

# Religious Architecture



Photo by Joan Rausch, 1996

First Church of Christ Scientist  
145 West Avenue South, 1922



## VI. RELIGIOUS STRUCTURES

Church architecture has been a significant element in the physical environment of La Crosse since the first church structure was constructed at 4th and Cass Street in 1853 (not extant) at a cost of \$500. Probably a frame structure, the First Methodist Episcopal Church was soon replaced by a larger structure in 1958,(1) as were most all the early church buildings. Of the 13 churches constructed before 1881 listed in the History of La Crosse County,(2) only two remain in the City. The architectural survey of La Crosse included 31 buildings designed specifically as church structures. Thirteen churches in the La Crosse Survey of stone, brick and wood construction were built in the 19th century. Twelve representatives of church architecture from the 19th and early 20th century are architecturally significant to the community. Two architecturally significant convent structures were identified in the architectural survey.

Stylistically, when La Crosse began to build a permanent community that included church structures, the Greek styled temple-front church served all faiths equally well. However by the 1850's, the Greek temple-church was giving way to the irregular, vertical and picturesque forms of the Gothic Revival which was particularly favored by Episcopalians and Catholics while the Romanesque or early Renaissance style was generally preferred by Congregationalist, Methodist Baptist, and other protestant groups. In America, the archaeologically correct philosophy was incorporated into church design by Richard Upjohn who spread Gothic church design throughout America in his influential book, Rural Architecture (1852). The extant church structures identified in the La Crosse Survey show eight historic church structures were influenced by the Gothic Revival while eight show the effects of the Romanesque Revival style. La Crosse churches in the mid-20th century continued to be built with at least a reference to the Revival styles up to the present day.

### Church Architecture

#### Mid-19th Century Eclectic Styles

Elements of all three Revival styles used for church architecture in the mid-19th century appeared in the two transitional church designs surviving from the early period of development in La Crosse. Exhibiting stone construction similar to the Zeisler House (Map Code 82-14), the old German Reformed Church at 901 South 4th Street (Map Code 17-8),(3) is a simple steep gable roofed vernacular structure five bays long and three bays wide exhibited the pointed arch windows and the rose window typical of the 19th century Gothic Revival style in combination with a metal dentil trimmed cornice with short returns in the gable end suggestive of the earlier Greek Revival style. Flat metal bands linked arches of the windows and doors break the plain flat surfaces of the structure. Constructed in 1867,(4) the structure, now used by the La Crosse Awning and Tent Company, remained relatively unchanged until recently as an example of early stone construction in La Crosse. An earlier even more eclectic structure, the brick First Universalist Church located at 724 Cass Street (Map Code 18-11)(5) employs the round arched windows associated with the Renaissance and Romanesque styles while pointed Gothic windows, which were prominently featured in the original facade, characterize the remaining former entrance tower. The earliest church surviving in the city to remain in continuous use, the church now owned by the First Church of Christ denomination constructed in 1865, has suffered serious alteration to the facade.

## Gothic Revival Styles

Based on the premise pagan forms hardly were appropriate for Christian worship, Gothic churches from the Middle Ages became the appropriate model for the mid to late 19th century church. In La Crosse the Gothic Revival, as already noted, is known to have influenced the earliest extant church, the eclectic St. Paul's First Universalist Church (Map Code 18-11) in 1865 at 724 Cass Street.(6) Most of the La Crosse Gothic styled church structures were constructed later in the 19th century when the High Victorian mode of the Gothic Revival style characterized by constructional coloration was popular. Reaching its height of popularity in America in the 1870's, the Victorian Gothic depended on the use of color used as an integral part of the construction or finishing of the building.

Based on the principles set forth by the Englishman John Ruskin, polychromatic or at least biochromatic effects such as brickwork banded with stone characterizes all the late 19th century brick Gothic Revival influenced churches identified in the La Crosse Survey.

Constructed as a burial chapel for the bishops of the Diocese,(7) the small, red brick Our Lady of Sorrows Chapel employs Gothic styled devices including a steeply pitched roof with a small steeple rising from the center of the roof, cross gables outlined by stone pilasters, a rose window in the gable end, pointed arch stained glass windows with stone surrounds, pointed arch door and ornamental buttresses to create an archaeologically correct as well as picturesque effect. Built in 1891 in the Catholic Cemetery, Our Lady of Sorrows Chapel (Map Code 15-34) is the best representative of Gothic Revival church architecture remaining in the City. The best remaining large representative of late 19th century Gothic Revival styled church architecture is the red brick St. John the Baptist Church built by the German Catholics in 1892 at 832 Avon Street (Map Code 14-29).(8) Exhibiting the pointed arch windows, sharp gables and exceptionally tall spire associated with the Gothic Revival, the bichrome St. John's Church, the former site of the Boys' Club, has lost its stained glass windows and church interior. Similarly, the Victorian Gothic brick North Presbyterian Church at 1347 Avon Street (Map Code 13-24) constructed in 1894,(9) has retained generally the character of the Gothic Revival style but the tower has been altered, lessening its architectural significance. A less ornate example of the Gothic Revival church, the Bethel Lutheran Church constructed in 1889 at 1452 George Street (Map Code 12-31),(10) exhibits none of the elaborate ornament associated with the style except the pointed arch windows and door.

Enjoying continued popularity in the 20th century, the new Gothic Revival interpretation of the early 20th century became simpler, used very little polychromy, and employed superior craftsmanship. Looking only for inspiration rather than for form from the historic Gothic styles, the 20th century Gothic mode appeared as an abstracted 19th century Gothic Revival style. Typical of the new 20th century Gothic Revival style that emphasized simplicity and the use of traditional details reworked into a new design, the Immanuel Lutheran Church designed by local architects Schick and Roth in 1907 was constructed at 1201 Avon Street (Map Code 12-14).(11) Constructed of white brick to emphasize the modern simplicity of the surfaces, the structure, however, has pointed arch windows and doors, stained glass, and a pair of towers flanking the facade that are ornamented by stepped buttresses which clearly show its relationship to the Gothic Style. Architecturally significant as a representative of the early 20th century Gothic Revival mode, the Immanuel Lutheran Church was constructed by Northside Germans who split from the Southside church for the convenience of a neighborhood church. A later even more abstract 20th century Gothic Revival church was designed by Otto Merman and Herbert Skogstad in 1924.(12) Constructed at 1601 Cass Street, the red tile roofed English Evangelical Lutheran Church built of buff toned brick utilized historic Gothic style pointed arch windows and Gothic inspired buttresses as ornament on a relatively rigid simplified form. Architecturally important as the only representative of church architecture by Otto Merman in the city, the English Evangelical Lutheran Church exemplifies the transition from historic church architecture in La Crosse to the modern style when historic styles were used for inspiration rather than for form.

The Gothic styles influenced La Crosse church architecture throughout the 20th century up to the present time. The Ashbury United Methodist Church at 1818 Redfield Street (Map Code 25-26) designed by Edward Jansson of Chicago in 1948,(13) Our Savior's Lutheran Church built in 1957 at 612 Division Street,(14) and the modern Blessed Sacrament Catholic Church at 130 Losey Boulevard, South, designed by Leo Daly in 1950,(15) are dominated by the characteristic steep gable roof and have a suggestion of the

transept found in historic churches. Described as a Gothic styled church by the architect, Edward Schulte, St. Joseph's Catholic Cathedral constructed in 1959,(16) at 530 Main Street (Map Code 80-4) is characterized by the tall spire and pointed arch portal stained glass windows and clerestory windows associated with the vertical Gothic historic style.

Many small neighborhood churches were built in the late 19th century, particularly in North La Crosse. Most of these were of frame construction and of Gothic or eclectic Victorian late 19th century design. Those remaining have been greatly altered and reused such as the Tabernacle Baptist Church built in 1887,(17) at 1232 Avon Street (Map Code 14-28) now serving as the P and F Catering Northside Hall. The best remaining representative of the small frame church influenced by the Gothic style was constructed on the Northside in the early 20th century. A simple clapboard covered structure, originally known as St. Elias Syrian Orthodox Church, constructed at 716 Copeland Avenue (Map Code 12-25) in 1917,(18) has a steeply pitched gable roof with cornice returns in the gable and pointed arch windows with ornament suggestive of window hoods. Designed without a tower and very little ornament, the small gable vestibule at the gable end has a pointed arch door. The architecturally significant St. Elias Eastern Orthodox Church, as it is now known, is the only extant frame interpretation of the Gothic Revival style or any other historic style with architectural integrity in the City.

### Romanesque Revival Style

An alternative to the Gothic Revival at the mid-19th century, the Romanesque Revival became the dominate influence in the second half of the century. Whereas the Gothic was a revival of English origin, the Romanesque Revival style of the 19th century was initiated in Germany, the origin of the majority of La Crosse's immigrant population, and Southern Europe. The Romanesque Revival style at mid-century was popularized by Richard Upjohn. By the 1870's H. H. Richardson progressed from Upjohn's Romanesque that continued to the end of the 19th century. At the turn of the century the Romanesque Revival took on a Byzantine quality. The extant Romanesque Revival influenced churches identified in the La Crosse Survey generally follow the national trend on a slightly retarded time table.

The earliest of the remaining Romanesque Revival styled churches, the First Methodist Church constructed in 1886 at 721 King Street,(19) (Map Code 18-17) is characterized by the rather low massive pyramidal roofed entrance tower and belfry as well as two small towers at the rear and the round arch associated with the Romanesque style. Contrasting white stone constructional coloration of the red brick surface, stained glass, rose window and decorative chimney crown place the church in the Victorian mode of the Romanesque Revival style. An architecturally significant example of the polychromatic Victorian styled Romanesque Revival, the First Methodist Church now known as the Wesley United Methodist Church is the oldest Protestant church still serving the same denomination in La Crosse.

Designed by Guido Beck in a rather severe symmetrical Germanic interpretation of the mid-century Romanesque Revival style, the brick Holy Trinity Church,(20) located at 1333 South 13th Street (Map Code 15-15) features a central entrance tower and domed wooden belfry, plain round arches and corbeled trim. Side vestibules were added to the original structure. Constructed in 1892-1894 by German Catholics originally organized as the parish of St. Nicholas,(21) the Holy Trinity Church is a 19th century ethnic Catholic complex that includes a school and rectory. The only original Catholic church structure of a continuing congregation to remain in La Crosse, Holy Trinity is an architecturally significant example of the mid-19th century mode of the Romanesque Revival.

Like the Romanesque Revival style of the 1850's, the Richardsonian Romanesque style is distinguished by the round arch. However, most of the buildings styled after H. H. Richardson's Romanesque differ from the earlier Romanesque Revival by being a wholly or in part of rock-faced masonry while arches, lintels and other structural features are emphasized by being of a different color than the walls. By the 1880's, the Richardsonian Romanesque was a style of prestige in the United States. A decade later, two rock-faced stone churches were built in the style in La Crosse. An excellent architecturally significant representative of the style, Christ Episcopal Church designed by R. M. Detweiller in 1898,(22) located at 831 Main Street (Map Code 11-7) was built in an elaborate interpretation of the style in anticipation of its proposed role as an

Episcopal cathedral. Constructed of local limestone from the Niemier Quarry with contrasting red Michigan sandstone trim and ornamentation in a cruciform shape, the Episcopal church has a massive square entrance tower and vestibule on the east end and a short square tower on the south west corner. A round arched stained glass window by the Tiffany Company in the south arm of the transept, short columns with carved Romanesque capitals, a recessed arched carved portal and various short towers and turrets are features of this well preserved example of late 19th century church architecture. Of diminished architectural significance because of the alterations made after the building was damaged by several large fires, the First German Methodist Episcopal Church at 525 South 7th Street (Map Code 17-28) was designed in the Richardson Romanesque mode in 1895 by the local architect, Andrew Roth.(23) Lacking the polychromatic character usually associated with the Richardsonian Romanesque and the Victorian Romanesque, the character of the Methodist Episcopal Church later renamed the Salzer Memorial Church depends on the mass, volume and scale rather than ornament. Dominated by a massive square bell tower, the Methodist Church now serving as the Bible Baptist Church is constructed of local rock-face limestone. A large compound Syrian arch supported by short columns flanked by the large tower and a smaller tower are characteristic Romanesque features. The original domed roof was destroyed by fire and replaced by the present hip roof.

Two churches influenced by the Romanesque style built at the turn of the century show a notable similarity of design probably because both were designed by the local architect, Andrew Roth. In rather complex designs for a self-trained architect, both churches are of red brick characterized by white trim in the Victorian manner known as constructional coloration. Dependent on John Ruskin's theory that color must be permanent and integral with the materials of construction, the surface of St. James Catholic Church located at 1032 Caledonia Street (Map Code 14-7) along with its school, rectory and convent is broken into patterns by the extensive use of Bedford blue stone trim and Merrimac white brick bands and borders that link the round arched windows, accent the Romanesque corbeled arcades across the facade, and form the window surrounds. One short pyramidal roofed tower and one taller domed tower associated with the Byzantine influence flank the facade creating a picturesque effect. Constructed in 1900-1901 after the original frame church was destroyed by fire,(24) St. James Catholic Church is an important example of late Romanesque Revival architecture in La Crosse that has been sandblasted in recent years. In a less colorful interpretation of the Byzantine influenced Romanesque Revival, Roth in partnership with Hugo Schick, created a similar design for the First Evangelical Lutheran Church in 1904(25) at 400 West Avenue (Map Code 20-3). Domed square towers flanking the facade and the consistent use of the Romanesque round arch and white stone-trim are the dominant design features of this architecturally significant early 20th century Romanesque Revival influenced church.

Along with the new interpretation of the Romanesque Revival, there were also those who continued to create designs as close to the original Romanesque style as possible.

Ranking along with the Christ Episcopal Church as the two most significant representatives of the Romanesque Revival, Maria Angelorum Chapel, part of the St. Rose Convent at 912 Market Street (Map Code 17-26), was closely modeled after a Romanesque styled church in Viterbo, Italy. An elaborate brick structure composed of multiple forms including twin-towers, a massive crossing tower over the transept covered by roofs of polychromatic green and rust glazed tiles, the chapel was designed for the Franciscan Sisters of Perpetual Adoration by Milwaukee architect, Eugene Liebert in 1902.(26) Under construction until 1906, the large chapel has a wealth of ornament including arcaded corbel tables, round arches, stained glass rose window, and a gabled entrance supported by short clustered capitals with medieval capitals over a deep round arch portal with sculptured articulation. The finest craftsmen were gathered to create the highly ornamental interior-furnishings.

As in the case of the Gothic Revival in the early 20th century, the Romanesque Revival became increasingly less ornamental in a more abstract design. Constructed of the creme colored brick popular in the early decades of the 20th century, St. Wenceslaus Church designed by Parkinson and Dockendorff in 1914 at 936 Winnebago Street,(27) (Map Code 68-34) is the only extant example of the 20th century simplified Romanesque Revival mode.

## The Classic Styles

After the 1920's, Georgian and Colonial Design sources superceded the Gothic as the fashionable style of the day. As in the alternate styles of the 20th century, Georgian and Neo-classical Revival styles were re-interpreted in new, simpler designs.

Using Greek rather than Roman forms, the First Church of Christ Scientist at 145 West Avenue (Map Code 3-3) begun in 1922,(28) is the only estant representative of the Neo-classical Revival style in the City. Unhampered by the historical precendent that dictated the design of Catholic and Protestant churches, the painted brick First Church of Christ is characterized by a brick parapet above a projecting portico supported by free-standing Ionic columns placed on a raised podium.

The only other representative of church architecture influenced by the Classical Revival of the late 19th and early 20th century is St. John's Reformed Church designed by a native of La Crosse, Rudolf Blotter, Jr., in the Georgian-Colonial mode of the Classical Revival. Built after the old stone German Reformed Church at 4th and Market Street (Map Code 17-8) to serve the German Reformed congregation,(29) the red brick church exhibits a portico across the facade featuring a pediment supported by colossal wooden Corinthian columns on a raised podium characteristic of a Roman temple. Round arched windows, brick quoins and a square tower with a staged octagonal super structure are Georgian elements of the design. Important as the only historic Georgian-Colonial Revival church of significance in La Crosse, the design of St. John's Reformed Church located at 630 West Avenue (Map Code 17-17) was created while Blotter studied in Paris.(30)

## Convent Architecture

The only architecturally significant extant example of religious convents associated with parish churches was constructed at 1120 Caledonia Street (Map Code 14-6) as part of the St. James Catholic Church complex. Designed by Andrew Roth in 1893,(31) St. Clara's Convent is a Victorian eclectic combination of Classical, Romanesque and Italianate influences. A larger Catholic institution of architectural significance, St. Rose Convent at 912 Market Street (Map Code 17-15) was constructed in 1924 to replace the original 1870 structure destroyed by fire in 1923.(33) Exhibiting the flat surfaces of the 20th century transitional historic structures, the convent influenced by the round arched Romanesque Revival style is characterized by a stylized tower and entrance bay and is ornamented by "flat" interpretations of historic ornament applied to the simple, clean surfaces of the four-story structure.

## INDEX OF REFERENCES: ARCHITECTURE CHAPTER RELIGIOUS BUILDING

Study Units: Overview Chapter; Religious Chapter; Ethnic Groups and Neighborhood Chapter; Education Chapter. Only architecturally and historically important structures are indexed.

Christ Episcopal Church, 831 Main Street (Map Code 11-7): Religion Chapter; Building Materials Section

English Evangelical Lutheran Church, 1601 Cass Street (Map Code 62-20); Rectory-1611 Cass Street (Map Code 62-21): Religion Chapter

First Church of Christ Scientist, 145 West Avenue (Map Code 3-3): Religion Chapter

First Evangelical Lutheran Church, 400 West Avenue (Map Code 20-3): Religion Chapter

First German Methodist Episcopal Church, 525 South 7th Street (Map Code 17-28): Building Materials Section

First Methodist Church, 721 King Street (Map Code 18-17): Religion Chapter

Holy Trinity Church, 1333 South 13th Street (Map Code 15-15); School-

Immanuel Lutheran Church, 1201 Avon Street (Map Code 12-14); School-806 Paul Street (Map Code 12-14): Religion Chapter

Maria Angelorum Chapel, 912 Market Street (Map Code 17-26); St. Rose Convent, 912 Market (Map Code 17-15): Religion Chapter; Building Materials Section

St. Clara's Convent, 1120 Caledonia Street (Map Code 14-6); St. James Catholic Church, 1102 Caledonia Street (Map Code 14-7); St. James School, 716 Windsor Street (Map Code 14-31)

St. Elias Syrian Orthodox Church, 716 Copeland Avenue (Map Code 12-25); Ethnic Groups and Neighborhoods Chapter

St. James Catholic Church, 1032 Caledonia Street (Map Code 14-7); Convent-1120 Caledonia (Map Code 14-6); School-716 Windsor (Map Code 14-31): Religion Chapter

St. John the Baptist Church, 832 Avon Street (Map Code 14-29); School-1818 St. James Street (Map Code 91-29): Religion Chapter

St. John's German Reformed Church, 901 South 4th Street (Map Code 17-8) and 630 West Avenue (Map Code 17-17): Religion Chapter; Building Materials Section

St. Rose Convent, 912 Market (Map Code 17-15); Maria Angelorum Chapel, 912 Market (Map Code 17-15): Religion Chapter

St. Wenceslaus Church, 936 Winnebago Street (Map Code 68-34); St. Wenceslaus Rectory, 936 Winnebago Street (Map Code 68-35): Religion Chapter

## RELIGIOUS STRUCTURES NOTES

1. History of La Crosse County, 1881, p. 568.
2. Ibid., pp. 561-580.
3. Ibid., p. 572.
4. Ibid.
5. Ibid., p. 571; Fiftieth Anniversary Booklet, First Church of Christ, 1923-1973.
6. Ibid.
7. Building Inscription, Files, Preservation Division, State Historical Society of Wisconsin, Madison, Wisconsin.
8. Bryant, Memoirs of La Crosse, pp. 142-143.
9. Building Inscription.
10. Architectural Files, Area Research Center, Murphy Library, University of Wisconsin - La Crosse.

11. La Crosse (Wisconsin) Argus, August 3, 1907; Sanford, History of La Crosse, p. 233.
12. *Ibid.*, p. 233; Bentley-Merman Collection.
13. La Crosse (Wisconsin) Tribune, November 21, 1948, p. 6.
- 14.
15. La Crosse (Wisconsin) Register, July 7, 1950, p. 1.
16. La Crosse (Wisconsin) Times Review - Cathedral Dedication Tablois, May 11, 1962.
17. La Crosse (Wisconsin) Argus, February 13, 1897.
18. Building Inscription.
19. La Crosse (Wisconsin) Chronicle, August 15, 1886; Early photograph: Pratt and Owen; La Crosse Illustrated, p. 33; Sanford, History of La Crosse, p. 232.
20. Bina, Architectural Growth of Holy Trinity, 1975.
21. Sanford, History of La Crosse, p. 233.
22. Information on Episcopal Church: La Crosse (Wisconsin) Daily Republican and Leader, December 31, 1898.
23. *Ibid.*, December 7, 1895.
24. *Ibid.*, October 6, 1960, p. 2; La Crosse (Wisconsin) Morning Chronicle, August 1, 1900; La Crosse (Wisconsin) Argus, March 9, 1901; Early photograph: Philippi, Art Souvenir, p. 72.
25. La Crosse (Wisconsin) Morning Chronicle, August 17, 1904; La Crosse (Wisconsin) Argus, August 3, 1907.
26. This structure is listed in Mader's Digest Treasurers of America and Where to Find Them, 1974; Souvenir of Consecration of Chapel "Maria Angelorum." August 2, 1906.
27. Exhibit: La Crosse Architecture, Fall 1983, La Crosse County Historical Museum.
28. La Crosse (Wisconsin) Tribune, September 12, 1943; Sanford, History of La Crosse, p. 232.
29. *Ibid.*, p. 231.
30. La Crosse (Wisconsin) Tribune, January 10, 1942.
31. La Crosse (Wisconsin) Chronicle, January 3, 1894.
32. History of La Crosse County, 1881, p. 579; Sister Jolene, St. Rose Convent, telephone interview, July 27, 1984.

