Rail Road tracks on the west side where the office front was raised to a height of four stories as well. At this time, daily production had risen to 50,000 to 60,000 pairs. The 1929 addition also was constructed by the Holm-Page Company of Rockford.[18]

The historically significant Trane Company was established in 1886 by James A. Trane, who was joined in business by his son Reuben in 1910. Trane plants are located at several sites around the city. However, the only early factory building used by Trane Company that has retained historic integrity is the brick building constructed at 2313 South 16th Street (25-3) in 1930. This red brick industrial building, characterized historic styled brick pilasters and pedimented entrance, received additions in 1936, 1939 and 1949. The original 26 x 260 foot, one-story building, used to build a new radiator, was constructed in record time [49 days] in 1930 of steel, concrete and brick by general contractors Peter Nelson and Sons. The 1936 120 x 136 one-story addition was constructed east of the original building by local contractor Theodore J. Molzhan according to plans by a New York company. The construction was supervised by the local architects Parkinson and Dockendorff. The 1936 one-story, 121 x 282 ½ foot addition was constructed north of the original building in a design identical to the present building. This addition, which was constructed by contractor Ben Nelson of La Crosse for $80,000, was used for the manufacture of air conditioners and for a new heating plant. Additions to the plant were also constructed in 1939 and 1949.[19]

In the 1983 Survey. the John Salzer Seed Company building at 1205 South 7th Street (31-35) was

identified as a significant example of industrial architecture, which was designed by local architects Parkinson and Dockendorff in 1918 in a style similar to the Roosevelt Building constructed two years earlier on Front Street. Unfortunately, the rehabilitation of this historic building for residential purposes has seriously diminished its architectural significance and it is no longer eligible for listing in the NRHP for architectural significance; however, this building possess a measure of historical significance for its association with the prominent Salzer Seed Company. This 65 x 165 foot four-story brick building was built to house the offices and packing department of the Salzer Seed company established by John A. Salzer, a Methodist preacher some 50 years before. During the year 1917, the Company shipped 25,000,000 pounds of freight.[20]

Few industrial buildings of substance were constructed during the Depression years. In general, construction of commercial and industrial buildings did not begin again until the late 1940s and 1950s. The Allis-Chalmers Plant constructed in 1937-1938 at 525 North 2nd Street (82-3) is the only significant industrial building from this period identified during the 1983 or the 1985 Surveys. This $1,000,000 brick and steel plant extends two blocks from Pine Street to La Crosse Street. The 665 foot long building of widths varying from 102 to 182 feet wide is three stories high on the south end and the northern 365 feet, which connected to the old foundry building, is one-story. The entire first floor was planned for the production of agricultural equipment, while the 2nd and 3rd floor of the southern section was to be used for storage. In 1937, the company employed 750 men and shipped out 25,000 tons of machinery. The plant was put into production in March, 1938. The Allis-Chalmers plant, which has suffered some lost of historic architectural integrity, is potentially eligible for listing in the NRHP for historical significance.[21]

Transportation Buildings and Structures

Since the 1983 Intensive Survey, one significant structure associated with La Crosse' transportation history was demolished. The Milwaukee Road Roundhouse constructed in 1883 at 300 Milwaukee as well as the small fame watchman's house next to the tracks between Avon and Liberty Streets were demolished several years ago. In addition, the frame two-story Grand Crossing signal tower was moved to Copeland Park through a local preservation effort when it became obsolete. The historic integrity of the four remaining significant structures related to the transportation history has been maintained. One structure, the Cass Street Bridge, constructed during the period 1937- 1939, has become eligible for listing in the National Register of Historic Places since the 1983 Survey. A small concrete bridge (138-13) with molded concrete deck railings featuring historic styled balusters was noted in Pettibone Park. The earliest transportation structure, the Milwaukee Rail Road Freight Depot at 107 Vine Street (15-17) was added to the National Register of Historic Places in 1982.

The city of La Crosse is fortunate to have three historic railroad depots remain in the community. The 150 x 48 foot Milwaukee, Chicago and St. Paul Freight Depot at 107 Vine Street (79-10) was constructed of Watertown cream brick in 1880, replacing an earlier freight depot. A one-story freight storage room was

located at the rear. Solid stone foundations were built for fireproof vaults on both the first and second floors. A 60 foot brick addition was built on the north end in 1892. The depot, which is an excellent representative of La Crosse's role as a l9th century transportation center, has been completely restored after fire damaged the interior in 1992.[22] The Chicago, Milwaukee and St Paul Depot built in 1926 on the North Side at 601 St. Andrew Street (14-12) and the Burlington Road Depot constructed at Grand Crossing in 1929 at 1601 Rublee Street (12-5) are also both architecturally and historically significant associated with the transportation history of the city. Both depots typically were built in a Classical Revival influenced style, which was considered appropriate for public buildings at the time. The 38 foot 6 inch x 10 foot Milwaukee Depot was constructed in the Colonial mode of the Period Classical Revival style. The depot was constructed of steel, brick, stone and tile at a cost of $300,000. Art marble floors and wainscoting with oaken trim ornamented the interior. A lunch-room was located on the east end and a winding stair leads to the second floor club room for the C.M. & St. P. Women. The depot and the baggage, mail and express room was connected by a covered pavilion. The building was constructed by general contractors, the Bentley Brothers, Inc. of Milwaukee and the interior mill work was created by the local Segelke-Kohlhaus Company. Architect A.O. Lagerstrom supervised the work. The grand opening on the last day of January in 1927 was attended by an estimated 6,000 people.[23] City plans to restore the Milwaukee Depot are underway. The third depot, also potentially eligible for the NRHP, is the North Side Burlington Station at Grand Crossing (12-5) at 1601 Rublee Street (12-5) erected in the Neo-Classical style in 1929. This well-preserved combination passenger and freight depot was constructed for $70,000. Company offices were located on the second floor of the building. The Burlington line also constructed a new depot in downtown La Crosse at 2nd and Pearl the same year.[24] The North Side station is partially vacant, and most likely, endangered at the present time.

The original Chicago, Milwaukee and St. Paul Rail Road Bridge over the Mississippi and Black Rivers constructed in 1876 was considered a triumph of engineering at the time because of its length. It was completely replaced in 1902 with a heavier steel bridge capable of sustaining weight 10 times as great as the earlier bridge. The old stone abutments and piers were replaced with concrete abutments and 27 concrete piers. The bridge girders were constructed in Milwaukee and shipped to La Crosse for erection during the winter months when the river was frozen over. The bridge, which features a swing bridge section over the Black river, was started in October 1901 and completed by the end of October in 1902. The Milwaukee Rail Road Bridge is potentially eligible for listing in the National Register of Historic Places because of its significance in the history of engineering as well as for the history of transportation.[25]

La Crosse's most visually prominent bridge, the Cass Street bridge over the Mississippi River, was constructed during the period 1937 to 1939 to replace the old "wagon bridge" at the end of Mount Vernon Street. This concrete and steel deck truss and suspension bridge has an over-all length of 2,553 with a variable width of 68 feet at the east abutment and 45 feet in the main span. The bridge is 154 feet high at its greatest height [pier No. 8]. The road way width was 30 feet plus two sidewalks. The 20 ton, 18 span bridge,

comprised of deck truss spans and one 200 foot suspended section, was referred to as a "high bridge" at the time of construction. The Minneapolis Bridge Company was given the contract for the construction of the east and west abutments and Klug and Smith of Milwaukee received the contract for the fabrication and erection of the steel superstructure. The initial cost of construction was set at $1,500,000. The bridge, designed to carry heavier and wider loads than previous bridges, was expected to meet the traffic demands until at least the year 2014. According to the supervising construction engineer, Henry Sparby, the new bridge was the biggest and most expensive bridge constructed by the Department of Transportation up to that time. The Cass Street Bridge, one of a very few historic bridges over the Mississippi remaining in the upper Midwest, is significant in the history of engineering as well as in the history of transportation.[26] Presently, the Cass Street Bridge Location Study by the Department of Transportation is underway to determine the appropriate site for an additional bridge be constructed along side the present bridge.

REVISED LIST OF POTENTIALLY ELIGIBLE AND LISTED PROPERTIES

Name of Property	Street Address/ Map Code	Construction Date
Riviera Theater	1213 Caledonia Street (14-4)	1920
Horner Building	1220 Caledonia Street (14-2)	1894
La Crosse Boiler Co,	400 Carr Street (88-12)	c. 1890, 1906
Henry Ott's Pure Oil Service Station	400 Cass Street (81-31)	1937
Cass Street Bridge	Cass Street/3rd Street (100-30)	1937-39
Standard Oil Building	20 Copeland Avenue (17-5)	1915; Addition:1927
American House	522 Copeland Avenue (93-16)	1877; Addition:1887
W.A. Roosevelt Building	230 North Front Street (15-16)	1916 (NRHP-1984)
Listman Mills Grain Elevators	416 South Front Street (15-18)	1907
Kansas Flour Mills Grain Elevators	415 South Front Street (100-28)	1920
Smith- James Foundry	100 King Street (15-19)	1870-71; Addition:1893
Wisconsin Power & Light Building	518 Logan Street (14-22)	1905
Milwaukee Railroad Bridge	Mississippi/Black Rivers (13-9)	1902
Goddard Hotel	1639 Prospect Street (12-7)	1888; Addition:1891-92
Exchange State Bank & Masonic Temple	800 Rose Street (20-30)	1887
North Side Burlington Railroad Station & Office Building	1601 Rublee Street (12-5)	1929 Chicago,
Milwaukee & St. Paul Railroad Station	601 St.Andrew Street (14-12)	1926-27
La Crosse Rubber Mills	1407 St. Andrew Street (91-20)	1913, 1916, 1923
Gund Brewery Stable	2219 South Avenue (9-15)	1898
Funke Candy Factory	101 State Street (79-17)	1898; Addition: 1908