## **ADDENDUM TO 3: RELIGIOUS STRUCTURES**

### **Introduction**

The Intensive Survey of La Crosse in 1983 identified 31 historic church and church related buildings, of which 15 were determined to be potentially eligible for the National Register of Historic Places. Most of the new church buildings added to the La Crosse inventory of historic buildings in the present 1995 Survey were constructed in the 1950s and 1960s. These buildings will not be eligible for the National Register of Historic Places until they are 50 years old. However, the Cathedral of St. Joseph the Workman built during the year 1960-62 at 530 Main Street (80-4) was determined to be an exception to the criteria of the NRHP because the Cathedral is an uncommon example of Late Gothic architecture and the work of master craftsmen. Two churches will become potentially eligible for listing in the National Register of Historic Places within a few years: The Sons of Abraham Synagogue designed in 1947 in a contemporary style by local architects Boyum, Schubert and Sorenson at 1820 Main Street (60-12) and the historic styled Asbury Methodist Church at 1818 Redfield Street (38-13) designed by Chicago architect Edward Jensen in 1948.

Since the last survey in 1983, one of the significant church buildings, St. John the Baptist Catholic Church at 832 Avon Street, was demolished. The architectural significance of the stone St. John's German Reformed Church at 901 South 4th Street (17-17) was diminished during the 1983-84 survey year when stucco was applied to the exterior and the windows were altered. The remaining 14 significant church buildings as well as the two architecturally significant convent structures have maintained their historic integrity. Eight of the architecturally significant church display the Romanesque Revival style while five were influenced by the Gothic Revival and two are characterized by the Classical Revival. The Cathedral of St. Joseph was added while St. John's German Reformed Church was removed from the list of churches potentially eligible for the National Register of Historic Places with the result that 15 church building in La Crosse were determined to be potentially eligible during the present 1995-96 Survey. The Bethel Lutheran Church at 1452 George Street (12-31) is significant for history rather than architecture because of its association with the cultural history of the community.

Generally, only an update of the church buildings identified as architecturally significant in the previous 1983-84 Survey Report as well as new information gathered during the survey will be presented below. A revised list of the churches potentially eligible for the National Register of Historic Places will follow the update.

**See the previous entries in the 1983 Survey for more complete information on La Crosse's religious architecture.**

## Gothic Revival Style

Based on the premise that pagan forms hardly were appropriate for Christian worship, Gothic churches from the Middle Ages became the appropriate model for the mid to late 19th century church. Often identified by the characteristic pointed arch door and window openings, Gothic Revival style churches also were characterized by steep gable roofs, stepped buttresses, window tracery and picturesque towers and pinnacles. Popular in various interpretations from the 1830s well into the 20th century, the Gothic style took the form of the more subdued Neo-Gothic Revival style after the excesses of the ornate High Victorian period.

The Gothic Revival style influenced five of the architecturally significant churches in the city of La Crosse. The Chapel of the Blessed Virgin of the Seven Dolors in the Catholic Cemetery at 519 Losey Boulevard South (15-34) is the only significant example of the 19th century Victorian Gothic styled church remaining in the city. This small church was designed by Schick and Stoltze in 1891 and erected by local contractor John Miller at a cost of \$3,400. The small chapel, which housed the remains of the Bishops of the Diocese until their removal in 1962, displays the constructional coloration of the High Victorian Gothic style popular in the mid-to-late 19th century. The interior of the Chapel of the Blessed Virgin was restored by the Haines Decorating Company of Arcadia in 1985 and the building was added to the National Register of Historic Places in 1986.<sup>1</sup> The Bethel Lutheran Church constructed in 1889 at 1452 George Street (12-31) also displays the influence of the late 19th century Gothic Revival; however this church is not as significant example of Gothic architecture as the Catholic Cemetery chapel and it has been altered by the application of paint to its brick veneer exterior; however, it is historically significant as a representative of Norwegian cultural history.<sup>2</sup> St John the Baptist Catholic Church constructed in 1892 at 832 Avon Street, the most substantial example of 19th century Gothic church identified in the 1983 Survey, was demolished in the mid-1980s.

The Gothic styled church remained popular through much of the 20th century, but in an increasingly simpler, more abstract design. The monochrome cream brick Immanuel Lutheran Church built by German Lutherans at 1201 Avon Street (14-23) show the effects of the first move toward the simplified Gothic style soon after the turn of the century. This well-preserved north side church was designed in 1907 by local architects Schick and Roth and constructed by local contractor Albert Gutzke for \$12,000.<sup>3</sup> The Immanuel Lutherans Church remains potentially eligible for the National Register of Historic Places. The next stage in the simplification of the Gothic Revival design is displayed by the English Lutheran Church constructed in 1924-25 at 1601 Cass Street (62-20). This design by the local architects Merman and Skogstad shows the simple wall surfaces that would characterize the later 20th century Gothic church designs. The English Lutheran Church was sold to the congregation of the Living Word Christian Church when the English Lutherans moved to a new church on 16th and King in 1994. The stained glass rose window in the north gable was moved to the new church.<sup>4</sup> Although traditional Gothic details are minimized in the Cathedral of St. Joseph the Workman at 530 Main Street (80-4), the steep gable roof, tall spire and pointed arched stained glass windows and portals show its derivation from the historic Gothic style. The Cathedral, designed in 1960 by

Cincinnati architect Edward Schulte, took two years, 1960-1962, to build. This stone church is an exception to the NRHP criteria that a historic property must be 50 years of age because it is an exceptional example of both exterior and interior craftsmanship inspired by the historic Gothic philosophy of design and construction.<sup>5</sup>

The simplification of the traditionally ornate Gothic style was displayed by vernacular interpretations of the style built in rural America long before it appeared in the designs of the nation's professional architects. The St. Elias Syrian Orthodox Church, constructed at 716 Copeland Avenue (12-25) in 1911-1912 at a cost of \$1500, is significant as a well-preserved example of the small frame church, which typically was built in neighborhoods and rural communities throughout America in the 19th century to early 20th century. The Gothic style of this small plain church building is realized only through the steep gable roof and the pointed arched windows and entrance door in a manner much like the abstracted Gothic Revival designs created in the mid-20th century. This clapboard covered church was the first church built for the Greek Orthodox congregation in the city.<sup>6</sup> Other examples of the early small frame church in La Crosse are extant but have been greatly altered and mutated.

The Gothic influence continued to influence church architecture in La Crosse in the mid-20th century. The steeply pitched gable roof associated with the Gothic Revival style generally is the main characteristic of the "modern" Gothic churches built in the city late 1950s and 1960s. The following modern Gothic churches, all of which display stone construction, were added to the historic building inventory: Trinity Lutheran Church built in 1956 at 1010 Sill Street (150-32), St Luke's Methodist Church built in 1958 at 1022 Caledonia Street (151-27) and Mount Calvary Lutheran Church constructed in 1962 at 1411 South 16th Street in 1962 (144-8). These churches will be potentially eligible for the listing in the National Register of Historic Places when they reach 50 years of age.<sup>7</sup>

## **Romanesque Revival Style**

An alternative to the Gothic Revival at the mid-19th century, the Romanesque Revival became the dominant influence in the second half of the century. Whereas the Gothic style was a revival of English origin, the Romanesque Revival style of the 19th century was initiated in Germany and southern Europe. The Romanesque Revival style in the mid-19th century as popularized in America by Richard Upjohn. The characteristic semicircular arch form used for all openings was repeated in miniature in corbel tables under string courses and eaves including the raking eaves of the gable. Towers, often one taller than the other, may be topped with pyramidal roofs or parapets or occasionally with Gothic spires. By the 1870s, the Romanesque Revival, influenced by H.H. Richardson, was characterized by large Syrian arches. At the turn of the century, a Byzantine quality was introduced.

Seven of the eight well-preserved architecturally significant Romanesque Revival styled churches identified in the 1983 Survey also were identified as potentially eligible for listing in the National Register of

Historic Places in the 1995 Intensive Survey. The remaining church, the Christ Episcopal Church, was added to the NRHP in 1985. The earliest of La Crosse's significant Romanesque Revival churches, the First Methodist Episcopal Church was constructed at 721 King Street (18-17) in 1885-1886 by local contractors DeLorea and Rawlinson for a contract price of \$12,400, stone basement not included. This large polychromatic Victorian Romanesque church had a seating capacity of 935. The interior of the First Methodist Church was damaged by fire in 1922, destroying the choir loft and organ.<sup>8</sup> The name was changed to the Wesley United Methodist Church in 1945. A few years later in 1892, a young German congregation of about 130 families engaged architects Beck and Harr of Dubuque, who designed a red brick Romanesque styled church to replace their original frame church. The new church was constructed at 1222 South 13th Street (15-15) for \$8000 by Dubuque contractors Eberhart and Lawrence and the altars were designed and constructed by Egid Hackner, the prominent altar builder of La Crosse. The sacristy was enlarged and a new rear entrance to the church was constructed in 1954 and the interior redecorated in 1979. St. Nicholas Church was given its present name Church of the Holy Trinity when the new church was dedicated on December 4, 1892. St. Nicholas Church [Holy Trinity] is part of a complex of buildings constructed to serve not only the religious but the social and educational needs of the parish. The Holy Trinity church complex includes the brick church rectory constructed at 1333 South 13th (36-6) in 1895, the brick Romanesque Revival social hall known as St. Leo Hall built in 1898 at 1315 South Park (36-10) and the Classical Revival styled parish school at 1417 South 13th Street (36-7) in 1909. The large brick convent constructed on Park Street for the Franciscan Sisters in 1900 was demolished in 1984.<sup>9</sup>

The late 19th century influence of H.H. Richardson on the Romanesque style is evident in the two architecturally significant stone churches built in the late 1890s. The German Methodist Church at 525 South 7th Street (17-28) was designed by local architects Schick and Stoltze in 1895. Local stone was used to create the massive appearance characteristic of the Richardsonian Romanesque style. The 72 x 95 foot building originally featured a octagon auditorium 46 feet in diameter with a seating capacity of 380 while the total church had a capacity of 750. The church was constructed by local contractors Fred Gross and the windows were made by Forman, Ford and Company. John Salzer, owner of the local seed company, contributed \$12,000 for the construction of the church, prompting the reference to it as the Salzer Memorial Church. The German Methodist Church was sold to the Bible Baptist congregation when the roof including the dome over the auditorium was burned off in a fire that extensively damaged the building in 1945. The church was left open until the Baptist had a new roof constructed in 1949. The First Methodist or Salzer Church congregation then joined with another Methodist congregation to built the Asbury Methodist Church at 19th and Redfield in 1948.<sup>10</sup> The more ornamental Christ Episcopal Church built of local stone in 1898 at 831 Main Street (11-7) was designed by the prominent Columbus, Ohio, architect W.S. Detweiler and constructed by Mead Construction Company of Pennsylvania for \$27,500. Interior furnishing were constructed by the Hackner Altar Company and the large south rose window by the Tiffany Company. An educational building was added

to the north side of the church in 1962. This well-preserved Romanesque Revival church, built in an elaborate manner because of its potential function as a cathedral, was added to the National Register of Historic Places in 1985.<sup>11</sup>

Both of the significant Romanesque Revival church buildings constructed shortly after the turn of the century in La Crosse display the Byzantine influence that affected the Romanesque style at the turn of the century. Architect Andrew Roth designed St. James Catholic Church at 1032 Caledonia Street (14-7) in 1900 and Hugo Schick designed the German Evangelical Lutheran Church at 400 West Avenue South in 1904 after he formed a partnership with Andrew Roth. Roth, a self-trained architect, created a highly ornamental church typical of the Victorian era for the north side St. James parish to replace the previous church destroyed by a fire June 9, 1900. The solid brick church was constructed by local contractor Peter Nelson and the stained glass was created by the La Crosse Art Glass Company. The 133 x 54 foot church, which had a seating capacity of 670 people, was dedicated on March 3, 1901. The St. James Catholic Church complex consisted of the St. Clara Convent built in 1893 at 1120 Caledonia Street (14-6), which the Church purchased from St. Rose Convent in 1956 and later sold in 1988, the Catholic School constructed in 1941 at 716 Windsor Street (14-31) and the rectory.<sup>12</sup> Unfortunately, sandblasting the exterior brick in 1953 has diminished some of the architectural significance of the St. James church building. The interior was remodeled in 1967 to accommodate liturgical changes. The domed towers and round arches of the Romanesque style also characterize the red brick German Lutheran Church on West Avenue built during the year 1904-1905. The German Lutheran Church, a much more elaborate and costly church than St. James, was built for a total cost of \$50,000. The church, constructed by local contractor Albert Gutzke, was lighted by 500 electric lights and had a seating capacity of 500 in its auditorium. The interior furnishing and altars were created by the prominent Egid Hackner Altar Company of La Crosse. Originally, this red brick building was covered by a tile roof. Reportedly, thousands attended the dedication on December 18, 1905 and hundreds of people were turned away. The German Lutheran Church complex includes a school erected in 1947.<sup>13</sup>

In the midst of the trend by American architects toward new interpretations of traditional styles, the Maria Angelorum Chapel (17-26) was built in the manner of a Romanesque church from the 7th to the 12th century for the Sisters of St. Rose Convent at 912 Market [also listed as 715 South 9th Street] during the period from 1901 to 1906. The design created in 1900-1901 by Eugene Liebert of Milwaukee was closely modeled after a historic Romanesque basilica church in Viterbo, Italy. The masonry work was done by the Neff Smith Company of Milwaukee. Stained glass windows from Munich, Germany, bronze doors, frescoing, gold leaf finishing, 30 massive electric chandeliers, mosaic tile, paintings by Chicago artist Zuketynski, gold altar furnishings as well as white marble statuary and white marble altar carved by the prominent Egid Hackner Altar Company contribute to the “jewel like” interior of this exceptional church building. The “fireproof” Chapel, estimated to have cost around \$500,00, was dedicated on August 2, 1906. The tradition of perpetual adoration kept by the Sister of St. Francis in the Maria Angelorum Chapel has received national attention.<sup>14</sup>

By the time St. Wenceslaus Church was constructed at 936 Winnebago Street (68-34) in 1914, the classical based Romanesque Revival, as in the Gothic Revival style, began to show the trend toward simplification and abstraction. This cream brick church characterized by round arched openings was constructed in a design based on eclectic classical sources somewhat reminiscent of California mission churches by local architects Parkinson and Dockendorff for the Bohemian Catholics of the city. The total cost of the 126 x 52 1/2 foot church was around \$38,000. When the St. Wenceslaus parish disbanded in the 1970s, the church became part of the adjacent Viterbo College.<sup>15</sup>

### **Classical Revival Styles**

Viewed as an appropriate symbol for institutional and public buildings at the turn of the century, Neo-classicism was based on primarily on the Greek Doric and Ionic architectural orders and to a lesser extent on Roman antecedents. Using linteled windows rather than arched, these buildings frequently featured pedimented porticoes and plain attic stories and parapets. With the exception of churches, few governmental and other public or institutional buildings in America in the late 19th and early 20th century strayed from the Classical styles. Congregations of churches without the historical tradition of a proper form for a church building were more inclined to select Classical designs than traditional Catholic, Episcopal or Lutheran congregation.

The Christian Scientist Church was built in 1922 according to plans created by the prominent Chicago architect S.S. Beman. Church plans by Beman were used to build many Christian Scientist churches throughout the nation before and after his death in 1914. The stucco and brick church, built at 145 West Avenue South (3-3) at a cost of \$50,000, was constructed and sited in the manner of a small Classical temple. This church was built after an earlier church at 530 King was sold in 1920. The Christian Scientist Church is an exceptional, as well as, the only Neo-classical church design in the city.<sup>16</sup>

Classical design sources were also used in the design of St. John's Reformed Church at 630 West Avenue South (17-17) in 1925; however, this well-preserved church displays the Colonial Revival mode of the Period Revival styles popular in the early 20th century. Plans for the church were furnished by R.H. Blatter, a member of the congregation who was destined to become known for the restoration of Colonial architecture at Williamsburg, Virginia. The construction contract was awarded to local contractor Peter Nelson. An education room wing was added to the west side of the church in 1961. The adjacent St. John's Reformed Church rectory, built in a style based on Colonial design sources in 1952, completes the Reformed Church complex. This church is now part of the United Church of Christ.<sup>17</sup>

### **Convent Architecture**

Both of the architecturally significant examples of convent architecture included in the 1995 Intensive Survey were identified previously in the 1983 Intensive Survey. The St. Clara Convent at 1120 Caledonia

(14-6) was designed in 1893 by Andrew Roth for the Sisters from St Rose de Viterbo Convent, who operated the school connected with the adjacent St. James Catholic Church. Roth also designed a 10 foot addition attached to the north gable in 1897. Although some of the roof details have been removed and the entrance altered, this significant eclectic building is one of the few examples of convent architecture remaining in the city.<sup>18</sup> The St. Rose de Viterbo Convent at 715 South 9th Street (17-15), a large convent building constructed as the central headquarters for the Sisters of St Francis, also has retained its historic architectural integrity and is potentially eligible for listing in the National Register of Historic Places. The west section of the building including the main entrance fronting on South 9th Street was built in 1924-1925 after the earlier building was destroyed by fire in 1923. The east end of the east wing remains from the earlier building constructed in 1892.<sup>19</sup>

## REVISED LIST OF POTENTIALLY ELIGIBLE AND LISTED PROPERTIES

<u>Name of Property</u>	<u>Street Address\Map Code</u>	<u>Construction Date</u>
Immanuel Lutheran Church	1201 Avon Street (14-23)	1907-08
St. James Catholic Church	1102 Caledonia Street (14-7)	1900-01
St. Clara Convent	1120 Caledonia Street (14-6)	1893
English Evangelical Lutheran Church	1601 Cass Street (62-20)	1924-25
St. Elias Syrian Orthodox Church	716 Copeland Avenue (12-25)	1911-12
Bethel Lutheran Church	1452 George Street (12-31)	1889-99
First Methodist Church	721 King Street (18-17)	1885-86
		(City Historic Site, 1995)
Lady of the Seven Dolours Chapel	519 Losey Boulevard South (15-34)	1891 (NRHP-1986)
St. Joseph the Workman Cathedral	530 Main Street (80-4)	1960-62
Christ Episcopal Church	831 Main Street (11-7)	1898 (NRHP-1985; City Historic Site-1995)
Maria Angelorum Chapel	912 Market Street (17-26)	1901-1906
Leo Hall (Holy Trinity)	1315 South Park Street (36-10)	1898
First Church of Christ Scientist	145 West Avenue South (3-3)	1922
German Evangelical Lutheran Church	400 West Avenue South (20-3)	1904-1905
St. John's Reformed United Church of Christ	630 West Avenue South (17-17)	1925
St. Wenceslaus Church	936 Winnebago Street (68-34)	1914
German Methodist Episcopal Church	525 South 7th Street (17-28)	1895
St. Rose de Viterbo Convent	715 South 9th Street (17-15)	1892, 1924-25
St. Nicholas (Holy Trinity) Church	1333 South 13th Street (15-15)	1892

### ADDENDUM TO 3. CHURCH ARCHITECTURE NOTES

1. *La Crosse Republican Leader*, 12 October 1891; *La Crosse Daily Republican Leader*, 14 October 1891; *La Crosse Tribune*, 6 July 1985.
2. *La Crosse Weekly Chronicle*, 12 December 1889.
3. *La Crosse Tribune*, 18 April 1907, 11 July 1907.
4. *La Crosse Tribune and Leader-Press*, 8 June 1924, 10 May 1925.
5. *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, 5 August 1971.
6. *La Crosse Leader-Press*, 26 October 1911, 19 March 1912.
7. Cornerstones.
8. *La Crosse Chronicle*, 26 August 1885, 2 September 1885; *La Crosse Republican Leader*, 16 August 1886; *La Crosse Tribune*, 5 February 1922.
9. *La Crosse Republican Leader*, 22 September 1892, 5 December 1892, 20 April 1898, 25 August 1898, 23 November 1898; *Holy Trinity Centennial Pictorial Directory*, n.p., 1987; *La Crosse Chronicle*, 1 January 1895..
10. *La Crosse Daily Press*, 7 December 1895; *La Crosse Daily Press*, 9 December 1895; *La Crosse Tribune*, 5 February 1945, 27 September 1953; Ruth Tichenor, *Bible Baptist Church*, unpublished paper, University of Wisconsin-La Crosse, March 1979.
11. *La Crosse Republican Leader*, 31 December 1898, 11 September 1899; *La Crosse Tribune*, 31 October 1981.
12. *La Crosse Argus*, 24 November 1900, 9 March 1901; *La Crosse Morning Chronicle*, 31 December 1893, 1 March 1901; *La Crosse Daily Republican Leader*, 6 October 1900, 4 March 1901.
13. *La Crosse Leader-Press*, 14 December 1905, 18 December 1905; *La Crosse Argus*, 3 August 1907
14. *La Crosse Daily Press*, 7 March 1901, 1 June 1901; *La Crosse Tribune*, 2 August 1906; *Souvenir of Consecration. Chapel Maria Angelorum*, University of Wisconsin-La Crosse, Area Research Center, 2 August 1906; *La Crosse Times-Review*, "A Century of Prayer, 1878-1978", 27 July 1978.
15. *La Crosse Tribune*, 12 April 1915.
16. *Ibid*, 12 March 1922, 10 December 1922.
17. *Ibid*, 6 December 1925, 14 October 1989, 11 January 1953.
18. *La Crosse Morning Chronicle*, 9 September 1893, 31 December 1893, 5 February 1897; *La Crosse Tribune*, 26 March 1989; James Olen, "St. Clara's Convent," unpublished paper, University of Wisconsin-La Crosse, Area Research Center, 1989.
19. *La Crosse Republican Leader*, 22 September 1892.