Chicago, Milwaukee & St. Paul Freight Depot	107 Vine Street (79-10)	1880 (NRHP-1982)
F.R. Hickish Grocery Store & Residence	830 Vine Street (22-10)	1889
Allis-Chalmers Company Plant	525 North 2nd Street (82-3)	1937-38
Segelke-Kohlhaus Company Office/ Glazing Department Building	610 South 2nd Street (82-9)	1899; Addition: 1912
C. and J. Michel Brewing Company	719 South 3rd Street (18-1)	1907 (City Historic Site-1995: Rescinded, 1995)
J.P. Salzer Seed Company Building	1205 South 7th Street (31-35)	1917
Trane Company Plant No. 2	2313 South 16th Street (25-3)	1930; Additions: 1936
La Crosse Historic Commercial District		See District Map in Appendix (NRHP - 1994)

ADDENDUM TO 3: ARCHITECTURE OF COMMERCE AND INDUSTRY NOTES

1. *La Crosse Tribune*, 15 January 1916.
2. *La Crosse News*, 21 May 1887; *La Crosse City Directory*, La Crosse, 1884-1888; La Crosse City Tax Records, University of Wisconsin-La Crosse, Area Research Center, 1870-1890.
3. *Ibid*; *La Crosse Chronicle*, 26 March 1889, 9 May 1889; Robert J. Funke to Joan Rausch, Letter dated 2 March 1984, La Crosse, WI.
4. *La Crosse Daily Press*, 12 June 1894, 19 June 1894; *La Crosse Republican Leader*, 24 August 1894.
5. *La Crosse Republican Leader*, 14 June 1887, 21 June 1887; *La Crosse Chronicle*, 16 September 1887; *La Crosse Weekly Chronicle*, 23 June 1887.
6. *La Crosse Chronicle*, 7 June 1884, 2 June 1889; *La Crosse Republican Leader*, 13 June 1889; *La Crosse Tribune and Leader-Press*, "Curbstone Pick-up," 13 February 1944; *La Crosse City Directory*, La Crosse, L.P. Philippi Co., 1884-1896.
7. Standard Oil to City of La Crosse, letter dated 18 October 1915, Standard Oil File, Street Records, La Crosse Public Library, Archives; *La Crosse Tribune and Leader-Press*, 1 January 1928.
8. *La Crosse Tribune*, 17 October 1920.
9. *La Crosse Tribune,* 22 October 1937.
10. *History of La Crosse County*, Chicago: Western Historical Society, 1881, pp. 635-636; *La Crosse Democrat*, 5 May 1870, 23 August 1870; *La Crosse Liberal Democrat*, 28 April 1874; *La Crosse City Directory*, La Crosse, 1870-1901; *La Crosse Republican Leader,* 20 July 1893.
11. Sanborn Insurance Map, City of La Crosse, New York, Sanborn-Perris Map Co., revised 1936-1940; *La Crosse Republican Leader*, 18 February 1899, 26 April 1899, 9 July 1912.
12. *La Crosse Leader-Press*, 31 July 1906, 16 August 1906; Benjamin Bryant, *Memoirs of La Crosse County*, Madison: Western Historical Association, 1907, p. 192; Sanborn Insurance Map, City of La Crosse, 1884, 1906.

13. *La Crosse Republican and Leader*, 31 December 1898; *La Crosse Republican Leader*, 15 September 1902, 21 November 1902; *La Crosse Daily Press*, 17 April 1903.
14. *La Crosse Republican and Leader*, 16 February 1898, 27 June 1898; *The International Confectioner*, November 1898.
15. *La Crosse Chronicle, 30 March 1905;* Mark Hoffman, "Wisconsin Power and Light Brings a Change," unpublished paper, University of Wisconsin-La Crosse, Area Research Center, 1983; *La Crosse Tribune*, 13 August 1983.
16. *La Crosse Leader-Press*, 11 March 1907, 13 May 1908; *La Crosse Tribune and Leader Press*, 7 February 1935; *La Crosse Tribune*, 4 October 1995, 8 October 1995, 10 October 1995, 24 October 1995.
17. *La Crosse Leader-Press*, 27 June 1907, *La Crosse* Tribune, 5 December 1924, 17 September 1940; Sanborn Insurance Map, City of La Crosse, 1906, Revised 1936.
18. *La Crosse Leader Press*, 16 August 1913; *La Crosse Tribune*, 10 April 1927, 1 January 1929, 28 April 1929; *The Manufacture of Rubber Footwear, La Crosse, WI, La Crosse Rubber Mills Company, c.1925.*
19. *La Crosse Tribune*, 29 May 1930, 16 February 1936, 5 December 1936, 9 March 1939, 12 January 1949.
20. *La Crosse Tribune*, 24 February 1918.
21. *La Crosse Tribune*, 12 December 1937, 2 January 1938, 15 February 1938.
22. *La Crosse Republican and Leader*, 31 August 1880, 23 September 1880, 9 October 1880, 14 October 1880; *La Crosse Daily Press*, 26 April 1892, 8 April 1881.
23. *La Crosse Tribune and Leader-Press* , 1 July 1926, 31 January 1927, 1 February 1927, 1 January 1928.
24. *Ibid*, 22 May 1929, 1 January 1930, 5 March 1930.
25. *La Crosse Chronicle*, 22 October 1901, 5 January 1902, 25 October 1902.
26. *La Crosse Tribune*, 21 September 1939, 21 September 1939.

Architecture of Public Building



Chicago, Milwaukee and St. Paul
Railroad Station, 1926-1927

V. PUBLIC BUILDINGS

Most of La Crosse's public structures built prior to contemporary times have been demolished or seriously altered. Before the writings of John Ruskin and the onset of the Victorian Gothic in the 1860's, few governmental buildings anywhere in America strayed from symbolism of the Classical styles. In the later years of the 19th century in the uncertainty created by the eclecticism of the period, other styles became acceptable. However, by the turn of the century, the influence of the great Neo-classical Revival and the "City Beautiful" Movement fueled by the Columbian Exposition in 1893, on the design of American civic buildings was enormous. The influence of architects who had been trained at Ecole des Beaux Arts permeated the civic design movement, designing noble structures for a society that identified with the great republicans of the past.

Governmental Buildings

The first governmental building known to exist in La Crosse, the first frame courthouse built in 1851 at 3rd and State Streets(1) (not extant), was a simple gable roofed two-story structure with some Greek Revival features.

In the next decade, a new stone County Courthouse exhibiting classical Revival features was constructed on the same site as the first courthouse in 1867(2)(not extant) and the first City Hall, Fire Station and Jail was built at 407-409 Main Street (Map Code 78-32) in 1869.(3) Altered beyond recognition, the historically important first city civic structure was designed by W. J. Nichols in 1868 as a mansard roofed fashionable Second Empire styled structure. Built after the March 1868 fire in response to citizen demands for adequate fire protection,(4) the stone structure has been reduced to a flat roofed two-story commercial structure with brick additions at the rear constructed in 1887 and later. Only the east wall along the alley shows the original stone construction and remains of the jail arrangement can be found in the basement.

The earliest civic structure retaining its architectural form the Water Works Building at 119 King Street (Map Code 79-27) was originally constructed as a one story Romanesque Revival structure in 1880. A second story and tower added in 1895 gave the building its present appearance.(5) Historically significant as the first city fire hydrant pumping station, the Pumphouse now housing the Western Wisconsin Regional Arts Center, was placed on the National Register of Historic Places in 1979. The only other surviving historic civic structure is another Water Works building constructed by the City near Myrick Park in 1911 (Map Code 95-8).(6) Typically influenced by classical design sources that were associated with civic pride and virtue in the early 20th century, the La Crosse Water Works Building is a simple rectangular structure elaborately ornamented by classical details. Brick quoins, cornice, frieze, parapet, dentil trim, panels with raised sung designs and articulated ornamental brick voussoirs and keystones, characterize the brick architecturally significant civic structure.

Other than the fire station reused for apartments at 829-831 South 6th Street (Map Code 41-16) the Northside Fire Station is the only extant City fire house to show the influence of the historic styles. Located at 906 Gillette Street (Map Code 82-29), City Fire Station No. 4 has a decorative frieze and cornice and segmental arched porch windows and entrance.

Several federal buildings of historic design were identified in the architectural survey. Placed on the National Register in 1981, the U. S. Fish Control Laboratory constructed in Riverside Park in 1924 (NR-144) is historically significant because of its role in the conservation of food fish populations in the United States.(7) Exhibiting an eclectic combination of styles including a red barrel tile roof and a classical influenced frontispiere, the Laboratory now used as a City Museum, Riverside USA, is not an architecturally significant structure. Also exhibiting the influence of the Neo-classical Revival, the United States Weather Bureau was built at 432 Cass Street (Map Code 18-13) in the early 20th century.(8) Architectural details associated with the Neo-classical styles such as brick quoins, blockm dentil trim on the cornice, balustrade and observatory on the roof and open entrance portico ornament the Classic brick box.

School and Libraries

Although few governmental administration buildings in America strayed from the classical, many non-government public buildings such as schools and libraries were free to be of any late 19th or early 20th century style. However in La Crosse, the extant school structures show a definite preference for the Neo-classical styled design.

The earliest recorded school structure was built in 1853 on Division Street.(9) By 1880 eight schools had been constructed. None of the 19th century schools are known to be extant. The earliest extant school structure is the Holy Trinity Grade School designed by Parkinson and Dockendorff in 1907.(10) Historically significant, the two-story school characterized by a projecting entrance bay with sculptured gable and rusticated base is located at 1417 South 13th Street (Map Code 36-7).

The most architecturally and historically significant representative of school architecture in La Crosse is the original La Crosse Normal School Building at 1724 State Street (SF4-19) now serving as Main Hall for the University of Wisconsin - La Crosse campus. Designed by noted architedts, Van Rye and De Gelleke in 1908(11) using classical design sources typically associated with public and institutional buildings in the late 19th and early 20th century, the three-story red brick structure features only the suggestion of classical entablatures visually supported by flat two-story pilasters. A short octagonal tower projecting from the west elevation and white bands creating the idea of a rusticated base add to the Classical-Renaissance character of the recently remodeled hall. Constructed to serve the physical education program of the Normal School, Wittich Hall (SF4-15) was added to the campus in 1916 with a gymnasium addition in 1930.(12) Characterized by two-story multi-part pointed arch windows, brick quoins and entrance bays with a vertical emphasis further extended by battlements is an architecturally significant provincial example of the Collegiate Gothic style introduced on the East coast in the 1890's.

La Crosse Public School architectural design in the 1920's was the exclusive domain of local architect Otto Merman. Using the Classical design sources, for the most part, Merman designed six of the extant school related structures and one library. The earliest school design by Merman, the Washburn School at 102 North 8th Street (Map Code 43-9)(13) is a simple rectangular brick structure ornamented by Jacobean or English Renaissance entrance bays in a vertical composition articulated by contrasting quoins. Constructed in 1921, the structure located on a historic school site, is now vacant and deteriorating. The earliest architecturally and historically significant school designed by Merman is the La Crosse Vocational School at 304 North 6th Street (Map Code 78-20).(14) Historically significant as the original structure associated with Western Wisconsin Technical Institute, the Vocational School constructed in 1923 exhibits the Neo-classical influenced style commonly found in public and institutional buildings of the period. One of the best examples of Neo-classical influenced school architecture by Merman is the Abraham Lincoln Junior High School constructed in 1924 at 510 South 9th Street.(15) Exhibiting the new simplicity and flat surfaces associated with the 20th century historic styles, Lincoln Schol has a classical ornamented stepped back facade and rusticated base. During this same period Merman also applied Neo-classical details to Gundersen Hospital Nurses' Home at 1910 South Avenue (Map Code 34-33) constructed in 1923,(16) the cornice decorated three-story structure is the only early structure associated with the Gundersen Hospital to retain architectural integrity. Other school structures of Classical influence by Merman are the Hogan Grade School at807 East Avenue, South (Map Code 56-14), now the Administration Center and visually compromised by two unsympathetic additions, and St. John the Baptist Catholic Grade School at 818 St. James Street (Map Code 91-29) constructed in 1928 (now vacant).(17) The only school structure designed by Merman in a style other than those derived from Classical design sources during the 1920's is the Northside Roosevelt Grade School at 1307 Hayes Street (Map Code 12-2) constructed in 1923.(18) A stuccoed two-story structure, the Roosevelt School is characterized by ornamental brown glazed tiles and a projecting entrance by articulated by a balcony window over the round arched entrance. The Roosevelt School including a 1931 addition,(19) designed by Merman in a similar style is architecturally significant as the only example of school or institutional buildings influenced by the Mediterranean styles in La Crosse.

The remaining significant school structure identified in the La Crosse Suvey is the Aquinas Catholic High School at 315 South 11th Street (Map Code 62-14) designed by Parkinson and Dockendorff in a scaled

down version of "Collegiate Gothic".(20) Constructed in 1928, the chool is primarily of historical significance as the original structure associated with Aquinas High School. School structures showing the influence of the Art Deco and Art Moderne styles, St. James Catholic School at 716 Windsor Street (Map Code 14-31) and Longfellow Junior High School constructed in 1939 at 1900 Denton Street (Map Code 15-3), are potentially significant structures dependent on future evaluation. Similarly, the Northside Library at 1552 Kane Street (Map Code 13-3), clearly an architecturally significant structure, designed by Otto Merman before his death in 1923, was not constructed until 1942. Other significant education structures that will become potentially eligible in a few years are the St. Francis School of Nursing constructed at 615 South 10th Street (Map Code 44-30) in 1941,(21) and c. 1938, Viterbo College Building, recently named the W. Leo Murphy Center at 815 South 9th Street (Map Code 44-19).

Hospitals

Although the health care industry is of great importance to the city of La Crosse, few architectural representatives retaining their integrity were identified in the La Crosse Survey. The first hospital structure was constructed as early as 1883 by the Franciscan Sisters of Perpetual Adoration at 10th and Market Streets;(22) however, none of the original construction remains. Through the years the structure was gradually replaced. The earliest extant section of St. Francis Hospital at 709 South 10th Street (Map Code 65-36) is the north wing constructed in 1931.(23) The earliest extant structure associated with the St. Francis complex is St. Ann's Maternity Hospital, now called the St. Francis Home. Constructed at 620 South 11th Street (Map Code 66-4) in 1926,(24) St. Ann's is a significant example of institutional architecture in an abstract 20th century interpretation of the Romanesque Revival style.

The first Lutheran Hospital structure was constructed at the turn of the century. Altered and added to over the years, only the Clinic entrance constructed in the early 20th century remains at 1836 South Avenue (Map Code 34-19) to represent the earlier Lutheran Hospital and Clinic established by Drs. Christensen and Gundersen. The earliest extant hospital structure identified in the architectural survey, the Grandview Hospital at 1707 Main Street (Map Code 60-13) now used as an office building, is dominated by the addition designed by Otto Merman in 1919.(26) However, the structure is not an architecturally significant example of the Neo-classical influence.

Hotel and Social Clubs

Although obviously a much needed type of construction for the many travelers and newly arrived ethnic groups in 19th century La Crosse, few representatives are known to remain. At the turn of the century, twenty-five hotels and fifteen public boarding houses existed in the city.(27) The earliest known such structure identified in the La Crosse Survey was built by the Burlington, Quincy, Northern Railroad as a club house and dormitory for its workers is 1866 at 1607 North Street (Map Code 12-3),(28) Built in an eclectic Romanesque style, the two-story structure was greatly altered when the Bethany Evangelical Free Church removed the second story and added a gable roof and tower in 1951. Recently reused as the Harry Olson Senior Citizens Center, the Burlington Club House is historically important but the architectural significance has been destroyed. A more architecturally significant structure known as C. B. And Q. Hotel at the turn of the century was designed by William Parker in 1888 as the Goddard Hotel at 1639 Prospect Street (Map Code 12-7) in North La Crosse.(29) Enlarged in 1891, the Victorian Goddard Hotel, now used as an apartment house, is characterized by segemental arched long windows, a cornice and the remains of a square tower flanking the facade.

Many large and small hotels were constructed in the city, particularly near the train depots in the "hotel district" between Vine and Pearl Street from Front Street to Fourth Street.(30) None of the large 19th century structures remain. Only small examples such as the American House at 222 Pearl Street (Map Code 21-16) and Hotel Bronson at 205-209 Pearl Street (Map Code 21-14) have survived from this era.(31) The only architecturally significant representative of hotel structures in La Crosse is the Hotel Linker at 318-320 Main Street (Map Code 21-4) constructed in the commercial area of La Crosse c.1925.(32)

Social clubs and gathering places were important structures to a city of immigrants looking for a new

social order and security in a foreign environment. In the 19th century, they were the center of community life. Unfortunately, these structures have been destroyed or altered architecturally such as the Armory at 711 South 6th Street (Map Code 17-11) and Concordia Hall at 1129 La Crosse Street (Map Code 20-9). The earliest remaining social structure to retain architectural integrity is the Masonic Temple constructed in 1901 at 724 Main Street (Map Code 60-36).(33) Influenced by the Neo-classical Revival at the turn of the Century, the red brick Mason Temple is characterized by brick quoins, cross gables with cornice returns and an entrance portico supported by Ionic columns. Designed by Parkinson and Dockendorff under the Neo-classical influence in 1908 and dedicated during President Taft's visit in October of 1909,(34) the YMCA Building at 629 Main Street (Map Code 79-5) was recently restored in a manner that has lessened its architectural significance. Using cut-brick in decorative patterns, the Eagles constructed their club room at 228 South 5th Street (Map Code 78-5) in 1935.

Park and Cemetery Structures

The rise of the landscape architecture and the park movement in America in the late 19th century had a powerful effect on the development of American cities including the City of La Crosse. Both the city cemetery and the city park system show the results of early city planning and city beautification efforts.

The historic Oak Grove Cemetery design followed the rural cemetery ideal of romantic picturesque planned distant vistas. Curvilinear paths or roadways form the basis of the design. Showing potential as a historic district, Oak Grove Cemetery has several structures of architectural interest. In addition to the Losey Memorial Arch placed at the entrance to the Cemetery (Map Code 20-6) in 1901 to commemorate Joseph W. Losey who was responsible for the creation of several local civic beautification projects,(35) the Washburn Monument (Map Code 95-6) in the form of an Egyptian obelisk erected in the mid-1880's at a cost of $46,000 to commemorate Governor C. G. Washburn,(36) is an important representative to historic La Crosse. Of architectural significance, the Oak Grove greenhouse (Map Code 20-8) constructed in 1893,(37) exhibits a rather Sullivanesque entrance structure notable for its lack of historic ornament. Using long thin Roman brick, the structure characterized by a Roman arched entrance with brick voussoirs is attached to an octagonal shaped observatory. Several cemetery vaults built in historic 19th century styles such as Greek Revival and Romanesque/Gothic (Map Code 94-36, 94-37, 95-3) are of architectural interest. A moulded copper sculpture of a Mother and Child by Leonard Crunelle (Map Code 95-5),(38) commissioned by the Hixon Family of the lumber era has some artistic merit. The less significant Catholic Cemetery on Losey Boulevard contains the previously mentioned architecturally significant Gothic Revival burial chapter for the bishops of the La Crosse diocese, Our Lady of Sorrow Chapel (Map Code 15-34).