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La Crosse, Wisconsin National Democrat (1855-1859), Democrat (1853-54), Tri-Union Democrat (1860-1861), Daily Democrat (1864-1869), Liberal Democrat (1872-1876), Chronicle (1878-1912), Republican and Leader (1871-1903), Daily Press (1889-1903), Leader Press (1903-1917), Tribune (1905-present).

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City of La Crosse Tax Records 1857-1918, Area Research Library, Murphy Library, University of Wisconsin-La Crosse. Invaluable research tool.

La Crosse Public Library, 800 Main Street, La Crosse. Also has file of clippings on structures, city directories, newspapers on microfilm but is not as accessible to a researcher. Difficult to know what materials are contained in Archives.

Local Craftsmen. Strong union ties. Unfortunately, local information on construction has not been recorded in written form. Excellent source.

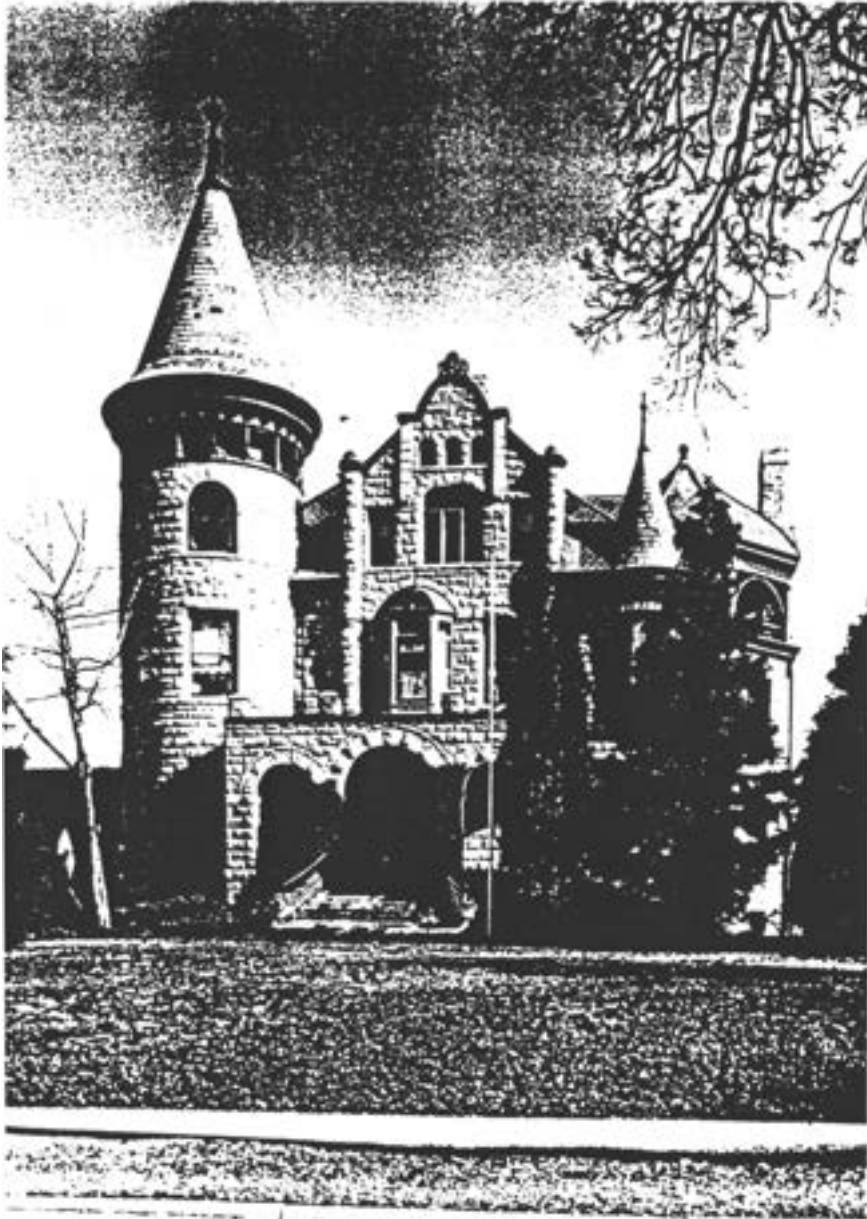


Photo by Joan Rausch, 1996

N.B. and Jessie Holway House  
1419 Cass Street, 1891-1892

History of  
  
Commerce  
Education  
Ethnic Groups  
& Neighborhoods  
Fine Arts and Culture  
Government  
Industry  
Parks, Planning  
& Landscape  
Recreation  
& Entertainment  
Religion  
Social Activism  
Transportation  
Notable People



## 4. COMMERCE

Commerce has long played an important role at La Crosse. In fact, commercial activities actually created the community. Since the arrival of Nathan Myrick in 1841 La Crosse has functioned as an important commercial site.

### Fur Trade

The fur trade lured French, English and finally American Frontiersmen into the La Crosse region. Native Americans traded furs with the Europeans and Americans in order to obtain manufactured goods which were unobtainable elsewhere. Guns, knives, arrowheads, hatchets, woolen, cooking utensils, glass beads, manufactured trinkets and eventually alcoholic beverages revolutionized Indian material culture during the seventeenth and eighteenth centuries.

After the War of 1812, fur traders based in Prairie du Chien occasionally visited the La Crosse area. A fur trader named La Batt (La Bathe) attempted to establish a fur trading post near what is today La Crosse in 1840, but was not successful.(1)

In 1841, Nathan Myrick set out from Prairie du Chien to establish a permanent trading post at La Crosse. Myrick erected a shack on Barron's Island (not extant) and passed the winter there. In 1842 Myrick and his partner Harmon J. B. Miller, moved the operation to the mainland where they constructed a log house (not extant) at what is today the corner of Front and State Street.(2) Myrick added a shed to the log house and a 12' x 16' addition in 1843. Miller, in the meantime, built a 20' x 30' log house with a brick chimney at Second and Vine Streets (not extant).(3)

In 1845 John M. Levy arrived from Prairie du Chien to engage in the Indian trade. Levy erected the first frame dwelling in La Crosse at the northeast corner of Front and Pearl Streets (not extant). Levy's home served partly as a warehouse and partly as a hotel.(4)

Between 1845 and 1848 the population of La Crosse remained tiny. About twenty people resided in and near the community. Social life partially revolved around the bowling alley constructed by Myrick and Miller on Vine and Front Street (not extant).(5) The economy was equally undeveloped. Trade with the Indians was declining and more adventurous fur traders moved west and north in search of richer fur country. Between 1848 and 1849 the local Winnebago Indians were removed by treaty and traders such as Myrick left La Crosse.(6)

Other individuals stayed in the area. They supported themselves by farming or by engaging in the steamboat trade, which was a combination of retail and wholesale trading.

## Wholesale Trade

Steamboats helped bring La Crosse into existence. The ships carried people and goods along the Mississippi River and required fuel, food for passengers and crew members, repair services, and landing facilities. As the city developed, acquiring railroad connections to Milwaukee in 1858 and excellent linkages to southern Minnesota, Minneapolis-St. Paul, and by 1879 to Dakota Territory, La Crosse became an important center of wholesale trade - or jobbing as it was called. The development of the highly important lumber industry at La Crosse during the period 1865-1890 likewise stimulated wholesale activities as logging camps needed bulk foods, hardware, clothing, and other products.

Mons Anderson established one of the largest wholesale - retail outlets in Wisconsin. Anderson settled in La Crosse in 1852 and went into the merchandising business with W. W. Ustik. In 1860 Anderson began constructing a large five-story building. By 1883 the structure at 127-131 Main Street (not extant) supplied general merchandise and work clothing to the lumber and wholesale trade. Anderson halted retail operations in 1885. He retired in 1902. Mons Anderson's residence at 410 Cass Street (Map Code 10-37) is still extant.(7)

William A. Roosevelt came to La Crosse with the steamboat trade. In 1868 Roosevelt went into the business of selling steamboat parts, wrought iron, pipes and fittings from an establishment at 116 South Front Street (not extant). Roosevelt developed his business into a large wholesale jobbing trade supplying steamboaters and others from a building located at 206 Front Street (not extant). In 1915, Roosevelt added electrical supplies to his trade. After a disastrous fire in 1918, the W. A. Roosevelt Company moved to new quarters at 230 North Front Street (Map Code 15-16). In 1938 Roosevelt expanded into refrigerator sales. Today, the W. A. Roosevelt Company is located at 2727 Commerce Street (no photo).(8)

James J. Hogan went into the wholesale grocery and supply business in 1859. Hogan concentrated on the steamboat and lumber raft trade from a small establishment on Main Street (not extant). As business grew Hogan moved his establishment to 12 Front Street and then 16 Front Street. In 1869 J. J. Hogan had a three-story brick 25' x 100' building constructed at 113 Front Street (not extant). Hogan's wholesale trade rivaled that of Mons Anderson's.(9)

W. J. Suplee and F. H. Lloyd began a wholesale hardware business from a small building on the west side of Front Street near Cass in 1856 (not extant). They moved to the east side of Front Street in 1859 and two years later to a large building on the corner of Front and Main (not extant). The Civil War stimulated their business as did the subsequent area lumber boom and the settlement of Dakota. Suplee left La Crosse in 1866. The Lloyd residence was located on the corner of Seventh and Pine (not extant).(10)

Local and imported tobacco was processed and sold on a wholesale basis by a number of local establishments. The most important of these firms was the John Pamperin Cigar Company. Pamperin founded his business in 1865. Later, E. Wiggernhorn became his partner. The cigar business became very

successful and Pamperin produced a wide arrange of products, some of which used Cuban tobacco. Cheapre types used tobacco grown in Connecticut, Pennsylvania, and Wisconsin. The original Pamperin shop was located in a small building on Second Street near Pearl (not extant). In 1868 Pamperin moved to a two-story stone and brick structure at 221-223 Main Street (not extant). By 1900 the firm relocated to 210-212 State Street. The Pamperin Company moved to 113 South Second Street (Map Code 82-5).(11)

Isaac Tuteur came to La Crosse in 1855. The following year he established a wholesale and retail liquor business on Front Street. After the Panic of 1857 he went into the lumber business for a short while before returning to liquor sales. In 1868 Tuteur established a large wholesale liquor business from a building at 13 South Second Street (not extant). (Tuteur House: 101 South 9th, Map Code 22-11) The business grew to be of importance as the Dakota frontier opened.(12)

### Retail Trade

Retailing establishments at La Crosse were generally small-scale operations. Some of the wholesalers such as Mons Anderson and W. A. Roosevelt engaged in retailing, however, as did a number of manufacturers. Manufacturers who engaged in retail operations included the La Crosse Plow Works and the Medary Saddle Company (not extant). These will be more fully described in the chapter on industry.

In 1870 La Crosse retailers included 27 grocery stores, 10 sellers of dry goods, 5 druggists, 12 boot making shops, 8 clothing stores, 5 sellers of flour and feed, 5 jewelers, 4 book shops, 4 furniture stores, 3 Yankee notion shops, 3 harness makers, 3 hat stores, 3 furriers, 5 blacksmiths, 10 carpenters, 5 paint sellers, 7 meat stores, 5 bakeries, 4 livery stables, 5 publishers and 4 photographers.(13) Retailing operations continued to exist but it is difficult to be precise or more ample in descriptive terms.

### Professional Services

Odin Oyen, a Norwegian immigrant, trained as a professional artist at the Art Institute of Chicago. Oyen settled in La Crosse in 1888 and began a professional interior decorating service business. The tremendous growth of the city and the construction of fine homes by prosperous citizens provided Oyen the opportunity to practice his craft. The Odin Oyen Company did interior decorating for churches, court houses, and residences in areas distant from La Crosse as well as serving local needs.

The Oyen Company had three business establishments during its lifetime. Those included the original one at 314 South Fourth Street, another at 114 South Fourth Street which he acquired in 1895, and finally after 1912 at 507 Main Street (Map Code 19-6). Oyen's work has received both recognition and praise, long after changes in fashion and style forced the business to close.(14) (O.J. Oyen House: 124 South 17th Street, Map code 49-34)

## Information Services

Newspapers provided information services to La Crosse citizens since 1854. They also provided political messages and were the main organs used by the parties to spread particular points of view. In addition, the two major La Crosse ethnic groups, the Germans and the Norwegians, could obtain local newspapers in their native languages. The following section is divided by political party and language.

### *Democratic*

Democratic dominated early Wisconsin politics. They maintained a strong following in La Crosse and other cities even after the disastrous Civil War which deprived them of majority political status until the first decades of the present century.

F. A. Moore established the National Democrat in 1854. The paper became known as the Union Democrat in 1860 and then under the controversial editorship of Mark W. Pomeroy, Democrat (1860-1868). Pomeroy brought John Symes into partnership in 1866 and Symes continued editing the Democrat until 1872. George W. Peck became associated with the journal in 1868. (Peck House: 205 South 9th Street, Map Code 100-20) Peck changed the name of the newspaper to Libertal Democrat in 1872. In 1878 Peck established himself in Milwaukee and Ellis B. Usher became the editor of the Liberal Democrat, whose name he changed to the Chronicle (1878-1912). The Democrat was published in Pomeroy's Opera House on Fourth and Main Street (not extant). The Tribune absorbed the Chronicle in 1912.(15)

### *Republicans*

Charles Seymour established the Republican in 1859. Naturally, it expressed a different point of view than the Democrat. The Republican became the Leader between 1869 and 1871, and then reverted to the Republican and Leader during 1871-1903. Eventually it joined with another Republic journal called the Press and with the Tribune from 1904-1917.(16)

Oddly, the Republican newspaper rented space in Pomeroy's Opera House (not extant). Thus, both major parties operated their journals from the same building.

### *Germans*

In 1856 Theodore Rudolf founded Nord Stern a German language newspaper with a Democratic point of view. (Rodolf Building: 100 South Third Street, Map Code 75-17) In 1857 John Ulrich became the editor. Ulrich remained at this post until 1883. Nord Stern continued its operations until after 1910. It was published at 123 Main Street (not extant).(17)

### *Norwegians*

The Norwegian language newspaper was established in La Crosse in 1864. Faederlandt Og Emigranten had originally been published in Rock County. The journal was Republican in orientation. It remained in La Crosse until 1885 when it moved to Minneapolis. It also was published at Fourth and Main (not extant).

## Utilities

Utilities were provided by both private and public agencies. The local water utility, for example, was municipally owned and is described in the chapter on government. Gas, telephone, and electricity, however, were private enterprises.

Daniel Walls established the La Crosse Gas Works in 1860. The firm erected thru buildings on the west side of Grove Street and the La Crosse River (not extant), and began manufacturing gas. The company did not prosper. In 1869 Alexander McMillan acquired one-half interest in the firm. Under his leadership gas lines were laid into different parts of the city.(9)

Gas was used for street lighting rather than cooking fuel. La Crosse's extensive lumber industry provided cheap wood fuel and gas was simply not competitive until after the lumber mills closed down in 1906.

The Brush Electric Light and Power Company at 2nd and Badger (not extant) began constructing electric street lights on high towers at main intersections and at the Grand Crossing Railyard in North La Crosse (the towers were removed by 1928). The Edison Light and Power Company (not extant), organized in 1887, became a competitor for the Brush firm in the field of electric lighting. In 1901 the private gas and electric companies merged and became The La Crosse Gas and Electric Company at 218 Main Street (Map Code 21-10).(20)

Telephone service at La Crosse began in 1878. By 1880 some forty-two lines operated within the city. The Wisconsin Telephone Company operated from the Western Union Telegraph Company building in the Servais Block (not extant). The La Crosse Telephone Company began competing with the Bell Company in 1895. Thus, La Crosse had two non-linked phone systems. In 1916 a court decision forced Wisconsin Telephone Company located at 125 North Fourth Street (Map Code 77-34) to provide a link between the systems. In 1919 the Wisconsin Telephone Company sold its La Crosse assets to the local phone company, which continued operations until 1928 at Fifth and Jay Streets (no photo).(21)

## Financial Services

Banks helped and supported the growth of manufacturing at La Crosse and were - and are - and are - an important local industry. La Crosse's first two banking institutions were primitive and really homes of pioneer era businessmen. Neither survived the Panic of 1857. In 1861 Gysbert Van Steenwyk, an immigrant from Holland, established the Batavian Bank on Main Street. Van Steenwyk was well connected to Milwaukee bankers and European capitalists. The Batavian Bank prospered. In 1888 the Batavian Bank constructed a multi-story stone building at 319-321 Main Street (Map Code 21-6). The Batavian Bank is now called the First Bank La Crosse and still occupied the 1888 building. (Van Steenwyk House: 237 South 11th Street, Map Code 3-18).(22)

The First National Bank was a branch of a Milwaukee institution. The First National was

reorganized as the La Crosse National Bank by lumber baron, G. C. Hixon in 1877. The bank occupied a building on the southwest corner of Main and Second Street. Shortly thereafter, the bank moved to the southwest corner of Main and Third Street. It became the National Bank of La Crosse in 1896 and obtained another building on North Fourth Street (not extant) for its headquarters in 1905. Today, it is known as the Norwest Bank of La Crosse at 305 Fifth Avenue South.(23)

The J. M. Holley and E. M. Borrensen Bank was organized in 1879. In 1883 it became the State Bank of La Crosse and built a new building at 311 Main Street in 1884 (Map Code 78-27). The State Bank of La Crosse still operates under that name.(24) (J. M. Holley House, 230 South 8th Street, Map Code 43-4)

The Exchange State Bank was organized in 1884 to serve North La Crosse. The Exchange State Bank built its headquarters at 800 Rose Street (Map Code 20-30). The original building is no longer used as a bank, and the Exchange State Bank moved to 1300 Rose Street in North La Crosse.(25)

### Trade Services

The Board of Trade of the City of La Crosse was originally formed in 1860. The private group encouraged municipal authorities to improve local roads and bridges leading to the city. The Civil War occupied the thoughts and efforts of board members, and the organization became inactive by 1864. In 1868, however, the Board of Trade was re-organized and helped play a vital role in the growth and development of La Crosse.

Members of the Board of Trade included virtually every important manufacturer, retailer, wholesaler, lumberer, flour miller and other business representative in La Crosse. The list of Board of Trade Presidents is a Who's Who of the local business elite. Albert Hirshheimer, John Gund, Alexander McMillan, A. W. Pettibone, Gysbert G. Von Steenwyck, G. C. Hixon (Von Steenwyck House: 237 South Eleventh Street, Map Code 3-18 and the G. C. Hixon House: 429 North Seventh Street, Map Code 1-8) all played key roles in the organization. The Board's greatest achievement, however, was their employment of Robert Calvert as Secretary from 1881 to 1905. Calvert, a bank employee, was a meticulous compiler of statistical data. Over the years, Calvert kept track of economic and business related trend which affected La Crosse. As a result, the Annual Reports of the Board are among the best sources of information concerning the city's development.

The Board of Trade promoted La Crosse. Members made excursions to distant communities to advertise La Crosse manufacturers and merchants. Board members negotiated favorable freight arrangements with railroad corporations. The Board constantly encouraged municipal authorities to undertake civic improvements such as street paving, water systems and increased educational expenditures. The Board subsidized new companies and made loans to established firms so they could expand. The Board helped prepare the city for the demise of the lumber industry by stimulating manufacturing

enterprises at La Crosse. In short, the Board of Trade represented enlightened business leadership. The Board of Trade's functions were taken over by the La Crosse Chamber of Commerce in 1916.(26)

The Board of Trade did not own a building. Rather, they held meetings in the rooms of the La Crosse Club on North Fifth Street (not extant) and at the Country Club on Grand Dad Bluff (Map Code 102-18). While the Board did not ultimately succeed in attracting huge outside manufacturing establishments to La Crosse, they stimulated local firms like the La Crosse Plow Works, the Trane Company, and the La Crosse Rubber Mills, which were major employers of city labor.