The extensive city park system in La Crosse is based on the acquisitions of land generally in the form of gifts from the wealthy old families of La Crosse in the first decade of the 20th century. An early parcel of park land donated to the City was Pettibone Park given to the City by A. W. Pettibone in 1890. Structures of architectural significance located on Pettibone Island across the Mississippi from the City include the stone Victorian Romanesque Pavilion or Gazebo (Map Code 22-22) constructed in 1901,(40) and the City Bath House (Map Code 99-30) designed in the Mediterranean style by Otto Merman in 1925.(41)

From 1908 to 1911, when he presented a master plan for the City Park System in La Crosse, John Nolen of Cambridge, a noted landscape architect, worked with the Park Commission headed by J. M. Hixon to beautify the City of La Crosse. Historically important to the City, Riverside Park located at the west end of State Street (Map Cpode 102-2)(42) is significant in landscape architecture as an example of the work of John Nolen. The only park in La Crosse for which Nolen provided a detailed design and which is reproduced in The Making of a Park System in La Crosse.(43) Riverside Park rests on land dredged from the Mississipi and incorporated the older 1890's Spence Park. A 1930's bandshell continued to provide for community activities. The remaining large historic City park, Myrick Park on La Crosse Street (Map Code 95-15) was further developed as a WPA project in the 1930's.(44) A stone park shelter constructed of local bluff stone by the WPA workers exists in the park (Map Code 95-7). Another stone shelter (Map Code 102-17) was erected under the auspices of the WPA on top of the Bluff in Grandad Bluff Park (Map Code 102-18) during the same period.

INDEX OF REFERENCE: ARCHITECTURE CHAPTER
PUBLIC BUIILDINGS

Study Units: Notable People Chapter; Overview Chapter; Education Chapter; Social Activism Chapter; Parks, Planning and Landscape Chapter; Recreation and Entertainment Chapter; Transportation Chapter. Only architecturally and historically important structures are indexed.

Abraham Lincoln Junior High School (now Middle School), 510 South 9th Street (Map Code 44-13): Education Chapter.

Aquinas High School, 315 South 11th Street (Map Code 62-14): Overview Chapter; Religion Chapter

Grandad Park, Grandad's Bluff (Map Code 102-18), Park Shelter (Map Code 102-17): Overview Chapter; Parks, Planning and Landscape Chapter

La Crosse Normal School (WSU-La Crosse), 1724 State Street (SF4-19); Power Plan (Map Code SF4-18); Wittich Hall, 1724 State Street (Map Code SF4-15); Morris Hall (Map Code SF4-14): Education Chapter; Overview Chapter

La Crosse Vocational School, 304 North 6th Street (Map Code 78-20); Coleman Building (Map Code 78-19): Education Chapter

Lutheran Hospital Nurses Home, 1910 South Avenue (Map Code 34-33); Lutheran Hospital, 1910 South Avenue (Map Code 34-23): Education Chapter; Social Activism Chapter

Masonic Temple, 724 Main Street (Map Code 60-36); Social Activism Chapter

Myrick Park (also Lake Park), La Crosse Street (Map Code 95-15); Park Shelter (Map Code 95-7): Agricultural Chapter; Social Activism Chapter; Recreation and Entertainment Chapter; Overview Chapter

Oak Grove Cemetery Structures, La Crosse Steet: Losey Memorial Arch (Map Code 20-6) - Joseph Losey: Parks, Planning and Landscape Architecture; Agricultural Chapter
Washburn Monument (Map Code 95-6)-C. G. Washburn, house-612 Ferry Street (Map Code 17-27): Notable People Chapter; Government Chapter
Oak Grove Greenhouse (Map code 20-8): Parks, Planning and Landscape Chapter
Sexton's House (Map Cod 20-7)

Our Lady of Sorrow Chapel, Catholic Cemetery, Losey Boulevard South (Map Code 15-34)

Pettibone Park, Pettibone Island, Gazebo (Map Code 22-22); City Bathhouse (Map Code 94-30): Transportation Chapter; Parks, Planning and Landscape Chapter

Riverside Park (Levee Park), West end of State Street (Map Code 102-2): Overview Chapter; Transportation Chapter; Parks, Planning and Landscape Chapter

Roosevelt Grade School, 1307 Hayes Street (Map Code 12-2): Education Chapter; Overview Chapter

St. Anne's Maternity Hospital, 620 South 11th Street (Map Code 66-4); St. Francis Hospital, 709 South 10th (Map Code 65-35); St. Francis School of Nursing, 615 South 10th Street (Map Code 66-4): Religion Chapter; Education Chapter; Social Activism Chapter

St. Francis School of Nursing, 615 South 10th Street (Map Code 44-30); St. Francis Hospital, 709 South 10th Street (Map Code 65-35), St. Anne's Maternity Hospital, 620 South 11th Street (Map Code 66-4): Religion Chapter; Education Chapter; Social Activism Chapter

Viterbo College Building, 815 South 9th Street (Map Code 44-19): Education Chapter

PUBLIC BUILDINGS NOTES

1. History of La Crosse County, 1881, p. 419; Photograph: Sanford, History of La Crosse, p. 86.

2. Ibid., p. 419; Early photograph: Pratt and Owen, La Crosse Illustrated, p. 21.

3. La Crosse (Wisconsin) Daily Democrat, September 27, 1869.

4. Ibid., March 24, 1868 and April 16, 1868.

5. Photograph of original building: Pratt and Oyen, La Crosse Illustrated, p. 56; Files: Preservation Department, State Historical Society of Wisconsin, Madison, Wisconsin.

6. City Planning Department, City Hall, La Crosse, Wisconsin.

7. Files: Preservation Department Historical Society of Wisconsin, Madison, Wisconsin.

8. Building Inscription.

9. Information on early schools: History of La Crosse County, 1881, pp. 515-520.

10. Bina, Architectural Growth of Holy Trinity, 1975.

11. George Gilkey, The First Seventy Years: A History of the University of Wisconsin - La Crosse 1909-1979 (La Crosse, 1981).

12. Ibid.

13. Washburn School is not listed in the Merman-Bentley Collection but is reported to be Merman's design by local contractors; Building Inscription.

14. Bentley-Merman Collection.

15. Ibid., Building Inscription.

16. Bentley-Merman Collection.

17. Ibid.

18. Ibid.

19. Ibid.

20. George Jansky, Bricklayer for Aquinas High School, 2150 Farnam Street. Interview with the author, July 2, 1984.

21. Sandra Gue, "St. Francis Offers Trove of Memories," La Crosse Tribune, January 13, 1983, p. 9.

22. Ibid.

23. Ibid.

24. Ibid.

25. Sanford, History of La Crosse, p. 251.

26. Bentley-Merman Collection.

27. Bryant, Memoirs of La Crosse, p. 171.

28. James Adkins, Harry J. Olson Multi-Purpose and Senior Citizen Center, North Street and Onalaska Avenue, La Crosse, WI, 1978-80, Unpublished paper, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

29. J. Tatarek, Goddard Hotel Also Known as the C. B. and Q. Hotel, 1983, Unpublished paper, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

30. Bryant, Memoirs of La Crosse, p. 171.

31. Sanborn Map, 1891; La Crosse City Directory, 1893, 1895.

32. Ibid., 1926.

33. La Crosse (Wisconsin) Daily Press, March 15, 1900.

34. La Crosse (Wisconsin) Tribune, September 15, 1983.

35. La Crosse (Wisconsin) Morning Chronicle, March 22, 1901 and March 23, 1901; Sanford, History of La Crosse, pp. 201, 204.

36. Pratt and Owen, La Crosse Illustrated, pp. 27, 52.

37. La Crosse (Wisconsin) Morning Chronicle, June 1893 and December 31, 1893.

38. Inscription on Sculpture.

39. Sanford, History of La Crosse, p. 200.

40. Ibid., p. 200; Early photograph: Philippi Art Souvenir, p. 81.

41. Bentley-Merman Collection.

42. Files, Preservation Department State Historical Society of Wisconsin, Madison, Wisconsin.

43. John L. Nolen, The Making of a Park System in La Crosse, WI, (n.p. 1911).

44. Sanford, History of La Crosse, pp. 199-200; "Fifty Years Ago," La Crosse Tribune, January 16, 1984.

ADDENDUM TO 3. PUBLIC BUILDINGS

Introduction

Throughout history, public buildings symbolized the great governments and public buildings of our ancient past. In the late 19th century, alternatives to the Classical style became acceptable because of the uncertainty created by the eclecticism of the period and the search for a "new modern" style. However, the influence of the late 19th century "City Beautiful" movement and the example set by the designs of buildings at the Colombian Exposition in 1893 reinforced the philosophy that Classical styles were the only acceptable form for public buildings until the mid-20th century.

See the previous entries in the 1983 Survey for more complete information on La Crosse's public building.

Governmental Buildings

In 1983, the Intensive Survey of the city of La Crosse determined four governmental building were architecturally significant buildings. Of these, two properties, the Water Works Building and the U.S. Fish Control Laboratory, are already listed in the National Register of Historic Places. Only one governmental building, La Crosse City Fire Station No.4 built in 1940 has become eligible for the NRHP since the previous 1983 Survey. Within a few years, the U.S. Naval Reserve Station constructed in 1947 at 2226 Green Bay (38-27) will become potentially eligible for the National Register. The historic first City Hall, Fire Station and Jail built in 1869 at 407-409 Main Street, which had been extensively altered from its original appearance, was demolished for a parking lot by the adjacent State Bank in July of 1995.

A classical based style, the Romanesque Revival style was used for the earliest of the extant civic structures in La Crosse. The Water Works at 119 King Street (79-27), designed by Charles McRitchie of Chicago and constructed by local contractor Joseph Rawlinson in 1880, was contained in a one-story building with the pump in the 12 feet deep stone basement and a pipe to the Mississippi River. It was constructed of Dresbach brick 20 inches thick at the bottom and 16 inches at the top. The building was enlarged to its present size in 1895 and a tower added to house the new $32,000 pump purchased by the city. The addition to the building was constructed by local contractor, F.A. Gross at a cost of $17,645.[1] The Water Works served the city until the spring of 1913 when the new Water Works constructed in Myrick Park on La Crosse Street (95-8) was completed. The Classical Revival styled Water Works, designed by engineer C.A. Burdick of the Chicago engineering firm of Alvord and Burdick in 1912, has retained the Classical Revival details although the windows have been replaced with glass block. This building, which continues to serve the city, is both architecturally and historically significant.[2]

The earlier Water Works building was listed in the National Register of Historic Places in 1979. The concrete block garage that was attached to the west side of the Water Works building at 119 King Street was removed recently This building presently serves as a local center for the arts known as The Pumphouse.

Although the Classical style of public building as well as other historic styles were being to fade by the mid-20th century, the La Crosse City Fire Station No. 4 was built in a historic style in 1940 at 906 Gillette Street (82-29). The station was designed by Racine architect J. Mandor Matson, who previously had designed two avant-guarde La Crosse buildings, the Art Moderne Exchange Building at 201 5th Avenue South in 1940 and Hoeschler House at 116 Losey Boulevard North (95-14) in 1936. Matson chose to design the 61 x 54 foot building in a residential style that would be in-keeping with its residential location. Although originally planned in stone, the fire station was constructed of less-expensive brick in a style described by the architect as being the Tudor residential style; however, the requirements of a fire station resulted in a rather untraditional, abstracted historic design. The eclectic styled station displays segmental arches and cornices associated with classically derived architecture and few details that are specific to the Tudor style. This well-preserved north side municipal building was constructed by Peter Nelson and Son at a cost of $26,855. It replaced the previous fire station built in 1892 located immediately south of the new station. The Fire Department moved into the new building in February of 1941.[3]

Two of the historic Federal governmental buildings in the city are well-preserved examples of public architecture influenced by the Classical Revival. The historically and architecturally significant U.S. Weather Bureau building was constructed in 1907 at 432 Cass Street (18-13) when the Weather Bureau outgrew its quarters in the federal building. This exceptional Neo-Classic styled building was constructed by local contractor John A. Miller, probably according to a design drawn by Department of Agriculture architects, at an estimated cost of $15,000. The offices, dining room and instrument room of the Weather Bureau were located on the first floor of the 37 x 43 foot building. The private quarters of the observer and family on the second floor was accessed by a stairway in the center of the first floor, and a penthouse to facilitate the exposure of the weather instruments was constructed on the slate and gravel roof. A "shield-like design" with the letters U.S.W.B. was placed over the door.[4] The U.S. Fish Control Laboratory, although a creditable example of the Classical Revival influence on governmental buildings, is not a significant example of the Georgian mode of the Classical Revival typical of Period Revival era in the early 20th century. The U.S. Fish Control Laboratory (NR-144) was built in 1924-1925 at the north end of Riverside Park at the insistence of City Council over the objection of the City Park Board. The fish hatchery, featuring an aquarium on the west end, was constructed by local contractor C.W. Noble according to plans furnished by government architects. The U.S. Fish Control Laboratory was placed on the National Register of Historic Places because of its critical role in the conservation of food fish populations, as the nation's center of research for control of the lamprey ell as well as for its longer term role in the maintenance of fish and mussel populations in certain inland waters of the United States. Presently the building houses the Riverside Museum and the Visitors Bureau.[5]

A more recent federal building, the U.S. Naval Reserve Center, located at 2226 Green Bay Street (38-27), will become eligible for listing in the National Register of Historic Places when it reaches 50 years of age in 1999. No historic ornament is apparent in the design by local architects Boyum, Schubert and Sorensen in 1947. The Naval Reserve Center was completed in 1949. The contemporary styled building features an arched roof section on each end with a flat roofed rectangular section and main entrance in the center. Long wings with flat roofs lower than the center or the arched roof sections extends from the east and west elevations of the main section. The Naval Reserve Center, historically significant for its role as a post-World War II military facility, was constructed by local contractor F.R. Schwalbe and Son on a site adjacent to temporary housing units (not extant) constructed after World War II.[6]

Schools and Libraries

During the 1983 Survey, 12 historic school building were identified as architecturally and/or historically significant properties. The present 1995 Survey found 2 of the 12 school building had been demolished since 1983. Washburn School constructed at 102 North 8th Street in 1921 was demolished when a new apartment building was constructed in its place. The 1928 St. John the Baptist Catholic School formerly at 818 James Street was demolished around the time the St. John the Baptist Church building was destroyed in the mid-1980s. Although the school buildings of La Crosse have retained at least a measure of historic integrity, most of the windows in the buildings have been altered by the addition of modern windows that don't fit the original opening or by window styles that are not in keeping with their historical character. Furthermore, many of the school have received additions that do not compliment the original historic style. Six school buildings have become potentially eligible since the last intensive survey was conducted in 1983, including: Blessed Sacrament School at 2404 King (62-4), 1941; Longfellow School at 1900 Denton (15-3), 1939; St. James School (14-31), 1941; Viterbo College at 815 South 9th Street (44-19), 1941; La Crosse North Side Public Library at 1552 Kane Street (13-3), 1941; St Francis School of Nursing (44-30), 1941.

Although school designs did not have the same style restrictions placed upon them as the symbolic governmental buildings, most of the schools in La Crosse displayed the architectural characteristics of the Classical Revival styles. The construction of six public schools in the city within a few years in the early 1920s was unprecedented at the time and at any time since. Most of the school buildings were designed by two local architectural firms, Otto Merman and Parkinson and Dockendorff.

All of the schools designs by Otto Merman displayed the Classical Revival styles except the north side Roosevelt Grade School for which he created a Mediterranean Revival design in 1923. Washburn School formerly located at 102 North 8th Street, one of the earliest of the Merman's Classical Revival school designs, was demolished in 1985. The Classical Revival design of Hogan School, constructed in 1920-21 at 807 East Avenue South the year before the Washburn School, was built on the stone foundation of the previous building destroyed by fire. This school, which opened in September 1921, featured a gymnasium in the basement and

a domestic science department on the top floor. A minimum of woodwork, brick window sills and fire alarms throughout the "fireproof" building were used to ensure fire protection. Although the original Merman design has been diminished by the large wings added on both sides of the building, the Hogan School, now the Administration Center of the La Crosse School District, is historically significant.[7] Merman also created a Classical Revival design for the La Crosse Vocational School building at 304 North 6th Street in 1923 (78-20). The reported distinction feature of the new school was the segregation of boys and girls including separate boy and girl entrances that ensured they would not meet except in the auditorium. The building, which had its main entrance on Vine Street, was designed to allow a second floor addition on the one-story wing fronting on 6th Street. The addition, also designed by Merman in partnership with Skogstad was added in 1929. A decade later, the Coleman Building, which included an auditorium seating 1,229 people and classrooms, was constructed in 1939 on the north side of the earlier building. This building, designed by the local architectural firm of Boyum, Schubert, and Sorensen, was constructed with the assistance of a $172,00 WPA grant. The historic integrity of the Coleman Building has been compromised by the addition of modern windows, as well as, the recently constructed new entrance. Although the windows have also been replaced in the earlier building designed by Merman, the original pedimented entrances have been retained.[8] In 1924, Otto Merman designed Lincoln Junior High School at 510 South 9th Street (44-13), the last of the six schools in the one million dollar building program planned by the city of La Crosse in the early 20th century. The Classical Revival styled Lincoln School, reportedly built on the site of the first public school in La Crosse, featured a combination auditorium and gymnasium seating 600 in the center of the building and a kindergarten and social room with a spacious fireplace adjacent to the gym. This school, presently the Lincoln Middle School, is among the best preserved of Merman's Classical Revival school buildings.[9]

The Roosevelt School constructed at 1307 Hayes Street (92-33) in 1923-1924 is the only one of the six school buildings designed by Otto Merman in the early 20th century that strayed from the Classical Revival style. This Spanish Colonial-Mediterranean Revival styled school, constructed by Peter Nelson and Son, was built with a red brick base and kellestone finish from the sills of the first floor windows to the cornice and a red tile roof. The original building, comprised of three grade rooms and one kindergarten room, was designed to accept additions. The first addition was constructed at the rear [north side] of the building in 1931. This $40,000 addition of four rooms, also designed by Otto Merman, was followed in 1940 by another addition of four room attached to the rear of the previous addition. The 1940 addition was constructed by local contractors Espenes and Grunlien . The Roosevelt School also functioned as a community center and play ground.[10] During the same year, in 1923, Otto Merman used Classical Revival sources for the design of a combination school and dormitory for the student nurses at the Lutheran Hospital to replace the earlier facility lost in a fire. This "fireproof," three-story building. constructed in the Georgian mode of the Period Revival styles, featured living quarters and library on the first floor, dormitory rooms on the 2nd and 3rd floors and classrooms and laboratories in the basement. This architecturally significant building received a new roof since the last survey

at which time the dentil block ornament was removed from under the overhanging eave.[11]