## INDEX OF REFERENCES: COMMERCE

Study Units: Architecture Chapter; Notable People Chapter; Overview Chapter; Industry Chapter

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

Calvert, Robert (Board of Trade): Social Activism Chapter; Industry Chapter

Exchange State Bank, 800 Rose Street (Map Code 20-30), Social Activism Chapter, Architecture Chapter

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Hogan, J. J.: Overview Chapter

La Crosse Country Club, 600 Losey Boulevard North (Map Code 102-18)

La Crosse Democrat, ed. Mark Pomeroy; Overview Chapter; Art and Culture Chapter; Government Chapter

La Crosse Democrat: Overview Chapter; Social Activism Chapter

La Crosse Telephone Company, 5th and Jay Streets (no photo)

La Crosse Tribune: Building-435 South 4th Street (Map Code 21-29); Architecture Chapter

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

Nord Stern, ed. Theodor Rodolf; Ethnic Groups and Neighborhood Chapter

Oyen (O. J.) Interior Decorating: Buildings-111 South 5th Avenue (Map Code 78-14), 314 South 4th Street (Map Code 76-36), 114 South 4th Street (Map Code 77-29), 507 Main Street (Map Code 19-6); House-124 South 17th Street (Map code 49-34); Architecture Chapter; Art and Culture Chapter

Pamperin (John) Cigar Company: Building-113 South 2nd Street (Map Code 82-5); Architecture Chapter; Industry Chapter

Peck, George: ed. Liberal Democrat; Social Activism Chapter; Government Chapter

State Bank of La Crosse, 311 Main Street (Map Code 78-27); Architecture Chapter

Van Steenwyk, Gysbert: Batavian Bank, 319-321 Main Street (Map Code 21-6); House-837 South 11th Street (Map Code 3-18); Notable People Chapter; Architecture Chapter

Wisconsin Telephone Company, 125 North 4th Street (Map Code 77-34); Architecture Chapter

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2. Western Historical Company, History of La Crosse County, Wisconsin (Chicago, 1881), p. 342; Lewis Publishing Company, Biographical History of La Crosse, Trempealeau, and Buffalo Counties, Wisconsin (Chicago, 1892), p. 672; Lafayette H. Bunnell, Winona and It's Environs on the Mississippi (Winona, 1897), p. 20.

3. Albert H. Sanford and H. J. Hirshheimer, A History of La Crosse, Wisconsin 1841-1900 (La Crosse, 1951), pp. 20-22.

4. Ibid., p. 32.

5. Ibid., pp. 363-364.

6. Ibid.

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9. 1881 History, pp. 680-681.

10. Ibid., pp. 798-799.

11. Ibid., pp. 641-642; Sanford and Hirshheimer, La Crosse, p. 179.

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21. Ibid., P. 189.
22. Ibid., p. 210; 1881 History, p. 528; Benjamin F. Bryant, Memoirs of La Crosse County From the Earliest Historical Times Down to the Present (Madison, 1907), pp. 166-167.
23. Ibid.
24. Ibid.
25. La Crosse, Wisconsin, The Gateway City (La Crosse, N. D. 1920), p. 3.
26. Sanford and Hirshheimer, La Crosse, pp. 213-214; Robert Calvert (comp.) Annual Report of the Board of Trade of the City of La Crosse, Wisconsin 1881-1900 (La Crosse, 1881-1900), passim

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## **ADDENDUM TO 4. COMMERCE**

### **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 and listed properties based on the survey update. Since LaCrosse's historic downtown commercial area, most of which is located in the LaCrosse Historic Commercial District, was not resurveyed as part of this update, and since most of the city's historically significant commercial buildings are located there, this addendum will not update those resources. Instead, the addendum will discuss and list only the historic commercial properties identified in the re-survey effort.

### **Wholesale Trade**

One of the most significant wholesale trade companies operating in LaCrosse is the W. A. Roosevelt Company, an electrical and plumbing supply house and design center. The history of the company is addressed in the preceding chapter discussion and will not be repeated here. The historic W. A. Roosevelt Company building (230 N. Front St.), constructed in 1918, was listed in the National Register of Historic Places in 1984 for both its architecture and its history as a significant long-time business in the community. It is one of the most prominent historic commercial resources in the city.

### **Retail Trade**

The survey update identified three commercial buildings that are architecturally and historically significant in the area of general retail trade, all located north of LaCrosse's downtown commercial district. The Standard Oil Company building (20 Copeland Ave.) was constructed in 1915 and 1927. The Standard Oil Company building apparently housed regional offices for the company and included space for the real estate department, construction department, sales department, personnel department, and management. The Standard Oil Company retained the building until 1964, when the Pyroil Oil Company acquired it. Pyroil kept the building until the early 1980s.(1)

The Standard Oil Company building is historically significant and potentially individually eligible for the National Register of Historic Places as a fine example of an office building from the first third of the twentieth century. Because of its prominent location in western Wisconsin, many businesses located major offices there. In the early twentieth century, Standard Oil Company was one of the most important businesses in the country, and because it was a national company, it needed

regional facilities throughout the United States. Standard Oil's LaCrosse office building was an impressive structure that reflected the importance of the company at that time, and its long-time use for the Standard Oil Company illustrates the importance the company placed on its LaCrosse location.

There are several buildings that are of historical interest or significance in LaCrosse, not necessarily because of a single business located there, but because they are good examples of general commercial business buildings or blocks. One is the John O'Neil Block (522 Copeland Ave.), originally constructed for the Hahn family in 1877. The O'Neil family acquired the building in 1885 and owned it well into the twentieth century. In 1887, a third floor was added to the building. In the nineteenth century, the O'Neil Block was used for the American House Restaurant. After 1900, the building had many uses, including a barber shop, hardware store, and general store.(2)

The Horner Building (1220 Caledonia St.) was constructed for Ernest Horner in 1894, and he owned it well into the twentieth century. Over the years there have been many retail businesses housed in this building, the most long-term being a shoe store. Between 1910 and the early 1980s, Andrew Morkved, John Nekola, and Klinkner & Jensen all operated shoe stores in the building. (3)

Other business buildings of historical interest include Strassers Tavern (1310 Denton St.), built in 1889; the Wisconsin Power and Light Building (518 Logan St.), built in 1905; the J. B. Canterbury Block (531-535 Main St.), built in 1889; the F. R. Hickish Grocery Store & Residence (830 Vine St.), built in 1889; and the Rediske Cobbler Shop (507 N. 12th St.), a very early retail shop. These commercial buildings are historically significant and potentially individually eligible for the National Register of Historic Places because the businesses that have occupied them have provided important goods and services to the people of LaCrosse, especially North LaCrosse, and they are good representatives of the variety of nineteenth and early twentieth century commercial buildings extant in the city.

One of the more interesting twentieth century commercial resources is the gasoline or service station. During the 1920s and 1930s, competition between oil companies and increasing use of automobiles resulted in a proliferation of gasoline filling and/or service stations. Many of these stations were architecturally interesting, using unusual design to attract customers or identify a particular oil company. But, after World War II, most new gasoline stations were built in a simple box design, with few architectural embellishments. Early gasoline/service stations that feature architectural details are rare, most having been demolished or remodeled.

In 1937, an architecturally distinctive gasoline/service station was opened in LaCrosse. Henry Ott's Pure Oil Service Station (400 Cass St.) was a one-story Tudor Revival building with separate wings for displaying and selling automobile merchandise, purchasing gasoline, and servicing cars and trucks. The station boasted the most modern, pleasurable surroundings that could provide complete parts and service for automobiles at one location.(4)

Henry Ott's Pure Oil Service Station is historically significant and potentially individually eligible for the National Register of Historic Places because it is a good example of an historic gasoline/service station. The growth and development of automobile use is highly significant in the transportation and cultural history of the United States and resources related to the early era of commercial services related to cars and trucks are important. In particular, historic gas stations are important because so many of them have been lost due to demolition and remodeling. Because gas stations were built in the twentieth century, they have not always been perceived as historic buildings and efforts, until recently, have not been made to identify and preserve them. Henry Ott's Pure Oil Service Station is one of these resources and should be considered a historic building.

### **Financial Services**

Several major banking institutions were founded in LaCrosse during the nineteenth century, and a few have survived into the twentieth century. Most of these banks were located in LaCrosse's downtown commercial district, but there was one major bank that developed in and served the North LaCrosse area; the Exchange State Bank. Henry P. and Edwin B. Magill organized the Magill brothers private bank in 1884. They renamed the institution the Exchange State Bank in 1886 and incorporated the bank in 1889. Also in 1889, the bank moved into its long-time home at 800 Rose St., a stylish commercial building that also included the club rooms of the North LaCrosse Masons.(5)

The building at 800 Rose St. was home to the Exchange State Bank for over 70 years as the bank grew slowly but steadily. In 1928 and in 1948, the building was remodeled to update the bank's services. In 1960, the bank directors accepted plans for a new building to be constructed at 1300 Rose St. The modern banking facility was begun in October of 1961 and completed in 1962. The old bank building continued to be used as a Masonic Temple and for retail businesses.(6)

The Exchange State Bank building (800 Rose St., 20-30) is historically significant and potentially individually eligible for the National Register of Historic Places because it was the long-time home of an important financial institution in LaCrosse, the Exchange State Bank. Although the Exchange State Bank did not acquire the significance of other banks in LaCrosse, its slow and steady growth illustrates its importance to the citizens of North LaCrosse. Banking institutions have provided the bulk of financial services to people and businesses in LaCrosse since the mid-nineteenth century, and continue to do so today. Because the Exchange State Bank was an important provider of these services at 800 Rose St. for over 70 years, the Exchange State Bank building is a historical landmark.

### **Hotels**

Like most pioneer communities, one of the first buildings erected in the LaCrosse settlement

in the mid-nineteenth century was an inn. In 1846, J. M. Levy, a trader, opened a tavern that probably also functioned as an inn. Shortly thereafter, Levy opened a hotel that was operated by Simeon Kellogg. Kellogg named his hotel "The Western Enterprise." Another early hotel was the LaCrosse Hotel, operated by William McConnell, who also ran a ferry across the Mississippi River. During the 1850s, many hotels were built in the booming settlement, including the Talmadge House, the Black River House, the New England House, the Mississippi House, and others. In 1861, 14 hotels were listed in a business directory, most with rooms for less than 50 people. Two hotels, the Augusta House and the Harrington House, could house 200 people.(7)

At the turn of the twentieth century, most of LaCrosse's hotels were located in the downtown commercial district. But several hotels were located in North LaCrosse, most to serve the railroad depots located there. The largest of these was the Hotel Goddard. In 1888, L. M. Goddard, a real estate developer, announced plans for a new hotel at Grand Crossing, the railroad center where the city's major lines crossed. In July of 1888, construction on the building commenced, and by December, the building was completed. In 1891, a 14-room addition to the hotel was completed. Due to its location, the Hotel Goddard was probably always a "railroad" hotel, catering to railroad travelers and workers, but after 1900, there is evidence to suggest that the building was being used primarily as a boarding house for railroad workers, although city directories continued to identify the building as the Goddard Hotel until the 1920s. By the mid-1920s, the hotel had become an apartment building, with its original 30 rooms converted into eight apartments. By 1930, four more apartments opened in the building, and it remains an apartment building today.(8)

The old Hotel Goddard (1639 Prospect St.) is historically significant and potentially individually for the National Register of Historic Places because it is a good example of a "railroad" hotel, a specialty hotel that flourished in the late nineteenth century near train depots and other railroad facilities. Although the Hotel Goddard was a limited success as a hotel, becoming a railroad boarding house in the early twentieth century, the building is an important resource that reflects this type of commercial business related to railroad transportation. Just as modern motels are built on well-traveled highways and interstate exchanges, hotels were constructed near railroad depots to take advantage of the trade potential of railroad travelers. They were usually a lower-cost alternative to downtown hotels, as well, and often frequented by traveling salespeople on a budget. The Hotel Goddard has been a popular north side landmark for over 100 years.

## REVISED LIST OF POTENTIALLY ELIGIBLE AND LISTED PROPERTIES

<i>Name</i>	<i>Address</i>	<i>Date</i>
W. A. Roosevelt Company	230 N. Front St. (listed)	1918
Standard Oil Company	20 Copeland Ave.	1915, 1927
John O'Neil Block	522 Copeland Ave.	1877, 1887
Horner Building	1220 Caledonia St.	1894
Strassers Tavern	1310 Denton St.	1889
Wisconsin Power and Light Building	518 Logan St.	1905
J. B. Canterbury Block	531-535 Main St.	1889
F. R. Hickish Grocery Store & Residence	830 Vine St.	1889
Rediske Cobbler Shop	507 N. 12th St.	N.D.
Henry Ott's Pure Oil Service Station	400 Cass St.	1937
Exchange State Bank building	800 Rose St.	1889
Hotel Goddard	1639 Prospect St.	1888, 1891

### ADDENDUM TO 4. COMMERCE NOTES

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(2) *Ibid.*

(3) *Ibid.*

(4) Advertisement for Henry Ott's Pure Oil Service Station, *LaCrosse Tribune*, 22 October 1937, p. 11.

(5) "Magill Brothers Formed Business Which Later Became Exchange State Bank," *LaCrosse Tribune*, 3 January 1954; LaCrosse Chamber of Commerce, "Exchange State Bank," article on file in the Exchange State Bank clipping files of the LaCrosse Public Library, LaCrosse, Wisconsin.

(6) LaCrosse Chamber of Commerce; City Directories.

(7) Benjamin Bryant, ed., *Memoirs of LaCrosse County*, Madison: Western Historical Association, 1907, pp. 170-171.

(8) City Directories; Judith Tatarek, "The Goddard Hotel," unpublished paper on file in the Area Research Center in the library of the University of Wisconsin-LaCrosse, LaCrosse, Wisconsin.

## 5. EDUCATION

Schools were established as soon as a real community emerged at La Crosse. Both public and parochial schools were built. Parochial schools are also mentioned in the chapter on religion and will be noted here in regards to architecturally significant extant buildings as well as for their educational role. There are today twelve public elementary and middle schools, two public high schools, one parochial high school, a University, a Catholic college, a vocational school, and twelve parochial elementary schools.

La Crosse public schools were at first named for the city ward that they served. Thus, the first public elementary school in the city was named the Third Ward School when it was built in 1854. Originally, La Crosse had only three wards, and the system seemed adequate. As the city grew, however, the number of wards increased dramatically. It therefore became necessary to create District Schools which could take students from several wards. In addition, District Schools were supplemented by branch schools as certain neighborhoods grew in population and required additional classrooms. Branch schools, moreover, occasionally added extra rooms by renting space in other buildings. There were six school districts in La Crosse by 1900. An additional seventh district was composed of the High School and the School for the Deaf. The district schools were supplemented by seven branch schools and five rented spaces.

### Third District Schools

The original County Courthouse (not extant) housed La Crosse's first public school in 1851. The term lasted three months and high levels of absenteeism characterized the student body.(1) Municipal authorities constructed the first public school building in La Crosse during 1854 between Eighth and Ninth along Division Street. Known as the Third Ward School, the two story brick structure had a three story wing added between 1856 and 1858.(2) A new and larger building on the same site replaced the original Third Ward School in 1872 when Chicago architect L. Drake completed the work. An 1874 storm damaged the structure and G. P. Randall, another Chicago architect, carried out extensive repairs (not extant). In 1880 a branch elementary school was constructed in the Third District called the J. J. Hogan Branch School located on Eighth Street between Johnson and Adams (not extant).(3) Lincoln Middle School, 510 South Ninth Street (Map Code 44-137), serves the same area today. It was constructed in 1924 by locally prominent architect Otto Merman as a Junior High School. Hogan Elementary School was moved to Eighteenth and Winnebago Streets in 1900. Otto Merman constructed a new Hogan Elementary School at 807 East Avenue South in 1920 (Map Code 56-14).

### First District Schools

The First District School was built in the First Ward in 1859. The 40' x 50' three story brick structure was designed by architect w. H. J. Nichols (not extant).(4) In 1883 a new seven room building called Longfellow School replaced the original structure on Sixth and Vine Streets (not extant). The First District's population expanded greatly after 1883 and additional school facilities were required. The City established a branch elementary school on Sixteenth and Vine (not extant) and rented space in a number of other locations for class space within the district by 1900. The 1883 Longfellow Elementary building became the La Crosse Vocational School in 1918. It was gutted by fire in 1923. Emerson Elementary School on Campbell Road and Twenty-First Street replaced the functions of Longfellow Elementary by 1938 (no photo). In 1939 Longfellow Junior High School (Map Code 15-3) (now a middle school) at 1900 Denton Street arose to serve the district.(5)

### Second District Schools

The Second District School was established on Fourth and King Street in 1870 (not extant). The site was abandoned after 1900 because of its location in the heart of La Crosse's business district.(6)

### Fourth District Schools

The Fourth District had a main elementary school building constructed on Main and Eighth Street in 1878. The school became the city's first high school that year, although high school classes were held in the Second District school after 1871. The La Crosse High School on Main and Eighth Streets (not extant) was a three story brick structure designed by builders Joseph Ross and David Wallace. The Fourth District had a branch elementary school on Twentieth and King Streets (not extant) and rented additional space as well. The high school function ended in 1907. In 1921 Otto Merman designed the C. C. Washburn Elementary School on the site at 102 North Eighth Street (Map Code 43-9).(7)

### Fifth District Schools

The Fifth District at first included all of North La Crosse. An elementary school was built at St. James and Caledonia Streets in 1871 (not extant). In 1877 the District built a new school on the site (not extant). The Fifth District was divided in 1887 to create the Seventh District which acquired an elementary school on Kane and Gillette Streets that year (not extant). The Fifth District meanwhile acquired a branch school on Island and Berlin Street (not extant) and on Wood and Hayes Street (not extant) by 1900.(8) Roosevelt Elementary School at 1307 Hayes Street (Map Code 12-2) was built in

1923 to replace the existing school on Hayes Street. In 1931 an addition appeared.

### Sixth District School

The Sixth District elementary school was created during the 1890s. The school building was located on Eighth and Johnson Streets (not extant).

### Seventh District School

The Seventh District was a specialized administrative unit. It consisted of the High School on Eighth and Main (which shared space with Fourth District elementary school children) and the Deaf School on Kane and Gillette (not extant). Both of these educational institutions will be explained individually on the following pages.

### Private Primary Schools

Several extant parochial schools can be considered architecturally important. Many of La Crosse's religious institutions established schools as a glance at the chapter on religion will reveal.

Holy Trinity Catholic School at 1471 South Thirteenth Street was built in 1907. Architects Parkinson and Dockendorff designed the structure (Map Code 36-7). St. John's Catholic School was built in 1928. Otto Merman designed the structure on 1818 St. James Street (Map Code 91-29). Blessed Sacrament Catholic School on 2404 King Street was constructed in 1938 (Map Code 62-4). St. James Catholic Elementary School at 716 Windsor (Map Code 14-31) was also constructed by La Crosse's Catholic community in 1941.

### Secondary Education

As noted, La Crosse's first high school was built in 1878. It occupied a three story brick building and shared space with elementary school children who attended the same Fourth District School and Eighth and Main Street (not extant). In 1905 the City hired Chicago architect J. C. Llewellyn to design a new high school to replace the existing inadequate Fourth District building. A large two story 215 x 120 foot brick building was completed at Cass and Fifteenth Streets in 1907. Called Central High School (not extant) the location understandably angered North La Crosse representatives who desired that the high school be central in fact as well as in name.(9)

North-South tension re-emerged over the replacement of Central High School between 1962 and 1965. A new Central High School was constructed at 1801 South Losey Boulevard (no photo), even more distant from North La Crosse.(10)

North La Crosse acquired a high school of its own in 1923. Logan High School at

1450 Avon Street (not extant) was completed in 1923, expanded in 1928, and expanded again in 1938. The building on Avon Street was extensively modified in the early 1970's. In 1977 a new Logan High School was constructed at 1500 Ranger Drive (no photo).(11)

Catholic St. Thomas Aquinas High School was completed at 315 South Eleventh Street (Map Code 62-14) in 1930 after a two year construction program.(12)

### Post Secondary Education

The La Crosse Business School was established in 1872. The private school occupied space in the Rodolf Block at 100 South Third Street (Map Code 75-17).(13) In 1891 the school changed its name to the Wisconsin Business University. It went out of business thereafter.(14)

The Keefe Business College took over the functions of the La Crosse Business School. Until 1907 the school occupied space at the Second District School on the corner of Fourth and King Streets. In 1907 municipal authorities required that the Keefe Business College vacate the site and allowed the school to use the second floor of Longfellow School on Sixth and Vine Streets for \$42.00 per month rent.(15) In 1912 Longfellow Elementary was given over to the business college, which changed its name to the La Crosse Vocational and Adult School in 1918. In 1923 the school building was destroyed by a fire. A new building was erected at the site on 304 North Sixth Street by 1924 (Map Code 78-20). Otto Merman designed the building. In 1939, with WPA aid, the Vocational School constructed an annex called the Coleman Building at 304 North Sixth Street (Map Code 78-19). The school was re-named the Western Wisconsin Technical Institute and still uses the same structures.(16)

### University of Wisconsin System

The University of Wisconsin - La Crosse grew out of the state supported Normal School. La Crosse educators and political representatives pressured for the creation of a state normal school at La Crosse for many years before realizing their goal. In 1905 the State Legislature authorized a Normal School for the City. In 1908 Main Hall (Map Code SF4-19) was constructed. The La Crosse Normal School acquired another building in 1916, Wittich Hall (Map Code SF-15).(17) In the late 1960's the normal school became the University of Wisconsin - La Crosse.

Viterbo College at 815 South Ninth Street (Map Code 44-29) was established for Catholic women in the 1890's.

### Nurses Schools

St. Francis Hospital established a School for Nurses in 1941 at 615 South Tenth Street (Map Code 44-30). La Crosse Lutheran Hospital established a nurses school, which was short lived, in

1923, at 1910 South Avenue (Map Code 34-23).

### Educational Services

Library services at La Crosse had its beginnings with the La Crosse Library Company. The Company was organized in 1853 and issued stock certificates to help pay for books. The Young Men's Library Association took over the library functions in 1868. The Young Men's Library Association rented a reading room in the Rodolf Block at Main and Third Streets (Map Code 75-17). C. G. Washburn, ex-Governor of Wisconsin, a lumber and flour milling baron and civic minded individual, willed \$50,000 to create a public library in La Crosse. The Young Men's Library Association donated its books and other assets and a \$12,500 Romanesque brick building was constructed on Main and Eighth Streets in 1888 (not extant). In 1909 the C. L. Coleman family donated funds to build an annex to the east of the non-extant building. The La Crosse Public Library had the largest library building in the state, but it was difficult to heat and care for. City authorities contributed to its support over the years. The building served the public until the mid-1960's when a new much more modern facility replaced it on the same site.(18) In the 1970's, the La Crosse County Historical Society Museum was added to the library at 800 Main Street (no photo).

### Special Schools

La Crosse provided space for the teaching of the deaf. In 1900 the school was administratively associated with the Seventh District School on Kane and Gillette Streets.(19)

## INDEX OF REFERENCES: EDUCATION CHAPTER

Study Units: Religion Chapter; Overview Chapter, Architecture Chapter

Blessed Sacrament School, 2404 King Street (Map Code 62-4)

Central High School, 1801 South Losey Boulevard

Coleman Building, 304 North 6th Street (Map Code 78-19)

Colman, C. L.: Religion Chapter, Architecture Chapter, Education Chapter; Industry Chapter

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

Hogan Elementary School, 807 East Avenue South (Map Code 56-14); Architecture Chapter

Holy Trinity Catholic School, 1471 South 13th Street (Map Code 36-7); Architecture Chapter; Religion Chapter

La Crosse County Historical Society Museum, 800 Main Street (no photo); Social Activism Chapter

La Crosse Lutheran Hospital Nurses Home, 1910 South Avenue (Map Code 34-23); Architecture Chapter; Social Activism Chapter

La Crosse Normal School (Main Hall-WSU-La Crosse) 1724 State Street (SF4-19); Architecture Chapter; Overview Chapter

La Crosse Public Library, 800 Main Street (no photo)

La Crosse Vocational School (Western Wisconsin Technical Institute), 304 North 6th Street (Map Code 78-20); Architecture Chapter

Lincoln Junior High (now Middle School), 510 South 9th Street (Map Code 44-13); Architecture Chapter

Logan High School, 1500 Ranger Drive

Longfellow Junior High School (now Middle School), 1960 Denton Street (Map Code 15-3); Overview Chapter

Merman, Otto, Architect: Architecture Chapter; Religion Chapter

Parkinson and Dockendorff, Architects: Architecture Chapter

Rodolf Block, 100 South 3rd Street (Map Code 75-17), Theodore Rodolf: Architecture Chapter

Roosevelt Elementary School, 1367 Hayes Street (Map Code 12-2); Architecture Chapter; Overview Chapter

St. Francis School of Nursing, 615 South 10th Street (Map Code 44-30); Social Activism Chapter

St. James Catholic Elementary School, 716 Windsor Street (Map Code 14-31)

St. John the Baptist School, 1818 St. James Street (Map Code 91-29); Architecture Chapter; Religion Chapter

St. Thomas Aquinas High School, 315 South 11th Street (Map Code 62-14); Architecture Chapter; Overview Chapter

Viterbo College, 815 South 9th Street (Map Code 44-29); Religion Chapter

Washburn, C. C. Elementary School, 102 North 8th Street (Map Code 43-9); Architecture Chapter

Washburn, C. C.: Notable People Chapter; Government Chapter

Wittich Hall (WSU-La Crosse), 1724 State Street (SF5-15); Architecture Chapter

## EDUCATION NOTES

1. Albert H. Sanford and H. J. Hirshheimer, A History of La Crosse, Wisconsin 1841-1900 (La Crosse, 1951), p. 61.
2. Ibid; Western Historical Company, History of La Crosse County, Wisconsin (Chicago, 1881), p. 514.
3. 1881 History, pp. 514-516.
4. Ibid.

5. School Census, May 3, 1900, W. A. Anderson Papers 1860-1917, La Crosse Public Library Archives, box 2.
6. Ibid.; Sanford and Hirshheimer, A History of La Crosse, p. 234.
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8. Ibid.
9. Sheldon Smith, "Of Bars, Boy's Clubs and Businessmen: Leadership Networks of North La Crosse," unpublished paper, presented at Central States Anthropological Society Convention, Cincinnati, Ohio, 1981, pp. 37-39; Stanley N. Miller, "A History of La Crosse, Wisconsin 1900-1950," unpublished Ed thesis, George Peabody College for Teachers (1959), p. 88; Benjamin F. Bryant, Memoirs of La Crosse County From the Earliest Historical Times Down to the Present (Madison, 1907), p. 129.
10. Smith, *ibid.*
11. Ibid., Miller, "History of La Crosse," pp. 180, 182, 248.
12. Miller, *ibid.*
13. 1881 History, pp. 625-626; George R. Gilkey, The First Seventy Years: A History of the University of Wisconsin-La Crosse 1909-1979 (La Crosse, 1981), p. 9.
14. Gikey, *ibid.*
15. Indenture, Aug. 30, 1907, Anderson Papers, box 2.
16. Miller, "History of La Crosse," pp. 93-94.
17. *Ibid.* pp. 113-114.
18. Sanford and Hirshheimer, A History of La Crosse, p. 241; Miller, "History of La Crosse," p. 111; Bryant, Memoirs of La Crosse, pp. 98-99; Lilly M. E. Borresen, "The Young Men's Library Association and Other Antecedents of the La Crosse Public Library," La Crosse County Historical Sketches, Series 2 (La Crosse, 1935), pp. 37-40; League of Women Voters, La Crosse Published As a Community Service by the League of Women Voters of La Crosse (La Crosse, 1963), p. 27.
19. School Census, Anderson Papers, box 2.

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## **ADDENDUM TO 5. EDUCATION**

### **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 follows, in general, the original chapter, and duplicate information will be presented only when necessary.

During the nineteenth and early twentieth centuries, the citizens of LaCrosse established a comprehensive public and private-parochial primary and secondary school system. Like many communities in Wisconsin, most of the city's oldest historic school buildings are no longer extant. But, there are several twentieth century public and private school buildings still extant, and they are important resources that illustrate the development of modern public and parochial school education in LaCrosse. Other historic educational institutions were established in LaCrosse, including a free public library, a vocational-technical college, a private liberal arts college, and a branch campus of the University of Wisconsin system. The historic buildings associated with these institutions are also important because they chart the historic development of post-secondary schools in the city.

### **Primary Education, Public**

The first "public" schools in America were not really public, since they were only partially funded by the public. Most of the funding came from subscriptions, fees, or by providing supplies or services to the school or teacher. The first national school organization law was passed in 1841, but most schools were strictly locally-controlled by teachers and/or local school boards. In the 1840s, led by Horace Mann of Massachusetts, the movement to establish free public education began in New England. When New Englanders came to Wisconsin, they brought with them the idea of free public education and the Wisconsin Constitution of 1848 contained a provision for the establishment of free, universal education to be supported by state school funding and local taxes. But, this idea was not well-implemented and Wisconsin's pioneer schools were very often poorly equipped, ungraded, and poorly attended. During the late nineteenth century, and especially during the twentieth century, new state and local laws in Wisconsin promoted increased attendance, graded schools, better qualified teachers, and eventually large, consolidated schools districts; until today, universal, free public education is an integral part of the lives of Wisconsin's children.(1)

The development of LaCrosse's public primary school system paralleled the above scenario. Early schools in the city were generally poor, but after several decades of work by concerned citizens and educators, the primary school system improved by 1900, and by the mid-twentieth century, a

thoroughly modern system was in place in LaCrosse. The earliest primary school classes were held in the LaCrosse County Courthouse in 1851, just after the early settlers established a school district. A schoolhouse was erected in 1854 and another by 1857. Like most pioneer schools in the state, LaCrosse's first schools were crude, overcrowded two-room structures with poorly paid teachers. The schools were ungraded and the curriculum was primitive.(2)

Generally poor school conditions continued in LaCrosse until the 1870s, with classes still taking place in the old buildings constructed during the 1850s. At that time, these schools were known as the Third Ward and First Ward Schools. In 1870, the Second Ward School was erected (not extant). The Second Ward School was used until 1907 and was eventually demolished. In 1872, a new Third Ward School was erected and was used until 1923, when it was replaced. These three ward schools were the largest and educated most of the city's children. In the less populated parts of LaCrosse, small one or two-room schools known as Branch Schools were erected for the children who lived there. Many of the branch schools were replaced with larger schools as the city expanded.(3)

During the 1880s, LaCrosse's new school superintendent began to modernize the elementary schools. Changes included introducing music and physical education, instituting graded classes, and decreasing corporal punishment. Along with these changes, there was additional new school construction. The old First Ward School was replaced with a brick building in 1883; the old Hamilton Branch School was moved to a new location and on its site, an eight-room school, called the Hamilton School, was erected in 1885 (not extant); a nine-room school, called the Franklin School, was built in 1887 (not extant); and the small Jefferson Branch School was erected in 1885 (not extant).(4)

Changes continued through the 1890s and the early twentieth century. These changes included establishing larger playgrounds and school libraries, hiring better qualified teachers, and introducing classes in the manual and domestic arts. Refinements in curriculum reflected the latest educational trends. In 1909, the first kindergarten classes were introduced and teachers were encouraged to give students more individualized instruction. The coursework became more specialized and emphasis was placed on providing appropriate level material to each grade. In the 1890s, four major school buildings were erected, Logan (1891), Washington (1892), Webster (1895), and Hogan (1899), all not extant. Other existing schools received additions during this period. After this spurt of building activity, attention shifted to the construction of a new high school and little building activity related to elementary schools was undertaken in LaCrosse.(5)

By the 1910s, parents in LaCrosse were agitating for improvements to the elementary schools, but the First World War delayed any building activity. In 1919, the LaCrosse Board of Education proposed a comprehensive building program that included building new elementary schools, making repairs to old schools, establishing new playgrounds, and acquiring new school sites, activities to be

spread out over a five-year period. Plans for these school improvements had to be moved up, however, when old Hogan School burned in June of 1920. The result was that Hogan was the first of five large elementary-junior high schools built in LaCrosse between 1920 and 1925. Of these five schools, three are still extant, and, along with the new Longfellow elementary-junior high school built in the late 1930s, they are the only historic public school buildings in LaCrosse today.(6)

The new Hogan School was begun in 1920 and completed in 1921. The new school had 11 classrooms and a gymnasium. It was enlarged later on and served the school district until 1980, when it was closed. The Hogan School (807 East Ave., South) is historically significant because it reflects the important school expansion period in LaCrosse in the 1920s that established the city's modern elementary educational system. This educational system is one of the community's most important public institutions, and the development of this system is significant in the city's history. Because the Hogan School is one of the few historic school buildings still extant in the city that represents the history of elementary education in LaCrosse, it is historically significant and potentially individually eligible for the National Register of Historic Places.(7)

The second school erected during this period of expansion was the Logan Junior High School, begun in 1921 and completed in 1923 (not extant). In 1927, a major addition was made to Logan Junior High to include a senior high school program there. Roosevelt School was started in 1923, and it replaced the old wooden North Branch School. The new Roosevelt School consisted of four rooms for the kindergarten through third grades. Probably too small when built, four more rooms were added to the school in 1931, and several more rooms were added in 1938. Another four-room addition was completed in 1954 and the school is still being used today. The Roosevelt School (1307 Hayes St.) is historically significant because it reflects the important school expansion period in LaCrosse in the 1920s that established the city's modern elementary educational system. This educational system is one of the community's most important public institutions, and the development of this system is significant in the city's history. Because the Roosevelt School is one of the few historic school buildings still extant in the city that represents the history of elementary education in LaCrosse, it is historically significant and potentially individually eligible for the National Register of Historic Places.(8)

Also opened in 1923 was the Washburn School, a large centrally-located elementary school that had 22 classrooms and a combination gymnasium and auditorium. It was demolished in the late twentieth century. Lincoln School was begun in 1923 and opened in 1924 as a combination elementary and junior high school. The building had 22 classrooms, a library, and a gymnasium-auditorium and was designed for 700 students. The school still operates today as the Lincoln Middle School. The Lincoln School (510 S. 9th St.) is historically significant because it reflects the important school expansion period in LaCrosse in the 1920s that established the city's modern elementary

educational system. This educational system is one of the community's most important public institutions, and the development of this system is significant in the city's history. Because the Lincoln School is one of the few historic school buildings still extant in the city that represents the history of elementary education in LaCrosse, it is historically significant and potentially individually eligible for the National Register of Historic Places.(9)

The LaCrosse Board of Education completed the 1920s plan for upgrading LaCrosse's elementary schools by remodeling the existing Hamilton and Webster schools (not extant). Although all of the extant schools mentioned above are potentially individually eligible for the National Register, since they were originally constructed around the same time, under the same school expansion program, the schools could be nominated to the National Register as a group.

There is one more primary school that is potentially eligible for the National Register of Historic Places. The Longfellow School (1900 Denton St.) was begun in December of 1938 as a project half-funded by the Public Works Administration (PWA), a 1930s federal government program that helped put people to work throughout the country during the Great Depression. One year later, in December of 1939, the new Longfellow School was completed. Like some of the other schools mentioned above, Longfellow School was built as a combination elementary-junior high school with up-to-date features that included a steel and concrete structure, a zoned heating plant, gymnasium partitions, and some modular classrooms. Today, Longfellow School is still being used as the Longfellow Middle School.(10)

### **Primary Education, Private**

Private education in LaCrosse has consisted primarily of parochial schools, and in particular, Catholic Schools. Most of the Catholic churches in the city established parochial primary schools where they could teach the children of the parishioners not just religion, but ethnic heritage, as well. Most of the Catholic churches were strongly affiliated with specific ethnic groups in the nineteenth and early twentieth centuries, groups that often wanted their children taught in their native languages. Most of the Lutheran churches in LaCrosse established parochial schools, for many of the same reasons as the Catholics. However, the only significant extant historic resources related to private parochial education in LaCrosse are three Catholic primary schools built prior to World War II.

The oldest of these schools is the Holy Trinity Catholic School, erected in 1904. Holy Trinity School was founded when the parish was known as St. Nicholas Church. St. Nicholas Church was formed by primarily German Catholics living on the south side of LaCrosse. In 1894 the congregation built a new church building and renamed the parish Holy Trinity. The small primary school attached to the parish was originally housed in the church basement, but it was moved into the old church rectory in 1895, after a new rectory was completed. But, by 1904, the growth of the

school program necessitated a new building, one that is still being used for school purposes today.(11)

The Holy Trinity Catholic School (1417 S. 13th St.) is historically significant because it represents the growth and development of primary parochial education in LaCrosse and because it is the oldest parochial school in the community. And, with a construction date of 1904, it is the oldest historic primary school in the city. Parochial education has been an important institution in Wisconsin since the nineteenth century and parochial schools make up the bulk of the private education system in the state. The Holy Trinity School is a good example of historic private school education in LaCrosse and for this reason it is significant and potentially individually eligible for the National Register of Historic Places.

Two other primary parochial schools were constructed by Catholic churches just prior to World War II. St. James School dates back to the construction of the first St. James Church in 1887. In that building, the church occupied the second story, while a four-room school was operated on the first floor. When St. James Church burned in 1900, it was immediately rebuilt and a new frame school building was completed in 1901 (not extant). In 1941, this building was replaced by a new St. James School (716 Windsor St.), still being used today.(12)

In 1938, some of LaCrosse's Catholics organized Blessed Sacrament Catholic Church and announced that they would build a combination church-school building. The new Blessed Sacrament School (and Church) (2404 King St.) was originally constructed with the church auditorium on the first floor and the eight-room school on the second floor. After the church was constructed, the auditorium was partitioned into school rooms. The congregation also announced plans to add a gymnasium and auditorium to the school building when the parish grew larger.(13)

While the Holy Trinity School is the most historically significant of the primary parochial schools in LaCrosse, mainly due to its age, both the St. James School and the Blessed Sacrament schools are important because they reflect the modern development of private, parochial education in the city. By the mid-twentieth century, LaCrosse residents had established a strong, modern, public school system that might have lured Catholic families away from their schools. However, support for LaCrosse's Catholic schools remained high and is still flourishing today. The St. James and Blessed Sacrament schools are good examples of this support and are both potentially individually eligible for the National Register of Historic Places.

As stated earlier, Lutheran churches also established parochial schools and the development of these schools is as historically important as the development of the Catholic schools mentioned above. Currently, though, Lutheran schools occupy buildings that are too modern to have historical significance. This does not mean, though, that these resources should be ignored. Some of the modern Lutheran schools, along with modern Catholic schools, have been surveyed as part of the current survey update. As these resources age, their history and significance should be re-examined

for their potential to be listed in the National Register of Historic Places.

### **Secondary Education, Public and Private**

During Wisconsin's pioneer era, secondary education was provided primarily by private academies that emphasized modern languages, mathematics, literature, and modern history. Free public high schools were slow to develop in small communities, although the larger cities in the state developed high school programs by the 1850s. The first public high school was established at Kenosha in 1849. In 1856, the legislature authorized two or more districts to form a union high school district. By 1870, 14 communities were offering high school programs. In 1875, the legislature passed the Free High School Law that provided some state aid to high schools. By 1900, there were over 200 high schools in the state, and by the mid-twentieth century, there were over 400. Like public primary schools, the public high schools are an integral part of the broad educational system offered in Wisconsin today.(14)

Like most pioneer Wisconsin communities, there were no public high school programs established in LaCrosse prior to 1870. Instead, students who desired a secondary education had to enroll in one of many private academies or seminaries that briefly existed in the city during that time. These academies were housed in private homes, churches, or school buildings. Depending on private tuition, their existence was fleeting and many people pressed for a free public high school program. In 1870, the LaCrosse board of education voted to establish a high school program in the old Second Ward elementary school building (not extant). About 70 students attended this classically-influenced three-year program that resembled the offerings at the private academies. By 1877, the public high school program added a fourth year of instruction and was divided into separate English and classical courses, reflecting the wider needs of the students. In 1878, a five-room high school was erected (not extant), and the building was enlarged in 1888 and 1895.(15)

During the 1880s and 1890s, the high school program continued to expand and change. Gradually, more courses were added to the high school curriculum, including more science and technology related subjects. The popularity of the high school program at the turn of the twentieth century spurred interest in LaCrosse for the construction of a new high school building. After a public debate over the location of the new building, Central High School was completed at Cass and 15th Streets in 1907 (not extant). The new school building was quickly filled with students who were increasingly attracted to the programs offered there, including new commercial courses, athletics, and manual training classes. The popularity of the programs combined with the increasing interest in attending high school on the part of the general public contributed to the rapid enrollment increases in Central High School, which was quickly enlarged in 1913.(16)

During the 1920s there were two major changes to the high school program in LaCrosse. At

Central High School, the old tracking system was abandoned in favor of a two-track system, one that led to college admission and the other that led to work. This modern system has remained, with alterations, until today. The second change was the construction of Logan Junior High School (not extant) on the north side. In 1922, Logan Junior High School opened with classes for 7th through 10th grades. In 1928, an addition was made to the school that allowed it to offer a full four-year high school program.(17)

Unfortunately, both the historic Central and Logan high schools have been demolished in favor of new buildings in different locations and the modern high schools of LaCrosse do not have historical significance at this time. There is another high school in the city, though, that does meet the criteria for historical significance. It is the Aquinas High School (315 S. 11th St.), the Catholic high school in the city still operating in its historic building.