The last of Otto Merman's designs for public buildings was executed after his death [1935]under the direction of the local architectural firm of Fuchs and Nelson. The construction of the North Side Library at 1552 Kane Street (13-3) in 1941-1942 was approved after many setbacks for various reasons. The Library, conceived as a "bungalow type structure architecturally designed so as to blend with its residential surroundings" was finally constructed with funds from a referendum directed sale of bond issue. Local contractors Peter Nelson and Son constructed the building featuring "Old English and Gothic influences," for a contract price of $46,900.[12]

Four of the City's significant school buildings were designed by local architects Parkinson and Dockendorff. The earliest of the Classical Revival school designs was created by Parkinson and Dockendorff in 1907 for the Holy Trinity Catholic Church congregation at 1417 South 13th Street (36-7). When the student body reached 170, a new school became necessary and the plans were drawn in 1904. This well-preserved building was constructed by local contractor John Arenz. A two-year high school was conducted in the building from 1916 until it closed in 1928 when Aquinas High School opened. A two-story brick addition with two rooms on each floor and lavatory in the basement was built in 1939 on the north side of the building.[13] Parkinson and Dockendorff designed the Aquinas Catholic High School in a "modern conception of Tudor Gothic," typical of the style they used in their many school designs. The three-story Collegiate Gothic building, constructed of fireproof brick, tile, concrete and steel materials by local contractor Peter Nelson and Son , featured two main entrances on 11th Street with two wings extending east from the north and south ends of the main block with a combination gymnasium and auditorium in the center. The design was planned to allow additions, which occurred at regular intervals. The first addition of six rooms was built in 1931 along Cameron Street at the rear [east] of the building. In 1936, four rooms and an office were added to the wing along Cass Street, and in 1939, a third addition, comprised of a new gymnasium, library, classrooms, chapel and an entrance on Cameron Street, was added in 1939. The old gym was converted into a auditorium. In 1954, four rooms were added to the building. The original building and facade designed by Parkinson and Dockendorff has been preserved, for the most part, with the exception of the windows that were replaced in the 1980s. The Christ the King statue at the front of the building was added in 1938.[14] Another Catholic school was designed by Parkinson and Dockendorff in 1938 for the new Blessed Sacrament parish. The Blessed Sacrament School, designed in an abstracted "modern" interpretation of Classical design sources, originally was used as a combination church and school. The lower story of the building was converted into school rooms when the church was constructed in 1950. The Blessed Sacrament School, constructed by contractors Lovering and Longbotham of St. Paul, has been altered by the replacement windows and by an addition at the rear.[15]

Parkinson and Dockendorff, who became noted school designers, drew the plans for the addition to the physical education building, known as Wittich Hall, at the La Crosse Normal School at 1724 State Street

(4-15) in 1930. The 62.8 x 93.4 foot building, which was designed in the Collegiate Gothic style of the original building, was constructed on the south end of building. The building, constructed of Danville brick by contractor Knutson and Mortenson of Waupaca, contained a swimming pool and a second floor 60 x 90 foot women's gymnasium. The original La Crosse Normal School buildings, Wittich Hall (4-15) constructed in 1920 and Main Hall (4-19) designed by Milwaukee architects Van Ryn and De Gelke in 1907, were added to the National Register of Historic Places in 1985. Since the 1983 Survey, the Collegiate Gothic styled Morris Hall (4-14) also has become potentially eligible for listing the National Register of Historic Places. Morris Hall, was constructed by W.M.C. Inc of Winona in 1939 for a contract price of $190,000 after the Normal School was accredited as a teacher-training institution and changed its name to La Crosse State University. The new building housed the Campus School until it closed in the 1960s. The school, reported to be "the most modern in the field of progressive education, featured an auditorium, gym, a dark room for photography, a health clinic, a physical education office and a sound system. Morris Hall was named after Thomas Morris, the State Senator from La Crosse, who persuaded the Wisconsin Legislature to establish a Normal School at La Crosse[16]

The school buildings in the late 1930s and in the 1940s, which have become potentially eligible for the National Register of Historic Places since the 1983 Survey, were designed by a new generation of architects. Longfellow School at 1900 Denton Street (15-3), the first La Crosse school building built in a "modern style," was designed in 1939 by the local architectural firm Boyum, Schubert and Sorensen. Longfellow School, which received 45% of its total cost of $117, 211 from the Public Works Administration, was designed to accommodate the elementary school in the right wing while the Junior High School was in the left wing. The "fireproof school" was constructed of exterior walls of four-inch face brick backed up with eight-inch common brick lined with tile on a reinforced concrete foundation. Longfellow School, constructed by Minneapolis contractors the Standard Construction Company, displays the rounded corners, flat roof, smooth wall surface and horizontal bands of windows typical of the Art Moderne style. A low-relief decorative band of figures ornaments the rounded corner entrance bay. Large utilitarian additions located at the rear of the building have altered the impact of the Moderne design although the original building remains visible. Furthermore, the original multipaned windows have been replaced by modern windows.[17]

Although a precedent for modern styled public buildings was set by Longfellow School, a historic appearance was still considered to be appropriate for school buildings constructed in the 1940s. Brillmeyer and Son of Wisconsin Rapids designed St. James Catholic School at 716 Windsor Street (14-31) with plain brick elevations articulated by scaled down Collegiate Gothic style ornament at the entrances and historic brick pilasters between the windows. The school was constructed in 1941 by the local contracting firm Peter Nelson and Son. A more elaborate Collegiate Gothic design was used by the Milwaukee architectural firm the Brielmeyer Brothers in 1941 for the new Viterbo College building at 815 South 9th Street (44-19). Among the best preserved of the historic school buildings in La Crosse, the brick elevations of the Viterbo College

building is divided vertically by capped brick pilasters and abstracted Gothic details ornament the projecting, five-story entrance bay as well as the pavilions at the ends of the building. A large round arch supported by multiple columns accents the main entrance and a 163 foot cloister adorns the east side of the building. The four-story, 373 foot long Viterbo College building, which has a 118 foot south wing and a 103 foot north wing, was constructed of reinforced concrete with brick curtain walls by local contractor Peter Nelson and Sons. The new building, which housed class rooms on the first three floors and dormitories on the fourth story, provided space for the four-year teaching program formerly housed in the St. Rose Convent building. A gymnasium was located on the ground story of the south wing. The building was expected to accommodate education programs for 500 students.[18] A separate dormitory building, Marian Hall, constructed at 827 Winnebago Street (136-14) was added to the Viterbo College Campus in 1957.[19] Highly abstracted historic Gothic ornament characterizes the well-preserved large five-story building constructed to house the St. Francis Hospital student nursing program in 1941-1942 at 615 South 10th Street (44-30). This $400,000 building, designed to house classrooms as well as the student dormitory, was dedicated on May 1, 1942. When the nursing program closed in the early 1970s, this architecturally significant building was remodeled to house various offices and health programs operated by St. Francis Hospital.[20]

By the time another building program occurred in the La Crosse from the late 1940s through the 1950s and into the 1960s, all school buildings were being designed in contemporary styles completely devoid of historic ornament. The following La Crosse school buildings will need to be evaluated for historical and architectural significance with in the next decade: Jefferson School built in 1949 at 901 Caledonia Street (155-13), Trinity Lutheran School built in 1952 at 1010 Sill Street (150-33), Harry Spence School constructed in 1953 at 2150 Bennett Street (142-10), Franklin Elementary School constructed at 1611 Kane Street (150-17) in 1955, and Mount Calvary Lutheran School built in 1957 at 1614 Park Avenue (144-9).[21]

Hospitals

Historic hospital buildings in La Crosse have suffered from the success of the health care industry in the city. Although older buildings remain, they have, in most cases been covered or incorporated into the new additions with the result that their historic integrity has been compromised considerably. The only architecturally significant historic health care building with historic integrity associated with St. Francis Hospital, in addition to the building constructed to house its student nurse program discussed above is St. Ann's Maternity Hospital built by local contractor Peter Nelson and Son in 1926-1927 at 620 South 11th Street (66-4). This Classical Revival influenced five-story building, designed by the local architectural firm Parkinson and Dockendorff, displayed the simplified brick surfaces and abstracted ornament typical of the late historic styles. The characteristic rusticated foundation or ground floor, varied arched and straight windows and stylized Classical pediment shows its dependance on Classical Revival design sources. Massive steel beams and brick curtain walls were used in the construction The 158 feet long five-story building, which

included a roof garden and a ground floor used for classrooms, offices and meeting rooms, featured single rooms for 75 patients, a nursery for the babies on each floor, sun porches on each floor and two elevators. Many of the interior surfaces were constructed of marble, the stairways were of marble and ornamental iron and the windows in the sun parlors were of art glass.[22]

The expansion of the Lutheran Hospital and Gundersen Clinic health care complex has also resulted in the loss of historic integrity because the older buildings have been incorporated into the new structure and are no longer visible. Only the Lutheran Hospital Nurses Home, discussed in the topic of schools above, continues to have historic architectural significance.

Hotels and Social Clubs

The 1983 Intensive Survey determined very few significant examples of hotels and social clubs have retained the historic integrity of a significant example of its type or style. As noted in the 1983 Survey, the Goddard Hotel at 1639 Prospect Street (12-7) has retained sufficient historic integrity to be a historically significant representative of early hotels in La Crosse. The original 30 x 80 foot, two-story brick-veneered building was designed by local architect William Parker in 1888 at Grand Crossing on the north side of La Crosse for H. Goddard. The hotel, which was constructed by local contractor Powers, received a $2000, 26 x 54 foot brick-veneered addition in 1891, consisting of 14 rooms. The Goddard Hotel is historically significant for its association with the Grand Crossing railroad transportation center for the period it served the passengers and workmen of the rail road. The old brick hotel continues to serve a residential purpose.[23] Other early La Crosse hotels are located in the La Crosse Historic Commercial District that was added to the National Register of Historic Places in 1994.