In 1925, Catholic Bishop Alexander McGavick proposed the construction of a Catholic high school to the seven parishes in the city. After two years of fund-raising, ground was broken for the new school in 1927. By the fall of that year, the first section of Aquinas High School was ready to open. Other sections of the school were completed in 1931, 1936, and 1939. Another major addition to the building was completed a few years later. Aquinas High School offered programs similar to those offered at the city's public high schools, with the addition of religious education. With strong support from the Catholic community in the city, Aquinas High School has continued to operate throughout the twentieth century.(18)

The Aquinas High School is historically significant and potentially individually eligible for the National Register of Historic Places because it is the only educational resource in LaCrosse that represents the development of modern, twentieth-century secondary education in the city. Although a private school, Aquinas High School has offered programs that are similar to those offered at the public high schools in the city, with the addition of religious education. Therefore, Aquinas High School is as significant an institution in the city as the public high schools. For these reasons, the historic physical plant of the school is historically significant.

### **Post Secondary Education**

The most significant post secondary institutions in LaCrosse are the University of Wisconsin-LaCrosse, the Western Wisconsin Technical College, and Viterbo College. The University of Wisconsin-LaCrosse dates back to 1905, when the state legislature established a State Normal School in the city. Main Hall was erected in 1908 for the school, and in 1916, Wittich Hall was erected. The school continued to grow during the twentieth century and many new buildings were constructed for the campus, especially after World War II. By mid-century, the campus was a four-year university within the Wisconsin State University system. In 1972, the Wisconsin State University system

became part of the University of Wisconsin system. Main and Wittich Halls were listed in the National Register of Historic Places in 1985 because they represent the early growth and development of an important post-secondary educational institution in the state of Wisconsin.

Morris Hall (1724 State St.), built in 1939, was not old enough to be included with Main and Wittich Halls when they were listed in the National Register, but, it is now historically significant and potentially eligible. Morris Hall was the old Campus School, a “laboratory school” for training teachers at UW-LaCrosse, and it was typical of such facilities at other campuses. Campus schools fell out of favor in the 1970s, but their buildings are significant for the era in educational training they represent.

**Western Wisconsin Technical College.** The Western Wisconsin Technical College was the result of a state-wide effort to improve vocational and technical education for young people who were leaving school to enter a trade or industry. In 1907, the state legislature passed legislation to assist local communities in establishing vocational schools. In 1912, the LaCrosse Vocational School was established in the old Longfellow School (not extant). Early courses of study included cooking, sewing, woodworking, and drafting. Also operated by the vocational school was an adult night school, conducted at the old public high school buildings. Multiple sites continued to be used for the vocational school until 1924, when a new building was constructed near downtown. In 1939, a three-story annex, now known as the Coleman Building, was completed for the growing vocational school.(19)

By 1943, the vocational school had changed its name to the LaCrosse Vocational and Adult School and boasted of 9,000 full and part-time students. The school had 93 instructors teaching 160 different subjects. After World War II, demand for vocational-technical education continued to boom and in 1961, another addition to the main building was erected. In 1962, in honor of long-time teacher and director John Coleman, the vocational school was renamed the Coleman Institute. In 1965, the state of Wisconsin changed vocational schools into technical institutes and established new vocational districts. Under this new administration, the Coleman Institute was renamed the Western Wisconsin Technical Institute.(20)

Reflecting this change to a technical institute, during the 1960s and 1970s, the WWTI added 20 technical associate degree programs and 12 diploma programs to the curriculum. The new programs helped enrollment grow 75% in the late 1960s. New buildings for the growing campus were constructed in 1970, 1971, 1972, and 1976. Since that time, additional modernization and construction has occurred at the technical institute, and its emphasis on degree programs and college-level courses in the 1980s and 1990s has resulted in another name change to Western Wisconsin Technical College.(21)

The 1924 building constructed for the LaCrosse Vocational and Adult School, and its 1939

annex, the Coleman Building, (304 N. 6th St.) are historically significant and potentially eligible for the National Register of Historic Places because they represent the growth and development of an important post-secondary educational institution in LaCrosse. Although not the site where the school was founded, the 1924 building is significant because it was the first structure constructed expressly for the vocational school. And, it is in this building, along with the Coleman Building annex, that the vocational school grew and developed into the regional technical college the institution is today.

**Viterbo College.** The Franciscan Sisters of Perpetual Adoration contributed many institutions to the City of LaCrosse (see Religion and Social and Political Movements addendums), and one of their important contributions in the area of education was the founding of Viterbo College. The Franciscan Sisters were responsible for teaching in LaCrosse's many Catholic schools in the nineteenth and twentieth centuries. This responsibility led to formal teacher training at the Franciscans' St. Rose Convent. By 1890, the teacher training program at the convent was similar to a public normal school, and in 1892, the sisters erected a building for their school and named it the St. Rose Normal Training School (not extant).(22)

After the turn of the twentieth century, the Franciscan sisters began to turn their attention to teacher certification for high schools and offering college courses in the summer. By the early 1920s, the development of a collegiate program was underway. In the fall of 1931, this development culminated in the establishment of a junior college curriculum at the normal school. By 1936, the sisters were actively seeking accreditation for a four-year collegiate program. In 1937, the school's name was changed to Viterbo College to reflect its move away from a normal school to a four-year college. The first graduates of Viterbo College received degrees in the spring of 1940 and in the fall of that year, ground was broken for a new college building. The new building was occupied in January of 1942.(23)

At first, Viterbo College provided higher education only to members of the Franciscan order and other Catholic orders, but in 1943, lay women were accepted into the school. After World War II, Viterbo College began actively recruiting Catholic women to attend the college. Teacher training was an important part of the school's curriculum, but in the 1940s, Viterbo began to stress its music program. In the 1950s, enrollment at Viterbo was high enough to merit the construction of a dormitory. Marian Hall was completed in September of 1957. In the late 1960s, three-year nurse's diploma programs were phased out in favor of a four-year college degree program, so in 1967, the Franciscan sisters moved their nursing program at St. Francis Hospital to Viterbo College. Viterbo College has continued to slowly expand its programs and facilities until today it is a well-respected small private college.(24)

The original building for the new Viterbo College (815 S. 9th St.), completed in 1942, is historically significant and potentially individually eligible for the National Register of Historic Places

because it represents the growth and development of an important post-secondary school in LaCrosse. The building also represents the development of the Franciscan sisters' work in the city. Established out of a need to improve teaching in the Catholic schools they were responsible for, the Franciscan sisters developed an educational program that grew with the needs and desires of the sisters themselves. But eventually, as these needs decreased, the sisters expanded Viterbo to include new people and new programs. For these reasons, the original building at Viterbo College is significant in the educational history of the city of LaCrosse.

There were two schools of nursing established at LaCrosse's two major hospitals in the twentieth century. These schools offered a three-year diploma program and were attached to the St. Francis and Lutheran hospitals. Although they were educational institutions, their close affiliation with these hospitals makes it more appropriate to discuss them under the hospital services section in the Social and Political Movements chapter addendum.

### **Library**

The development of the LaCrosse Public Library is a significant event in the history of education in LaCrosse. The main library building at 8th and Main Streets dates from the mid-1960s and is currently undergoing renovation. Therefore, it does not, at this time, qualify as a historic resource. However, the North Branch Library, constructed in 1942, meets the criteria for historic building status.

The North Branch Library began in 1904 when the main branch of the library placed 225 books in Brakke's Drug Store at 1353 Caledonia St. (not extant). The drug store clerks distributed the books during the week and a librarian came on Saturday. In 1905, the LaCrosse Public Library Board officially established this location as the Caledonia Street branch library. The north branch was very popular and in 1907, the library was moved to a building next door to acquire more space. After World War I, the increasing popularity of the north branch library caused many to suggest that a new library building be constructed. The Great Depression of the 1930s halted these plans, and even though a referendum was approved in 1937, the funding fell through. A new referendum was passed in 1941 and the new North Branch Library opened in 1942. Throughout its history, the North Branch Library has promoted education in its services to local schools and in its reading programs. Known as the North Community Library, the north side library continues to provide important community services to this area of LaCrosse today.(25)

The old North Branch Library (1552 Kane St.) is historically significant and potentially eligible for the National Register of Historic Places because it represents the growth and expansion of library services in LaCrosse in the twentieth century. Serving north LaCrosse residents was important in the era before the mass use of the automobile made geographical distances easier to

manage. So, it wasn't long after the main library was established that library services were brought to north LaCrosse. The north branch was so successful, that it merited its own building, even when automobile use made getting to the main library much easier. The North Branch Library has been an important community institution for north-siders and with its recent renovation, it remains so today.

## REVISED LIST OF POTENTIALLY ELIGIBLE AND LISTED PROPERTIES

<i>Name</i>	<i>Address</i>	<i>Date</i>
Hogan School	807 East Ave., South	1920-21
Roosevelt School	1307 Hayes St.	1923
Lincoln School	510 S. 9th St.	1923-24
Longfellow School	1900 Denton St.	1938-39
Holy Trinity Catholic School	1417 S. 13th St.	1904
St. James School	716 Windsor St.	1941
Blessed Sacrament Catholic School	2404 King St.	1938
Aquinas High School	315 S. 11th St.	1927-1939
Main Hall	UW-LaCrosse (listed)	
Wittich Hall	UW-LaCrosse (listed)	
Morris Hall	724 State St.	1939
LaCrosse Vocational and Adult School	304 N. 6th St.	1924, 1939
Viterbo College	815 S. 9th St.	1940-42
North Branch Library	1552 Kane St.	1942

## ADDENDUM TO 5. EDUCATION NOTES

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(5) Willard W. Hanson, "Many Elementary School Features Ideas of Bird," *LaCrosse Tribune*, 17 January 1954; "Changes in City's Schools Noted From 1909 To 1925," *LaCrosse Tribune*, 7 February 1954; "Many Educational Patterns Set By B. E. McCormick," *LaCrosse Tribune*, 21 February 1954; "School Building Projects Slowed During 1905-20 Era," *LaCrosse Tribune*, 28 February 1954.

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(7) *Ibid.*

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(9) Willard W. Hanson, "School Building Projects Slowed During 1905-20 Era."

- (10) "Dedicate Longfellow Junior High Tonight," *LaCrosse Tribune*, 19 January 1940.
- (11) *Souvenir of the Golden Jubilee of the Holy Trinity Congregation*, LaCrosse: G. A. Keller, 1937, pp. 17-26.
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- (13) "New Catholic Parish Starts Big Program," *LaCrosse Tribune*, 25 March 1938.
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- (15) Willard W. Hanson, "High School Entrance Test Difficult in Early Days," *LaCrosse Tribune*, 20 December 1953; Albert H. Sanford and H. J. Hirshheimer, *A History of LaCrosse, Wisconsin 1841-1900*, LaCrosse: LaCrosse County Historical Society, 1951, pp. 63-64.
- (16) Willard W. Hanson, "Enrollment Growth Slow in First High School In City," *LaCrosse Tribune*, 7 March 1954; "Central High School Built After Bitter Council Fight," *LaCrosse Tribune*, 28 March 1954; "Enrolment in High School Grew Rapidly In 25 Years," *LaCrosse Tribune*, 4 April 1954.
- (17) Willard W. Hanson, "Public High School Course in City Changed in 1920s," *LaCrosse Tribune*, 11 April 1954.
- (18) Wendy Spirduso, "50 Years of Education," newspaper article on file in the Aquinas High School clipping files of the LaCrosse Public Library, LaCrosse, Wisconsin.
- (19) Carol Kaufmann, "Technical School Wins Spot in Heart of Coulee Region," *LaCrosse Tribune*, 4 November, 1979.
- (20) *Ibid.*
- (21) *Ibid.*
- (22) Sister M. Theodine Sebold, "Viterbo, Franciscans Started With Migration," *LaCrosse Tribune*, 4 July 1976.
- (23) *Ibid.*
- (24) *Ibid.*
- (25) "Librarian Has Served North Siders Since 1911," *LaCrosse Tribune*, 7 December 1972; Geri Parlin, "Library on North Side to Celebrate Its 50th," *LaCrosse Tribune*, 20 August 1992.

## 6. ETHNIC GROUPS AND NEIGHBORHOODS

As in most communities, the population of La Crosse is composed of heterogeneous elements: Germans, Norwegians, Bohemians, Poles, Irish, French, Jews, Syrians (Lebanese), Blacks, Swedes, Swiss, and British, as well as a large contingent of Yankee settlers coexisted peacefully at La Crosse. White subtle inter-group tensions apparently existed, non-pathological forms of behavior characterized the social history of La Crosse since the city's inception.

The history of ethnic groups in La Crosse, as elsewhere, in large part revolved around the various religious institutions. This chapter will not focus on the role of churches, but rather upon the development of ethnic organizations and neighborhoods. Reference to the chapter on religion is suggested for additional detail. Ethnic lines were never impenetrable barriers in La Crosse, and the effects of American democracy, over the long term, have tended to obscure ethnic divisions since the 1930's.(1)

In La Crosse, the basic social division was based upon the part of town one resided in. The citizens of North La Crosse, an ethnically varied community north of the La Crosse River but part of the city since 1871, have been viewed as distinct when compared with residents from South La Crosse. The rivalry of the two sections of the city has been displayed in politics over the years, although it is difficult to analyze the situation in ethnic terms alone.

### North American Migration

#### Yankee Migration

The majority of La Crosse's first settlers were of Yankee origin and Protestant in religious affiliation, who emigrated westward from New York, New England, Pennsylvania, or Ohio. Yankees dominated the business community and quickly moved into the city's first real industry: lumber. Copeland, Hixon, Davidson, Washburn, Paul, Sawyer and Austin, Pettibone and others all lived in South La Crosse. Other than at the various Protestant congregations, La Crosse's Yankee business leaders gathered at the La Crosse Club for meetings of the Board of Trade or the La Crosse Manufacturers and Jobbers Club. The La Crosse Club rented "elegantly furnished" rooms in a building on Fifth and Main Street (not extant).(2) The important consideration in regards to membership, however, was wealth, not ethnic background. Numerous successful citizens belonged to the above mentioned organizations and even the political affiliations of the La Crosse elite varied. The Yankee element is difficult to analyze because they represented the majority of the population, were divided by economic class, political party, congregation, and tended to belong to organizations based upon interests, rather than ethnic origin.(3)

## Black Migration

Most Blacks settled in La Crosse after the Civil War. Primarily engaged in barkerling, railroad employment, cooking, shoe shining, river boat trade, domestic service, white-washing, and as hotel bellboys, as many as 500 blacks lived in La Crosse during the period 1865-1905.(4) Several Blacks became prominent. John W. Birney arrived in La Crosse in 1857. Birney built a home at 1001 State Street (no photo) and became a land speculator before departing a wealthy man in 1885. Most La Crosse Blacks lived in an area bounded by Pine and State and from Tenth to Thirteenth Street.(5)

George E. Taylor, who lived outside of the city, became the first Black to run for President in 1904. Taylor's National Liberty Party did not out poll Theodore Roosevelt. George Poage, another La Crosse Black citizen who was raised at 1327 Cass Street (Map Code 11-6) won a bronze medal at the 1904 Olympics held in St. Louis.(6) Zachariah Moss, who emigrated to La Crosse from New Orleans, established the Moss Barbershop in North La Crosse at 532 Copeland Avenue (no photo). Orby Moss, his grandson, was the third general to operate from the same establishment.(7)

## Scandinavian Immigration

### Norwegian Immigration

Norwegians composed the second largest ethnic group in La Crosse. Like the Germans, Norwegians lived in all parts of the city. The Norwegians were most concentrated, however, in the Second Ward - bounded by Sixth Street on the West, Main Street on the North, and Cass Street on the South, throughout the 1880's. The Fifth Ward (North La Crosse) was also largely populated by Norwegian residents, especially in the area between Sill and Locan Street.(8)

Norwegians first began arriving in the La Crosse area in 1850 when Emfin Emfinson settled on farmlands outside of La Crosse. Indeed, the early Norwegian settlers in the region were largely rural dwellers.(9) The lumber industry, however, attracted large numbers of Norwegian-Americans to North La Crosse where many sawmills existed.(10) Two Norwegian language newspapers were published in La Crosse. The Faederlandt (not extant) was founded in 1864, and in 1868 the Emigraten absorbed it. Emigraten moved its offices at 326 Main Street in La Crosse (not extant) to Minneapolis in 1886.(11)

Several Norwegian ethnic institutions emerged. The fraternal Normann Lodge (1876) rented space in the Rodolf Block at 100 South Third Street (Map Code 75-15). The Norderm Society was established in 1866. The society was a musical group as well as a social organization. The Norderm Society rented space for Norden Hall in the Gile Block at Main and Fourth Street (not extant). The Norwegian Workingmen's Society met at Solberg's Hall at 127-129 South 3rd Street (Map Code 2-5).(12)

Norwegians made up about approximately one third of the La Crosse foreign born population in 1887. Out of a total city population of 28,148 some 3,032 came from Norway. When combined with the German born, who numbered 4,006 that year, all other foreign born ethnic groups in La Crosse shrink to relative numerical insignificance.(13) In comparative terms, the Germans and Scandinavian elements in La Crosse seem to have been attracted to different types of enterprises. Many Germans became machinists, merchants, brewers, skilled workers, and foremen. Norwegians worked in the pineries, although some like Mons Anderson and Charles Solberg became merchants. There is not way to draw hard and fast comparative lines between the two largest foreign born groups in La Crosse.(14)

### Swedish Immigration

Only slightly more numerous than Swiss born La Crosse citizens were the Swedish born residents. Swedish immigrants began arriving in La Crosse in 1853 when the steamboat Asia brought thirty-six people born in Sweden.(15) Swedes by 1886 resided in three of the city's six wards: the First, Fifth, and Sixth. Only in the Fifth Ward (North La Crosse) and in the Sixth were they at all numerous, and as a group totaled 114 out of the 1886 La Crosse population of 23,549.(16) Like many Norwegians, the Swedes found economic opportunity in the lumber industry.(17)

### British Isles Immigration

#### Irish Immigration

Irish-Americans settled in La Crosse throughout its history. Unfortunately, so early did Irish residents come to the U.S. that the ability to quantify their numbers is difficult because census takers requested information concerning place of birth. If a person of Irish extraction was born in the U.S. he or she would not be counted as Irish. The same numerical gathering quickly affected all groups, and makes counting foreign born residents inaccurate, particularly for those groups - like the Irish and the British - who came to the U. S. early. The same could be said for Germans and Norwegians. The statistics, in other words, are only general indicators, rather than precise guidelines of the La Crosse ethnic scene.

Irish citizens dwelt in all La Crosse neighborhoods. They were most heavily concentrated during the mid-1880's, however, in the southern part of North La Crosse - below St. James Street. Many Irish residents found employment with the railroads which expanded greatly in La Crosse throughout the 1880's when the city became a major rail center.(18)

Timothy Burns was perhaps the city's most famous Irish-American citizen. Born in Dublin, Burns arrived in Wisconsin in 1837. He came to La Crosse in 1850 and became the first county judge as well as a major investor in city real estate. In 1851, Burns became Lieutenant Governor of

Wisconsin. Burns died two years later of disease, at the age of thirty-three. Burns promoted the growth of the city through his numerous political contacts and was a popular hero in La Crosse.(19)

## Central European Immigration

### German Immigration

The German element of La Crosse, in contrast, established a number of important associations and had by far the best organized ethnic institutions in the city. Germans comprised the majority of La Crosse's European born population. In 1886, for example, of La Crosse's 23,549 residents, 7,496 were born outside of the United States. Some 3,763 - or slightly over 50% came from German.(20) German-Americans lived in all La Crosse city wards. In only one ward, the Fifth (North La Crosse) did European born members of any other ethnic group outnumber the Germans in 1886, although two years later Germans dominated that ward, as well. By 1889, Germans had deserted the Sixth Ward faster than the next largest European born group, the Norwegians, and by so doing had left the Norwegians with a very slight majority in that part of the city, and the newly created Tenth Ward in North La Crosse.(21) In 1900, German-born La Crosse residents still composed about half of the total foreign born population of the city.(22)

Well organized social life characterized German associations in La Crosse as elsewhere in Wisconsin.(23) In 1855, for example, German immigrants established a Turner Society in La Crosse. The group evolved from a European organization that mixed a regimen of physical fitness and political liberalism. The Turners erected a hall on Fifth between Ferry and Market Street in 1861 (not extant). In 1856, a German Singing Society was organized. The Liederkrantz purchased a house on the corner of King and Third Street in 1862 and it became known as Singer's Hall (not extant). A rifle shooting club or Schuetzen Verein organized in 1867 and held gatherings at the John Pamperin Cigar Works when not at the Shooting Park at the southern end of West Avenue (not extant).(24)

In 1871 a number of German ethnic associations combined to form the German Society. John Ulrich, editor of the German language newspaper Nord Stern became president. Three years later, the Deutcher Verein of La Crosse was organized by Jacob Kohlhaus, C. F. Segelke, Henry Heil, John Pamperin, G. Heileman, G. F. Gund, and others. The German Society included all of the German ethnic associations within its fold. The organization dedicated itself to supporting culture music (both vocal and instrumental), the advancement of science, literature, drama, gymnastics, and pledged to combine funds for the constructions of a large hall.(25) Turner Hall was moved and the large 62' x 110' two-story brick Germania Hall was erected on the site in 1877. Germania Hall became "the ornament of the city."(26) Germanic citizens also joined fraternal groups like the Odd Fellows.

Germania Hall and the Turner Hall burned in 1890. By 1892 another Germania Hall structure was built at the northwest corner of Fifth and Market Street to replace the one consumed by the blaze.

American involvement in World War I generated anti-German feelings across the nation. In La Crosse, members of the German Society decided to change the name of their organization to the Pioneer Club. Membership in the Pioneer Club declined throughout the 1920's. In 1937 the building came into the possession of the Pioneer Labor Hall Association (not extant).(27)

One of La Crosse's most interesting German neighborhoods was called Goosetown. Goosetown extended from an area bounded by Tenth and Zeisler Street, extending east from Twelfth to East Avenue and south to Pine and Vine Street. In later years, prior to the 1920's, Goosetown included the area south to Main Street and West to the Black River. The name arose from the propensity of many of the German residents to raise poultry in their back yards. Much of Goosetown was included in the city's Eleventh Ward. The major gathering places included Shorty Swerd's Tavern (now Howie's Hof Brau) at 1128 La Crosse Street (Map Code 20-10) and Concordia Hall at 1129 La Crosse Street (Map Code 20-91). The Barl Brewery (not extant) provided employment for many local residents. It should be noted, however, that Poles, Jews, Norwegians, and several Black families also lived in the area.(28)

#### Swiss Immigration

Swiss settlers began arriving in La Crosse after 1845. The early arrivals emigrated to La Crosse from previously established Swiss settlements in Sauk County. Between 1851 and 1853 about fifty Swiss families settled in La Crosse. Led by Joseph Wolf, John Bosshard, Florian Rendy, and Michael Darms, a distinct colony of Swiss farmers settled near La Crosse.(29) Theodore Rodolf, a graduate of the University of Zurich, rose to a position of prominence in La Crosse after arriving in the early 1850's by way of New Orleans. Rodolf became the land agent for the U. S. Government in 1853. Rodolf went on to become an important real estate broker and local politician and mayor of La Crosse in 1868 and 1870. Rodolf built the 24' x 80' three-story Rodolf Block at Main and Third in 1868 (Map Code 75-17). Rodolf enlarged the building in 1870 and again in 1878.(30) The old Third Ward (bounded by the western limits of the city, the Mississippi River and south of Cass Street) was the neighborhood where most Swiss families lived. Out of a total 1886 ward population of 3,894 some sixty-one people were born in Switzerland.(31)

#### French Immigration

Members of the French and French Canadian ethnic group concentrated themselves on French Island (outside city limits). The area was regarded as being clannish by other La Crosse citizens. Many of the homes on the island during the 1920's were shack-like in appearance.

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## 7. FINE ART AND CULTURE

Artistic and cultural expression found some outlets in early La Crosse. Two streams of culture mixed in the developing community. The Yankee settlers brought an interest in writing, an appreciation of books, and a desire for organizations to carry forward elements of New England education. Europeans, on the other hand, particularly those from Germanic backgrounds, brought a love of music and drama with them to La Crosse. Together, the European and Yankee traditions brought a vital and active cultural life to the city by the turn of the 20th century. The First World War, however, and the subsequent appearance of radio and motion pictures, tended first to denigrate German culture, and secondly, replaced many local forms of cultural expression with the national media.

### Literature

The La Crosse Library Club was organized in 1853 by New England born residents to keep alive a love of books and literature on the frontier of western Wisconsin.(1) By 1868 the group became the Young Men's Library Association. In 1870 the group obtained space in the Rodolf Block on the corner of 100 South Third Street (Map Code 75-17). The group merged with the La Crosse Public Library in 1888 (see chapter on Education and Social Activism).(2)

Several authors resided in or near La Crosse. Hamlin Garland was born in West Salem in 1860. Garland rose to national prominence for his masterwork Main Traveled Roads (1890).(3) Helen A. Manville used the pen name Nellie A. Mann for her poetry. Manville's Heart Echoes (1875) illustrates the type of work she produced.(4) Marcus M. "Brick" Pomeroy, the fiery anti-Lincoln Copperhead editor of the La Crosse Democrat during the Civil War, compiled a series of his war-time editorials in Sense and Non-Sense (1868). Pomeroy's style was coarse but very humorous, and had wide appeal. As one prominent La Crosse Republican recalled, "even his enemies could not resist. . ." reading the ardent Copperhead. (5)

### Performing Arts

Pomeroy constructed the large La Crosse Opera House at the corner of Main and Fourth Street in 1867. The fiery Copperhead housed the offices of his newspaper as well as his own living quarters in the heavily mortgaged structure. Pomeroy's building became the McMillan Opera House which was remodeled in 1906 (not extant). Musical and theatrical performances were held in the structure.(6)

An even better theatre was constructed in 1888 when the La Crosse Theatre was constructed on Fifth Street. The facility attracted numerous travelling dramatic groups and the 1890's was in large

part a high point - culturally speaking - for the city. In 1918, the La Crosse Theatre was completely rebuilt, becoming the Hoeschler Block at 115 South Fifth Street with only two original walls remaining (Map Code 21-3).(7)

### Plastic Arts

La Crosse's most important painters and sculptors worked professionally at their trade. Egid Hackner began an altar making factory in 1881. Hackner employed a number of sculptors and painters as the firm produced altars for a national market. The Hackner Altar Factory on 810 South Second Street (Map Code 82-12), a 1910 structure, remains extant.(8)

Odin Oyen came from Norway and settled in La Crosse during 1888. Oyen, an academically trained artist, began a fresco painting and interior decorating business which became successful. Oyen, like Hackner, employed other artists. Oyen operated from four establishments. The original shop was located at 109 South 5th Avenue (Map Code 78-14) later moving to 314 South Fourth (Map Code 76-36), 114 South Fourth Street (1895-1911) (Map Code 77-29), and 507 Main Street (Map Code 19-6) which Oyen had constructed in 1912 (Map Code 19-6).(9) Changing fashions doomed Oyen's business which had become regionally important.

Other painters were amateurs or itinerant art teachers. Sandor Landeau and Frank C. Peyraud, painting teachers, resided occasionally at La Cross during the late 19th century.(10)

## INDEX OF REFERENCES: ART AND CULTURE CHAPTER

Study Units: Overview Chapter; Architecture Chapter; Ethnic Groups and Neighborhoods Chapter; Industry Chapter

Garland, Hamlin

Hackner Altar Factory, 810 South Second Street (Map Code 82-12); Architecture Chapter; Overview Chapter; Industry Chapter

La Crosse Theater (Part of Hoeschler Block), 115 South Fifth Street (Map Code 21-3); Architecture Chapter

Landeau, Sandor

Manville, Helen A.

Oyen, O. J. Interior Decorating Store, 507 Main Street (Map Code 19-6); Earlier Stores: 109 South Fifth Avenue (Map Code 78-14), 314 South Fourth (Map Code 76-36) and 114 South Fourth (Map Code 77-29), Architecture Chapter

Peyraud, Frank C.

Pomeroy, Marcus (Editor La Crosse Democrat): Overview Chapter; Social Activism Chapter

Rodolf's Block, 100 South Third Street (Map Code 75-17); Architecture Chapter; Social Activism Chapter;

## ART AND CULTURE NOTES

1. Benjamin F. Bryant, Memoirs of La Crosse County from the Earliest Historical Times Down to the Present (Madison, 1907), p. 160.
2. Western Historical Co. History of La Crosse County, Wisconsin (Chicago, 1881), pp. 625-626; Lilly M. E. Borrensen, "The Young Men's Library Association and Other Antecedents of the La Crosse Public Library," La Crosse County Historical Sketches, Series II (La Crosse, 1935), p. 43.
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4. 1881 History, pp. 421-422.
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7. Raymond Bice, Interview, Oral History Project, UW-La Crosse (1974) typescript, 4 Vols. La Crosse Area Research Center, Vol. 1, p. 24; Sanford and Hirshheimer, History of La Crosse, pp. 248-249.
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## 8. GOVERNMENT

Governmental agencies on the Federal, County, and local level left evidence of their presence in La Crosse County. The municipal government had great effects on La Crosse developments. Over time, the role of governmental agencies, in general, has expanded as have their responsibilities.

### Federal Government

The Federal Government issued the first land titles in La Crosse, as it did throughout Wisconsin Territory. The earliest governmental functions revolved around land sales and the postal service. The Land Office, which first handled local property, was located at Mineral Point in 1839. In 1853, however, Federal authorities established a Land Office in La Crosse. Judge Cyrus K. Lord and Theodore Rodolf became the local officials charged with recording land purchases and receiving payments from their office on Third Street (not extant).(1)

Removal of the Indians during 1848-1849, the decline of the fur trade, and the rise of permanent settlement necessitated the establishment of the Land Office and the creation of a postal service. Land sales at La Crosse boomed until the Panic of 1857 put a temporary brake on business. Between 1853 and 1866, 2,500,614 acres of land were transferred to individuals at the La Crosse Land Office, not counting those acres preempted by other pioneer settlers.(2)

Postmasters were selected on the basis of their political connections. The first postmaster at La Crosse, however, was the city's first settler. Nathan Myrick, the fur trader, was appointed Postmaster in 1844 and his log house on the corner of State and Front (not extant) became the post office. The practice of having the post office in the home of the Postmaster continued until 1860, when the Federal Government rented a frame building near Main and Third Street (not extant). In 1871, the Post Office moved into a new three story brick building on the northeast corner of Main and Third, owned by Alexander McMillan, William R. Sill, and H. J. Bliss (not extant). In 1880 the Post Office moved to the Gile Block on the southeast corner of Main and Fourth Street (not extant).(3)

In 1885 Federal authorities appropriated \$100,000 for the construction of a Federal Building which would contain the Post Office, Customs House, and courts. The Federal Building on Fourth and State (not extant) was a large three story structure with a tower. It was a large three story structure with a tower. It was completed in 1890 and torn down in 1977 when a new Post Office was built. The Customs service at La Crosse was created in 1873 to handle responsibilities associated with the port, inspecting and licensing of numerous steamboats, and providing hospital services to the river men.(4) In 1904 the Federal Government constructed a Weather Bureau Station at 432 Cass Street (Map Code 18-13). In more recent times, the Federal Government helped construct schools and parks as the Chapters on these topics will explain.

## County Government

La Crosse County was originally a part of Crawford County, with its seat at Prairie du Chien. La Crosse County was organized in 1851 and it included the present county as well as Trempealeau, Jackson, Monroe, Clark, most of Buffalo and Taylor counties. The boundaries of La Crosse County became fixed as they now are in 1857.(5)

State Legislators empowered La Crosse to become the county seat if its citizens erected a Court House Building, at no cost to the State, during 1851. A site was selected on Fourth Street between State and Vine and a two story frame building went up that year (not extant). A small insecure 15' x 15' jail appeared on the site shortly thereafter (not extant). The jail proved to be inadequate, and A. W. Shepard, a stone mason, completed a more escape proof larger jail in 1851 (not extant).(6)

A newer, larger, and more beautiful County Courthouse was constructed on the site in 1867. William Listman, a mill owner, paid to have the new two-story court house of limestone and brick built at the cost of \$36,000. The wooden court house was moved to Vine and Third Street where it became the Washington Hotel (not extant).(7) In 1904 another Court House was constructed at the site at 400 North Fourth (not extant). The red sandstone building cost \$150,000. A new Court House was built in the mid 1960's on North Fourth Street.(8)

The La Crosse County "Poor Farm" was located outside the village of La Crosse. In 1880 the social welfare function was housed in a modest frame building surrounded by 120 acres of farm land in the Town of Shelby. Conditions were anything but pleasant.(9)

## Municipal Government

La Crosse became incorporated as a city without ever being a village by an act of the State Legislature in 1856, at a time when its population numbered about 3,000 people. The municipal government was and is organized around a mayor and a council composed of aldermen from the various wards. In 1856 La Crosse had three wards. The wards began at the Mississippi River. The First Ward began at the confluence of the La Crosse River and the Mississippi extending southward to State Street. The Second Ward ran southward to Cass Street while the Third Ward included the rest of La Crosse south of Cass. The western margin of the city was set at Losey Boulevard. In 1860 a Fourth Ward was created by dividing the Second Ward at Sixth Street. Three aldermen from each ward represented the interests of their constituents.(10)

Between 1856 and 1870 State Legislators passed fifty acts affecting the makeup of the La Crosse municipal government. The result of these acts removed the mayor from council voting, except in the case of a tie. The mayor could veto council acts after 1868, which could, in turn, be overruled

by a three quarter majority vote, later changed to two thirds. Mayors served one year terms until 1887 when it was changed to a two year term.(11)

A three year struggle between various factions led to the annexation of the Village of North La Crosse in 1871: North La Crosse became the city's Fifth Ward. The acrimony which developed during the annexation proceedings left an indelible mark. North La Crosse has ways been perceived as being distinct from South La Crosse. Political struggles between the sections will occasionally mark local political affairs.(12)

During the 1880's La Crosse doubled the number of its wards by dividing the existing five into ten. In 1891 the number of wards doubled again to twenty. Each ward elected one alderman to represent the area on the city council.(13)

City officials first met in the County Court House. In 1868 the municipality built a City Hall and fire house. Known as the T. B. Stoddard Fire Engine House and City Hall, the two story stone building is located on the north side of Main between Fourth and Fifth Street (Map Code 78-32).(14) Another City Hall was constructed in 1894. The new three story brick building with a tower was located on State between Fifth and Sixth Street (not extant).(15) Presently, a modern building serves as the La Crosse City Hall at 505 North Sixth Street (no photo).

The fire service at La Crosse depended upon volunteer companies until 1896. The city did, however, purchase fire fighting equipment. Initially, two buildings housed the apparatus. The 1868 City Hall was the central fire station. The T. B. Stoddard Fire Engine House on Main Street (Map Code 78-32) sheltered a variety of pumps, engines, and other equipment. The Pioneer Fire Station served the Third Ward from a fire house at 829 South Sixth Street (not extant). In 1871 the Washington Fire Station was built to protect the Fifth Ward on St. Cloud between Third and Rose Street (not extant). The city constructed two more fire stations during the 1890's. These included Hose Company No. 4 at 1546 Liberty in North La Crosse (not extant), and Hose Company No. 5 on Denton between Twelfth and Thirteenth Street (not extant).(16) The fire service was mechanized between 1912 and 1926 when the last horse was retired.(17)

Fires had serious affects in La Crosse, as they did in many early communities built of wood. Between 1857 and 1879 seventeen dramatic blazes destroyed much of the early central business district and the pioneer era structures located here. Brick construction became a central business district requirement, but even that did not prevent calamities.(18)

The danger of fires encouraged municipal authorities to consider a city wide water system. At first, a series of cisterns were constructed. With the exception of the cistern dug under the Main Street City Hall, all were situated at the center of street intersections where they had to be periodically re-filled. In 1876 fifteen of these works had been emplaced. Realizing how inadequate the cisterns would be in a real emergency, city officials contracted the Coleman and Paul Saw Mill at the foot of

Cass Street (not extant) to pump water through two and one-half miles of city built mains. Coleman and Paul pumped water between 1876 and 1880. City authorities also contracted for the same service with the Davidson Saw Mill at the foot of Wall Street (not extant) in North La Crosse to supply water for the Northside.(19)

In 1880 city engineer H. I. Bliss designed a municipal Pump House at 119 King Street just off Front (Map Code 79-27). City water mains were extended and by 1881 some nine and one-half miles of mains existed along with thirty-eight fire hydrants.(20) The Pump House was enlarged in 1884 and again in 1894. In 1911 another municipal water works building was constructed over an artesian well sunk in Myrick Park (Map Code 95-8).(21) Water mains were extended and by 1900 La Crosse had thirty-nine miles of pipe.(22) By 1908 the city water works had “one of the largest municipally owned water companies in the state,” according to the Wisconsin Railroad Commissioner.(23)

Drinking water created a problem. Home wells became contaminated as La Crosse grew. Mississippi River water was brown colored. Some urged that the city build a filtration plant for the river water. Others favored deep wells. In 1911 the Wisconsin Railway commission recommended a well water system. Deep wells were sunk east of the city limits in 1913 and water was pumped to a reservoir on Grandad’s Bluff (not extant).(24)

Sewerage was also a problem. In 1879 only one sewer existed in the city. It ran down Main from Fifth Street to the Mississippi River. In 1878 the city was divided into sewer districts which came under the control of the street commissioner in 1884. Sewers carried the wastes of the city 300 feet into the Mississippi River and into the Black River for those generated in North La Crosse. As late as 1930, some 1100 open vault “outhouses” handled wastes generated by La Crosse residents.(25)

The city sunk an artesian well for two public drinking fountains located on Main Street in 1876. In 1890 George W. Peck, a one time La Crosse newspaper man, humorist, and local Democratic Park Chieftan (later Governor) donated an elaborate water fountain to the city. Peck’s Fountain was situated on the corner of Fifth and Main Street and wittily inscribed, “Boys, This Drink Is On Me.” The Peck Fountain is now housed in the La Crosse City Hall at 505 North Sixth Street.(26)

Street paving and sidewalks, like water works and sewer systems, received the support of business leaders in the La Crosse Board of Trade. The Board of Trade consistently urged municipal authorities to undertake public improvement programs. In 1881 La Crosse had twenty miles of graded roads, thirty miles of sidewalks, and nine miles of paved (macademized) streets.(27) La Crosse’s Progressive mayor, Dr. Wendell A. Anderson (1899-1901, 1907-1909) was instrumental in sponsoring city street paving improvement programs. During Anderson’s first administration, for example, forty blocks of streets from Front to Fifth and from Mount Vernon to Pine were paved with

brick.(27)

Anderson kept the brick paved street section of the city free of electric wires. During his second administration, Anderson forced the La Crosse Electric Company to bury their power lines. The underground wire law did not apply to street lights, however.(28)

### Military Affairs

La Crosse citizens organized militia companies after 1857. The La Crosse Light Guard (1858) obtained uniforms in 1859. The company drilled and met at Barrons Hall on Front Street (not extant) as well as in Cameron Park (no photo). Wilson C. Colwell was elected captain, and he became mayor of La Crosse in 1861. Militia organizations such as the Light Guard played as much a social as a military function. The Rough and Ready Guard (1858), under its elected captain, Jacob T. Foster, and a German Company, called the La Crosse Jaegers or German Riflers (1857) under Theodore Rodolf, existed prior to the outbreak of the Civil War.(29)

When the war broke out, soldiering became more serious. The Light Guard became Company B, Second Wisconsin Infantry - part of the famed Iron Brigade. In the court of its three year war time service, the company experienced very heavy casualties. Coldwell was killed. Foster's Rough and Ready Guard became part of the First Wisconsin Light Artillery. The German Riflers declined to volunteer for the war as a unit.(30)

Other companies formed in La Crosse after the firing on Fort Sumter. Captain J. W. Polleys, for example, formed the Pioneer Guard which became Company D, Fourteenth Wisconsin Infantry. Cadwalader C. Washburn (Washburn House: 612 Ferry Street, Map Code 17-27), a lumber baron, formed Company B, Second Wisconsin Cavalry. Washburn advanced rapidly during 1861-1865, becoming a Major-General, the highest ranking Wisconsinite to serve during the Civil War.(31)

After the war, interest still remained in militia organization. In addition, military fraternal societies like the G.A.R. formed in La Crosse as they did throughout Wisconsin and the nation. Veterans interested in politics dominated Wisconsin's gubernatorial campaigns until the Twentieth Century. Only two governors between 1865 and 1901 were not Civil War veterans and they served for only a total of four years in office. Washburn and George W. Peck (Peck House: 205 South 9th Street, Map Code 100-20), both from La Crosse, and both active in veteran societies, like the G.A.R., were among Wisconsin's "soldier governors."