The 1983 Intensive Survey identified the Masonic Temple at 724 Main Street (60-36) as the only architecturally significant building associated with the social history of the city. Since the 1983 Survey, the Eagles Club at 228 South 5th Avenue (78-5), has become potentially eligible for listing in the National Register of Historic Places for historical significance because it represents the social history of La Crosse. It is not an architecturally significant example of its style. Similarly, the Concordia Hall designed by Schick and Stoltze in 1891 at 1129 La Crosse Street (20-9) lost much of its historic architectural integrity when the brick-veneered exterior was stuccoed and architectural details were removed; however, the Concordia Hall has local historical significance. This hall was saved from demolition in 1995 through the combined effort of interested citizens and preservation groups.[24]

New York Architect B.S. Harrison designed the Masonic building in the style most acceptable for public building at the time, the Neo-Classical style. The Masonic Temple, constructed in 1902 at 724 Main Street (60-36) by local contractors Louis Miller, Frank Schwalbe, and Frank Techmer, was dedicated in a grand affair on December 26, 1902. The new lodge building, featuring an assembly room and billiard room on first floor and the lodge room on the second floor, replaced the Masonic lodge room formerly located on

the top floor of the Barron Building at 5th Avenue and Main Street. The Masonic Temple, which was used until a new building was constructed in 1970, was given to the Ho-Chunk Nation for their offices and community programs in 1995.[25] The La Crosse Aerie No. 1254, Fraternal Order of Eagles club building at 228 South 5th Avenue (78-5) was constructed in 1935 in the Simplified manner characteristic of the late historic styles. The simple brick surfaces of this historically significant building are articulated with ornamental brick work in place of classical details around the top of the building and around the entrance and the windows. The windows of the Eagles Club have been replaced recently.[26]

Park and Cemetery Structures

Two of La Crosse's cemeteries were identified in the 1983 Survey as potentially eligible because they are examples of designed landscapes characteristic of the City Beautiful Movement in the 19th century. During the 1995 Survey, the structures in these two well-preserved cemeteries were listed in greater detail. Since the 1983 Survey, two significant buildings and structures have been demolished in Oak Grove Cemetery. The Oak Grove green house constructed in 1893 and the Cemetery Sexton's late 19th century Gothic Revival styled house was demolished when the crematorium was constructed near the entrance on the west end of the cemetery several years ago.

Oak Grove Cemetery at 1407 La Crosse Street (129-17) evolved from a plot of land purchased in 1852 known as Wautonga Cemetery that was eventually sold and incorporated under the name the Oak Grove Cemetery Association in 1872. The 32 acres site was embellished with flower beds and landscaped by Prosper Stevens beginning around 1878. Winding drives and walks radiated to every part of the cemetery from the circle near the entrance in which a fountain was located. Trees lined the drives and rustic arbors and chairs provided the opportunity to rest and enjoy the quiet beauty. The cemetery was further enhanced by the erection of the Losey Memorial Arch (20-6) at the entrance in honor of Joseph W. Losey, who worked to beautify La Crosse with parks and boulevards as well as the beautification of Oak Grove Cemetery. The Classical Revival arch, designed by local architects Schick and Roth in 1901, was erected by the Crosby and Hynne Granite Company of La Crosse. The arch was dedicated with a public celebration on Memorial Day in 1902.[27]

In 1912, the Mausoleum (129-17), built of marble and concrete in a sculpturesque Classical Neo-Grec style, was added to the cemetery site. This abstract interpretation of the Classical Revival is characterized by planar wall surfaces and simplified Greek and Roman detail with moldings of flattened profile. The mausoleum features a plain cornice around the top of the building and a simplified Classical pediment and columns ornaments the entrances. The mausoleum, designed and constructed by the People's Mausoleum Company, contains 590 compartments and a chapel. Three exceptionally well-preserved memorial and burial structures in Oak Grove Cemetery associated with prominent La Crosse families are architecturally significant examples of cemetery monuments: the Cargill Memorial (94-37) erected in 1887 in the form of a small Classical temple, the eclectic Romanesque-Gothic styled Easton Memorial (94-36) erected in 1888, and the

Gund Memorial (95-3) erected in 1924, also in the form of a small Classical temple. Among the most significant is the Governor C.C. Washburn monument (95-6) in the form of a 22 ton Egyptian obelisk designed and erected by the Smith Granite Works of Westerly Rhode Island in 1885. The Hixon Family Monument (95-5) featuring the figure of a mother and child sculpted by Leonard Crunelle also is an important cemetery object. [28]

The Catholic Cemetery at 519 Losey Boulevard South (144-24), which also is characterized by curvilinear drives and picturesque landscape features, was established in the early 1850s on land donated by Joseph Ebner, but a cemetery association was not incorporated until 1916. The landscape design done mainly during a period of 25 years from 1885 through the first decade of the 20th century included flower beds, trees and shrubbery. Erhard Reisinger, full-time sexton for the cemetery from 1883 until 1916, constructed four large grottoes (95-20, 144-20) of rough rock hauled from the bluffs placed picturesquely throughout the cemetery during the period from approximately 1895 to 1910. Reisinger also constructed 14 Stations of the Cross (144-25) in the form of a gabled boxes with glass enclosed bas-relief scenes given by the Hackner Alter Company. The Catholic Cemetery, including the grottoes and Stations of the Cross, is a significant example of landscape design created during the City Beautiful Movement.[29] The picturesque cemetery chapel (15-34), discussed previously under Gothic Revival churches, was added to the National Register of Historic Places in 1986.

The 1983 Survey identified Riverside Park at the west end of State Street (102-2) and Myrick Park, originally known as Lake Park on La Crosse Street (75-15) as potentially eligible for the NRHP. During the 1995 Survey, Copeland Park on Copeland Avenue (154-5), Pettibone Park on Barron Island (138-10), and Grandad Bluff Park (102-18) also were identified as historically significant properties. All of these parks except Copeland Park, include significant park structures and are generally historically significant properties and are not significant as an example of a planned landscape. A Determination of Eligibility prepared for Riverside Park in 1995 showed John Nolen's design has lost considerable integrity and is no longer eligible for the NRHP.

Myrick Park on La Crosse Street (75-15) was established in 1882 when the old La Crosse fair grounds were turned into a city park known as Lake Park. Native stone quarried on Miller's bluff was used in 1948 to constructed the WPA funded shelter (95-7) in the park. This architecturally significant gable roofed, one-story WPA building featured a large fireplace in one of its four wings. Constructed with WPA labor, the building cost $13,000 of which the city contributed $5,000.[30] The shelter has been altered by an addition located in one of the angles of the building on the east side of the building. The Monkey Island enclosure (99-26), designed by the architect Otto Merman in 1929, has been altered considerable since the 1983 Survey and is no longer a significant element in the park. Kids Coulee, a playground planned and constructed through a large community effort, was added to Myrick Park in 1994.

Pettibone Park, one of the major parks in La Crosse, was created on Barron Island (138-10) across the

main channel of the Mississippi River from the city in 1900 when A.W. Pettibone, one of La Crosse's prominent lumber barons, purchased the island from D.J. Cameron with the intent of converting it into a public park. Improvement necessary to turn the island into a park such as a road around the island and a measure of flood control under the direction of a civil engineer employed by Pettibone began immediately. Pettibone established an endowment of $50, 000 to ensure the development and maintenance of the park. Most of the park improvements were funded and carried out by Pettibone before he turned control over to the City Park Commission. Pettibone, who had wished to name the park Island Park, reportedly spent $100,000 on the land and improvements necessary to turn the island into a city park. Pettibone Park , which features curvilinear drives, a lagoon and restful picnic areas, is further characterized by two architecturally significant park structures previously identified in the 1983 Survey: the Pettibone Park Gazebo designed by local architects Schick and Roth (22-22) in 1902 was constructed of granite and red stone by mason Joseph Frisch and his crew of 11 stone cutters. The dome was decorated by O.J. Oyen, a local firm of interior designers. The steel roof was erected by Tausche Hardware. A white stucco Spanish Colonial styled Pettibone beach bath house (99-30) was designed by Otto Merman in 1925. The architecturally significant bath house characterized by a two-story great hall lobby with exposed wood trusses and a balcony with an iron railing on one end and a red tile roof, was constructed by local contractor Theo J. Molzhan. The $50,000 bath house, supported with $8000 contributed by the local Elks Lodge, was dedicated in July 1926 with a "Venetian Night Spectacle."[31]

Grandad Bluff Park (102-18), another gift to the city, was added in 1912 along with the Hixon Forest (a total of 533 acres) in a campaign to save the bluffs lead by Mrs. Hixon. The park was improved in 1930 by the installation of fences and picnic areas by the City Park Department. In 1938, a 36 x 26 foot park shelter (102-17) with two fireplaces was constructed of native limestone taken from the bluff and covered by hand split cedar shingles.[32] Copeland Park (154-5), which like Riverside Park was the result of dredging to create a park site, was donated in 1909 by another early lumber baron F.A. Copeland. The 20 acre park featuring a half mile front on the Black River included the old Davidson mill site. The Copeland Park landscape was designed by John Nolen in 1909-1910 at the time he was designing a master plan for the City's park system at the direction of the new Park Board. The Park Board was established rather belatedly during the City Beautiful Movement era in 1908 by La Crosse's progressive mayor, Wendell Anderson. Copeland Park was dedicated in July of 1911. In 1936, a wading pool was constructed as a Works Progress Administration project at a cost of $2,177 and tennis courts were added in 1938. John Nolen's landscape design for the historically significant Copeland Park has lost a measure of historic integrity.[33]

REVISED LIST OF POTENTIALLY ELIGIBLE AND LISTED PROPERTIES

Name of Property	Street Address/Map Code	Construction Date
Pettibone Park		
Pettibone Park	Barron Island (138-10)	1900
Pettibone Park Gazebo	Barron Island (22-22)	1902-03 (City Historic Site-1995)
Pettibone Park Bath House	Barron Island (99-30)	1925 (City Historic Site-1995)
U.S. Weather Bureau Station	432 Cass Street (18-13)	1907
Copeland Park	Copeland Park (154-5)	1909
Longfellow School	1900 Denton Street (15-3)	1939
Hogan Elementary School	807 East Avenue South (56-14)	1920-21
City Fire Station No. 4	906 Gillette St. (82-29)	1940
Grandad Bluff Park	Grandad Bluff Park Road (102-18)	1912
Grandad Bluff Park Shelter	Grandad Bluff Park Road (102-17)	1938
U.S. Naval Reserve Center	2226 Green Bay Street (38-27)	1947
Roosevelt Grade School	1307 Hayes Street (12-2)	1923; Additions:1931, 1940
La Crosse Public Library, North Branch	1552 Kane Street (13-3)	1941-42
La Crosse Waterworks Building	119 King Street (79-27)	1880; Addition: 1895 (NRHP-1979; City Historical Site-1995)
Blessed Sacrament School	2404 King Street (62-4)	1938
Concordia Hall	1129 La Crosse Street (20-9)	1891 (City Historic Site-1995)
Oak Grove Cemetery		
Oak Grove Cemetery	1407 La Crosse Street (129-17)	1852, 1872
Gov. C. Washburn Monument	1407 La Crosse Street (95-6)	1885
Losey Memorial Arch	1407 La Crosse Street (20-6)	1901
Oak Grove Mausoleum	1407 La Crosse Street (129-16)	1912
Gund Memorial	1407 La Crosse Street (95-3)	1924
S.D. Cargill Monument	1407 La Crosse Street (94-37)	1887
Easton Memorial	1407 La Crosse Street (94-36)	1888
Hixon Family Monument	1407 La Crosse Street (95-5)	
Myrick Park		
Lake-Oak Grove-Myrick Park	La Crosse St (75-15)	1873, 1882; Addition:1930
Myrick Park Shelter	La Crosse St. (95-7)	1940
La Crosse Water Works	La Crosse St. (95-8)	1912-13
Catholic Cemetery		
Catholic Cemetery of La Crosse	519 Losey Boulevard South (144-24)	Early 1850s; Addition: 1885
Our Lady of Sorrows Chapel	519 Losey Boulevard South (15-34)	1891 (NRHP-1986)
Catholic Cemetery Grottos/Stations	519 Losey Boulevard South (95-20, 144-25)	1898-1908

Masonic Temple	724 Main Street (60-36) (County Historic Site, 1993)	1901-02
Goddard Hotel	1639 Prospect Street (12-7)	1888; Addition:1891-92
U.S. Fish Control Laboratory	Veterans Memorial Drive (NR-144)	1924-1925 (NRHP-1981)
Lutheran Hospital Nurses Home	1912 South Avenue (34-23)	1923- 1924
La Crosse Normal School		
Main Hall, La Crosse Normal School	724 State Street (4-19)	1908-1909 (NRHP-1985)
Wittich Hall, La Crosse Normal School	1724 State Street (4-15)	1920; Addition: 1930 (NRHP-1985)
Morris Hall, La Crosse Normal School	1724 State Street (4-14)	1939
St. James Catholic Elementary School	716 Windsor Street (14-31)	1941
Fraternal Order of Aerie No. 1254 Eagles Club	228 South 5th Avenue (78-5)	1934-35
La Crosse Vocational School	304 North 6th Street (78-20)	1923-24; Addition: 1929
Abraham Lincoln Junior High School	510 South 9th Street (44-13)	1924
St. Rose de Viterbo Convent	715 South 9th Street (17-15)	1892, 1924-25
Viterbo College	815 South 9th Street (44-19)	1941
St. Francis Hospital School of Nursing	615 South 10th Street (44-30)	1941
Aquinas Catholic High School	315 South 11th Street (62-14)	1927-28; Additions: 1932, 1936
St. Anne's Maternity Hospital	620 South 11th Street (66-4)	1926
Holy Trinity School	1417 South 13th Street (36-7)	1909; Addition: 1939

ADDENDUM TO 3: PUBLIC BUILDINGS NOTES

1. *La Crosse Republican Leader,* 9 October 1880; 8 September 1880, 17 September 1880, 21 October 1880, 8 April 1881; *La Crosse Daily Press*, 16 November 1895.
2. *La Crosse Leader-Press*, 16 August 1912, 16 December 1913.
3. *La Crosse Tribune and Leader-Press*, 18 August 1940; *La Crosse Tribune*, 26 August 1940, 21 February 1941; *La Crosse Tribune and* Leader-Press, 31 December 1940, 7 February 1941.
4. *La Crosse Leader-Press,* 21 December 1906; *La Crosse Tribune*, 23 October 1907.
5. *La Crosse Tribune*, 22 November 1924, 5 July 1925; U.S. Fish Control Laboratory, National Register Nomination, SHSW, Division of Historic Preservation, Madison, WI, 1981.
6. *La Crosse Tribune*, 23 August 1947, 26 August 1947.
7. *Ibid*, 3 October 1920, 4 September 1921.
8. *Ibid,* 19 January 1924, 8 June 1924, 21 November 1924, 14 April 1929, 10 May 1929, 18 August 1929, 1 January 1930, 2 January 1939, 31 December 1939.
9. *Ibid,* 31 August 1924, 27 March 1995.

10. *Ibid,* 19 January 1924, 14 April 1923, 2 September 1923, 16 November 1924, 6 September 1931, 19 January 1940, 23 January 1940.
11. *La Crosse Tribune and Leader-Press*, 13 May 1923.
12. *La Crosse Tribune*, 31 December 1941; *La Crosse Tribune and Leader-Press*, 30 August 1942.
13. *La Crosse Tribune*, 26 April 1909, 25 October 1909, 29 July 1910, 31 December 1939; *Holy Trinity Catholic Church,* "Holy Trinity Church Bulletin," n.p., n.d., 1987.
14. *La Crosse Tribune*, 1 January 1928, 26 August 1928, 1 January 1932, 12 July 1936, 18 August 1939; *Aquinas High School, 1928-1993,* White Plains, New York, Harris Publishing Co., 1993.
15. *La Crosse Tribune*, 25 March 1938, 21 July 1938.
16. *La Crosse Tribune*, 11 November 1909, 14 March 1920, 7 September 1930, 24 December 1938, 29 December 1938, 1 January 1940; *La Crosse Leader Press,* 16 July 1907; *La Crosse Chronicle,* 11 June 1908;
17. *La Crosse Tribune*, 17 March 1939, 19 January 1940.
18. *Ibid,* 31 December 1941.
19. Cornerstone
20. *Ibid, 22 April 1941, 2 May 1942.*
21. *Ibid.*
22. *La Crosse Leader-Press*, 10 January 1926, 1 January 1928; Sister Regine Lang, F.S.P.A., *A Century of Health Care Ministry,* La Crosse, St Francis Medical Center, 1982.
23. *La Crosse Republican-Leader*, 9 July 1888, 17 August 1888, 16 September 1891; *La Crosse Chronicle*, 4 December 1888, 16 September 1891, 21 April 1892.
24. *La Crosse Chronicle*, 9 June 1891.
25. *La Crosse Chronicle*, 27 December 1902; *La Crosse Daily Press*, 15 March 1900; *La Crosse Tribune*, 14 February 1995.
26. *La Crosse Tribune*, 1 November 1935.
27. La Crosse County Court House, Register of Deeds Office, Oak Grove Cemetery, Plat Map, Vol. I.; *History of La Crosse County*, Chicago: Western Historical Co., 1881, p. 512-513; *La Crosse Daily Press*, 3 June 1901, 16 August 1901; *La Crosse Chronicle*, 10 October 1901, 24 November 1901; *La Crosse Tribune*, 29 July 1910
28. *La Crosse Tribune*, 21 November 1912, 7 July 1913, 20 May 1979; *La Crosse Republican Leader*, 5 May 1885, 1 October 1885, 16 October 1885, 30 October 1885;
29. La Crosse County Court House, Register of Deeds, Articles of Incorporation, Vol. 6, page 2; *La Crosse Tribune,* 29 July 1910, 20 November 1975.
30. *La Crosse Chronicle*, 18 June 1882, 13 May 1883; *La Crosse Tribune*, 30 January 1930, 14 March 1940, 29 June 1941.
31. *La Crosse Republican Leader*, 5 June 1900; *La Crosse Chronicle*, 5 November 1902, 22 January 1903, 18 March 1903; *La Crosse Leader-Press,* 3 April 1903, 29 June 1903, 14 June 1925, 21 June 1926.
32. *La Crosse Tribune*, 9 July 1930, 2 January 1938.
33. John Nolen, *The Making of a Park System in La Crosse*, La Crosse, Inland Printing Co., 1911; *La Crosse Tribune*, 11 March 1905, 31 July 1909, 4 November 1909, 21 July 1938, 12 February 1984; *La Crosse Argus*, 22 July 1911; Joan Rausch, Riverside Park , Determination of Eligibility Report, Historic Preservation Division, State Historical Society of Wisconsin, Madison, WI. 1995.