Two post war militia organizations formed in La Crosse. These included the Governor's Guard (1873) and the La Crosse Light Guard (1878). Both companies met separately, but there were joint drills. Both held functions in Armory Hall in the Gile Block at Fourth and Main (not extant).(32)

The Governor's Guard was composed largely of citizens of Germanic background while the

Light Guard members was not. The Light Guard disbanded in the late 1880's, but some of its members helped organize and form the Gateway City Guards in 1899.(33)

State authorities attempted to bring structure and more effective command organization to the numerous Wisconsin militia companies during the administration of Governor Jerrimiah Rusk (1881-1889). The Wisconsin National Guard was established in 1881 and the La Crosse Companies became part of that body. The Governor's Guard became Company B, Third Regiment Wisconsin National Guard and in 1892 the Gateway City Guard became Company M of the same regiment. After the First World War a new Armory building was constructed at 711 South Sixth Street. It is now the American Legion Hall (Map Code 17-11).(34)

## INDEX OF REFERENCES: GOVERNMENT CHAPTER

Study Units: Overview Chapter; Notable People Chapter; Architecture Chapter; Social Activism Chapter; Parks, Planning and Landscape Chapter

Anderson, Wendell: Notable People Chapter; Overview Chapter; Parks, Planning and Landscape Chapter; Social Activism Chapter

Armour Building (now American Legion), 711 South Sixth Street (Map Code 17-11); Social Activism Chapter; Architecture Chapter

City Pump House, 119 King Street (Map Code 79-27); Architecture Chapter

City Water Works Building, Myrick Park (Map Code 95-8); Overview Chapter; Architecture Chapter

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

Peck, George W.: House-205 South 9th Street (Map Code 100-20); Social Activism Chapter; Commerce Chapter

Rodolf, Theodore: Building-100 South 3rd Street (Map Code 75-17); Architecture Chapter; Ethnic Groups and Neighborhoods Chapter; Education Chapter

Stoddard (T. B.) Fire Engine House and City Hall and Jail, 407-409 Main Street (Map Code 78-32); Architecture Chapter; Overview Chapter

U. S. Weather Bureau Station, 432 Cass Street (Map Code 18-13); Architecture Chapter

Washburn, C. G.:P House-612 Ferry Street (Map Code 17-27); Washburn Monument, Oak Grove Cemetery (Map Code 95-6); Notable People Chapter; Industry Chapter

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3. Ibid., p. 508; James C. Holmlund, The U. S. Mail Service at La Crosse: 135 Years of Challenge and Progress (La Crosse, 1978), p. 4.
4. Holmlund, *ibid.*; 1885-1886 City Directory, p. 14; 1881 History, p. 509.
5. Benjamin F. Bryant, Memoirs of La Crosse County Wisconsin From the Earliest Historical Times Down to the Present (Madison, 1907), pp. 47-51.
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17. Stanley N. Miller, "A History of La Crosse, Wisconsin 1900-1950," unpublished Ed thesis, George Peabody College for Teachers (1959), pp. 53-55.
18. Ibid., p. 56; 1881 History, p. 673; Bryant, Memoirs of La Crosse, p. 187.
19. Robert Calvert (comp.) Annual Report of the Board of Trade of the City of La Crosse, Wisconsin 1882 (La Crosse, 1882), pp. 16-17; La Crosse Tribune, Aug. 18, 1915; Sanford and Hirshheimer, History of La Crosse, pp. 186-187.
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29. Sanford and Hirshheimer History of La Crosse, pp. 93-94; 1881 History, pp. 426-427.
30. Sanford and Hirshheimer, *ibid.*
31. *ibid.*, p. 95.
32. 1884 City Directory, p. 33; 1884 Sanborn Map.
33. Sanford and Hirshheimer, History of La Crosse, p. 251.
34. *ibid.*, 1881 History, pp. 669-670.

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## **ADDENDUM TO 8. GOVERNMENT**

### **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 and listed 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.

### **Federal Government**

**Post Office.** The most common representative of the federal government is the post office, and although the postal service is now self-supporting, it was an important federal institution since the country was founded. In LaCrosse, the post office occupied several downtown commercial buildings (not extant) until the old Federal Building (not extant) was erected in 1890. In 1977, the Federal Building was razed for a new post office. The result is that there are no historic buildings associated with the post office currently extant in the city.

**U. S. Weather Service Station.** Since 1872, the U. S. Weather Service has maintained a weather station and offices in LaCrosse and there is an important historic resource associated with the station still extant in the city. Congress founded the U. S. Weather Service in 1870 when they authorized the War Department to take meteorological observations at military installations throughout the country and to provide weather information for navigation on the seacoasts, the Great Lakes, and inland waterways. These duties were carried out by the Army Signal Corps until 1891, when the weather service was transferred to the Department of Agriculture. The service became part of the Department of Commerce in 1940, was transferred to the Environmental Science Services Administration in 1965, and in 1970, became part of the National Oceanic and Atmospheric Administration.(1)

The LaCrosse weather station was established in 1872 and between that time and 1890, the weather station was located in several downtown commercial buildings. In 1890, the station moved into the new Federal Building (not extant). In 1907, the Department of Agriculture authorized the construction of a building specifically to house the weather station in LaCrosse. The new building at Cass and Fifth Streets was completed in the fall of that year, and remained the home of the weather service in LaCrosse for almost 50 years. In 1952, the weather station moved to the LaCrosse Municipal Airport, but in 1969, the office moved back to the old Federal Building.(2)

During the early years of the weather station, personnel were primarily responsible for

recording weather data as it happened. Later in the twentieth century, weather station personnel continued to record weather data, but began to spend much of their time on weather forecasting. During the past several decades, the weather station at LaCrosse has been continually threatened with closure, but the service has remained part of the federal government's presence in the community for over 100 years.(3)

The old U. S. Weather Station (432 Cass St.) is historically significant and potentially individually eligible for the National Register of Historic Places because it is an important historic resource related to federal government services in LaCrosse. The LaCrosse weather station was founded shortly after the weather service was established, and its personnel has provided important weather data to the mid-west for over 100 years. The importance of weather data and forecasting to farmers and businesspeople has increased over the years, and up-to-date weather information is relied on by many sectors of the public. The U. S. Weather Service is still the most important provider of weather data and forecasting, and locations of weather stations are significant federal installations. For these reasons, the old U. S. Weather Station, the only historic building specifically erected for the federal weather service, is an important historic landmark in LaCrosse.

**U. S. Fish Control Laboratory.** Throughout the twentieth century, the United States government has been involved in environmental issues, from establishing and maintaining parks to promoting clean air and water. During the early twentieth century, after many species were threatened with extinction due to uncontrolled hunting and fishing, the federal government began to pass laws and establish programs to help preserve American wildlife. As part of this movement, the federal government's bureau of fisheries established a fish hatchery in LaCrosse in 1925.

The U. S. Fish Control Laboratory at LaCrosse was the first hatchery and aquarium that the bureau of fisheries located outside of Washington, D. C. Ground was broken for the building in November of 1924 and the facility opened in September of 1925. The two story building was constructed as a model for other fish hatcheries the bureau expected to erect throughout the country. The main floor of the building included the hatching room and the aquarium. In the aquarium, the public could see examples of all of the fish that are found in the LaCrosse region. Also included on the main floor were offices for the hatchery. The second floor housed sleeping quarters for men working at the hatchery.(4)

The U. S. Fish Control Laboratory (Veterans Memorial Drive) is historically significant because it was one of the earliest federal government installations constructed to preserve and expand the fish population in the country. Before strict hunting and fishing regulations were enacted, commercial and recreational fishing were significantly depleting fish stocks. Federal and state governments built fish hatcheries to replenish these fish for commercial and sport fishing. The fish hatchery program has been successful in maintaining adequate fish populations, especially in the

many lakes and rivers of the state of Wisconsin. Because the U. S. Fish Control Laboratory was a milestone in federal government action to preserve wildlife, it was listed in the National Register of Historic Places in 1981.

## **County Government**

Although LaCrosse was the center of much county governmental activity, there are no extant historic resources associated with this theme. The three courthouses built for county government during the nineteenth and early twentieth centuries have been demolished in favor of a modern facility. Other historic county institutions, such as the “Poor Farm” and county mental institution, were located outside of the city limits. County facilities erected during the post-World War II era have not, as yet, achieved any historic significance, however, they are still important resources and should be evaluated, if extant, in the future.

## **Municipal Government**

Wisconsin’s cities and villages are incorporated by the legislature under the provisions of the Wisconsin constitution. Historically, the legislature strictly regulated the activities of cities and the drive for home rule began in earnest at the turn of the century. It was not completed until 1933, though, when the state constitution was amended. There are two predominant types of local government in Wisconsin’s cities: the mayor-council and council-manager forms of government. The mayor-council form consists of a chief executive (mayor) and a legislative branch (council). Some communities have a dominant mayor, while other communities have a dominant council. In the council-manager form of government, a council is elected as a legislative branch, then it selects a manager to be an administrative chief. The selection of a manager is based primarily on merit and qualifications, and the manager, while giving advice to the council on city matters, theoretically stays out of local political affairs.(5)

**City Administration.** The city of LaCrosse has had a city government since 1856, when the state legislature passed the city’s incorporation measure. During much of the nineteenth century, city government was small, and it was 1868 when city officials erected a building that served as both fire station and city hall (T. B. Stoddard Fire Engine House and City Hall, LaCrosse Historic Commercial District). In 1894, a much larger city hall was erected, but was demolished in favor of a modern building in the late twentieth century. The current LaCrosse City Hall is too modern to have achieved historical significance, however the resource is important and, if extant, should be re-evaluated in the future.

**Fire Department.** During the pioneer era, the citizens of LaCrosse were highly concerned about fires, but prior to 1857, the only fire-fighting forces were crude “bucket brigades.” When a

large hotel fire burned an entire downtown block, a volunteer fire unit was formed. Known as Pioneer Engine Company No. 1, the volunteers requested an engine and engine house from the city council. The city purchased an engine, but it is unclear whether an engine house was ever built. In 1859, the council rented a downtown building for either the Pioneer company, or the newly organized Washington Hose Company. In 1868, the city built a combination fire station and city hall (T. B. Stoddard Fire Engine House and City Hall, LaCrosse Historic Commercial District).(6)

Other volunteer fire companies and stations were rapidly organized and built during the late nineteenth century as LaCrosse expanded. Sometime during the 1860s or 1870s, a small fire station was built on South 6th St. (not extant), and in 1871, when North LaCrosse became part of the city, two fire companies were organized there and had engine houses on Copeland Avenue, Mill St., and St. Cloud St. (all not extant). In 1884, the city built a new fire station (No. 2) for North LaCrosse at 510 St. Cloud St. (not extant), which was operated until 1956. In 1885, a new Fire Station No. 1 was built in the 400 block on State Street. It was used until 1967. In 1892, Fire Station No. 4 was built on Liberty and Gillette Streets, and in 1895, Station No. 5 was built on Denton St. (not extant). In 1906, the city replaced Fire Station No. 3 on South 6th St. (not extant).(7)

The rapid growth of the fire department in the 1880s and 1890s reflected the rapid growth of LaCrosse during the lumber industry boom, and citizens began to agitate for a full-time fire department. In 1895, the city council approved a full-time, paid fire department that took effect in 1896. At that time, the fire department was still relying on horse power, but mechanization was not long in coming. In 1912, the fire department acquired its first motorized vehicle, and beginning in 1916, horses were slowly phased out of the department. By 1926, the LaCrosse fire department was completely mechanized, although many of the old fire stations retained their dirt floors and stables until the mid-twentieth century.(8)

In 1946, the LaCrosse Fire Department had five fire stations, four built between 1884 to 1906. Only the station on Liberty and Gillette Streets (Station No. 4, 906 Gillette St.) was modern, dating from 1940. In order to provide modern fire protection in the post-World War II era, the city of LaCrosse embarked on a modernization program that resulted in three new fire stations that were constructed between 1956 and 1967, replacing the four older stations. These new stations included Station No. 2, built in 1956; Station No. 1 or headquarters station, built in 1966-67, and Station No. 3, built in 1967. Together with Station No. 4, built in 1940, the three new stations made up LaCrosse's modern fire department of the late twentieth century.(9)

Except for the 1868 building in downtown LaCrosse, there is only one other historic fire station located in the city. This historic station is Fire Station No. 4 (906 Gillette St.), still in use today. Fire Station No. 4 is a fine Tudor Revival influenced building, and when it was constructed, it offered the most modern fire station conveniences. The facilities included a large equipment room; a

private captain's bedroom; modern lounge, kitchen, and locker rooms; a hose room and drill tower; and a second floor dormitory.(10)

Fire Station No. 4 is historically significant and potentially individually eligible for the National Register of Historic Places because it is one of the few historic resources associated with the history of the LaCrosse Fire Department. Although much of the department was developed prior to 1940, the construction of new Fire Station No. 4 was a milestone because it was the first of the stations that modernized the fire department to twentieth century standards. Although the department was fully mechanized by 1926, in the 1930s and 1940s, some fire stations still had dirt floors and stables, a holdover from the horse-era. The post-World War II economic boom of the 1950s and 1960s continued the modernization efforts in the fire department, but it was Fire Station No. 4 that started the trend. Because it is a rare historic resource related to the fire department, and because it represents the beginning of twentieth century modernization, Fire Station No. 4 is an important landmark in the city.

### **Waterworks**

Along with proper equipment, successfully fighting fires in the nineteenth century was greatly dependent on a city water system. After a rudimentary system of cisterns and contracts with sawmills to pump water into a small system of city water mains, the city of LaCrosse approved the construction of a water system that included a pump house and a much-expanded system of mains in 1880. The pump house was expanded several times over the next twenty years and by 1900, much of the city was served by water mains. The city water system continued to expand as the city grew in the twentieth century, constructing new wells, pumping facilities, and mains when necessary.

The construction of the Pump House (Waterworks Building, 119 King St.) was historically significant in the history of municipal government in LaCrosse because it was the beginning of modern city water services. The development of city water systems was important because it assisted the fire department in fighting fires, but also because it helped eliminate diseases spread from unsanitary wells. The development of city water systems was also important because it reflected the late nineteenth century trend toward providing increasing services to city residents, a trend that continued into the twentieth century. Today city services are taken for granted, but their development came after much debate and agitation from city residents. Because the Pump House (Waterworks Building) has been preserved, it is a fine representative of the development of municipal services in LaCrosse and for this reason was listed in the National Register of Historic Places in 1979.

## **Military Affairs**

Citizens of the city of LaCrosse formed numerous militia companies in the mid-nineteenth century and supported the National Guard units organized after the Civil War. The National Guard is the most dominant military presence in Wisconsin, but other military reserve units are located throughout the state. One of these reserve units, the naval reserve, was established in LaCrosse in December of 1946. In August of 1947, ground was broken for a naval training center, and construction was completed in May of 1949. Prior to locating at the new training center, the naval reserve met in the old federal building and the vocational school.(11)

The bulk of the naval reserve training center was constructed in a typical post-World War II quonset hut style. The center of the building was built of three quonset hut sections tied together by a rectangular attachment. The interior of the building contained a drill hall and classrooms. At the time of the building's dedication, several training programs were offered including electronics, radio and radar operation, maintenance, and supply acquisition.(12)

The LaCrosse Naval Reserve Training Center has continued to train reservists for almost 50 years. The center draws reservists from southwestern Wisconsin, northern Iowa, and southeastern Minnesota. The primary purpose of the center today is to train personnel for active duty when necessary. Some of the modern training programs include naval supply, construction, and medical specialties. The reserve also has programs with the Western Wisconsin Technical College in areas ranging from welding to food preparation. As the active military rolls decrease in the late twentieth century, the federal government has increasingly relied on reservists to provide front-line service during conflicts or peace-keeping missions. In fact, reservists, including more than 20 naval reservists from the LaCrosse unit, were a significant presence during the 1991 Gulf War.(13)

When the LaCrosse Naval Reserve Training Center (2226 Green Bay St.) is 50 years old in 1999, it will be potentially eligible for the National Register of Historic Places because the building has housed an important post-World War II military installation. During the post-World War II "Cold War" era, a strong military reserve was seen as necessary to bolster America's military strength. With the threat from the old Soviet Union lessened, and the demand of the public for a leaner military force, many reserve units have been disbanded or consolidated. Those units that remain are an important and increasingly utilized component of the country's current military forces. For these reasons, the LaCrosse Naval Reserve Training Center is a historically significant resource in the community related to military affairs.

## REVISED LIST OF POTENTIALLY ELIGIBLE AND LISTED PROPERTIES

<i>Name</i>	<i>Address</i>	<i>Date</i>
U. S. Weather Station	432 Cass St.	1907
U. S. Fish Control Laboratory	Veterans Memorial Drive	1925
Fire Station No. 4	906 Gillette St.	1940
Pump House (Waterworks Building)	119 King St.	1880 (original section)
La Crosse Water Works	La Crosse St., Myrick Park	1912-13
LaCrosse Naval Reserve Training Center	2226 Green Bay St.	1947-49

### ADDENDUM TO 8. GOVERNMENT NOTES

(1) "Weather Bureaus First Organized in U. S. In 1870," *LaCrosse Tribune*, 3 February 1929; Kenneth Brekke, "Local Weather Service Observes 100th Anniversary," *LaCrosse Tribune*, 15 October 1972.

(2) Alfred W. Rice, "Weather Bureau Station Founded in 1872," *LaCrosse Tribune*, 3 February 1929.

(3) "Local Weather Service Observes 100th Anniversary."

(4) "Start Work on Building on Monday," *LaCrosse Tribune*, 22 November 1924; "New Government Fish Hatchery and Aquarium is Completed," *LaCrosse Tribune*, 5 July 1925.

(5) Barbara Wyatt, ed., *Cultural Resource Management in Wisconsin*, Madison: State Historical Society of Wisconsin, 1986, Government, pp. 9-4-9-9.

(6) Donald Affolter, "LaCrosse's 'New Look' fire Department," *LaCrosse Tribune*, Sunday Family Magazine, 17 September 1967.

(7) *Ibid.*

(8) *Ibid.*

(9) *Ibid.*

(10) "How New Fire Station Will Look," newspaper article on file in the Fire Department clipping files of the LaCrosse Public Library, LaCrosse, Wisconsin.

(11) "Admiral Jones Commissions Navy Reserve Training Center in City," *LaCrosse Tribune*, 14 December 1949.

(12) *Ibid.*

(13) Terry Burt, "Naval Reserve Outranks All Others," *LaCrosse Tribune*, 9 December 1993.

## 9. INDUSTRY

Industry played a crucial part in the development of La Crosse. Although the city seemed to have had small craft industries at an early date, it was the large concerns that played the historically dominant role in the local economic picture. A few local industries moved from the craft stage of production into the modern industrial era.

La Crosse experienced several stages of industrial development. These included the handicraft stage, characterized by small shops that retailed their own products. They were generally supplanted when the production of goods was separated from the retailing function during stage two, 1880-1905. Stage three, which began about 1905, witnessed the elimination of small and medium sized factories and the emergence of a few large manufacturing concerns.(1) Stage four was well underway by the 1940's, when larger local concerns became part of industrial empires and some were eliminated in the process. Currently, there are very few industrial giants in La Crosse, and the city is moving into a service based economy orbiting around higher education, medical centers, tourism, and retail sales.

### Lumber Milling

La Crosse boomed into the age of the manufacturing with the rise of the lumber industry. What railroads did for Chicago, steel for Pittsburgh, and beer for Milwaukee, lumbering did for La Crosse. Between 1865 and 1906 the La Crosse lumber industry provided work, payrolls, and business for thousands of city residents. About twenty-seven mills were located in La Crosse, along the fronts of the Black and Mississippi Rivers. Although not all functioned at the same time, together they produced millions of board feet of lumber to help build St. Louis and the prairie settlements west of the Mississippi River. La Crosse was the headquarters of the region known as the Black River Country. Between 1855 and 1899 six billion board feet of lumber was produced from Black River Pinery. La Crosse by 1880 had become one of the two or three most important lumbering sites on the Mississippi River.(2) Transporting the lumber is dealt with in the chapter on transportation.

Timothy Burns, Francis M. Rublee, John Simonton, and S. T. Smith established the first saw mill at La Crosse in 1852. The La Crosse Lumber Co. Mill (not extant) located at Second and Badger Street did not last long. The Panic of 1857 ended the business and the site became a tannery until it too burned.(3) R. E. Gillett established a saw mill in North La Crosse at the foot of St. Cloud Street in 1856. The mill closed by 1860.(4) Peter Cameron established a mill on the river between Division and Cameron (not extant) in 1854. Charles L. Colman acquired the site in 1866. Colman's mill became successful, even though it burned in 1863, 1875, and 1886. By 1880, the Colman mill could produce 25,000,000 board feet of lumber per year and occupied thirty-one lots.

In south La Crosse between 1865 and 1890, seven other large mills operated. These included the Ohio Mill Company south of the foot of Green Bay Street; Denton and Hurd at the foot of Green Bay Street; Sherman and Griswold at the foot of Denton Street; Jones at Farnam Street; the C. L. Colman shingle mill at Ferry Street and the River; Ashen-felder and Cook between Colman's mills; and the John Paul Mill between Cass and King Street - which eventually came into the control of Milhouse and Hirshheimer.(6)

North of the La Crosse River along Mill Street, now Copeland Avenue, sixteen important saw mills were established between 1865 and 1890. These included McDonald's, south of Gould Street; Trow's on a channel island in the Black River; Polley's on nearby French Island; N. B. Holway at the foot of Hagar Street; Pierce, Ross, Thayer and Jones at St. Cloud; Crosby, Hanscove and Company at the old Gillett mill site; Davidson's Boatyard Packet Mill; New Davidson's Mill, Number 3; Sheppard and Lentime, located between the Davidson's; Sill, Loomis, and Foot, north of Davidson's Number 3 at about Wall Street and the Black River; Hiram Goddard's Shingle Mill on French Island at the foot of Winsor Street; C. G. Washburn's Mill at the southern edge of the foot of St. Paul, which F. A. Copeland acquired; N. Southard and Company, north of the foot of St. Paul Street; Mc Donald's Mill and Boatyard at the foot of Logan Street; Sawyer and Austin at the foot of Gillette, and three more north of North La Crosse.(7)

None of the saw mills are extant today. Even in their heyday during the 1880's and early 1890's mill buildings were crude, unfinished structures. Several were consumed by fires. As one old La Crosse ex-mill hand recollected, "They were just old boards; they'd keep the rain out and that's about it. There was no insulating, there was no warmth. . . and there was no heating. . ." (8) The only structure associated with the lumber industry remaining by 1974 was a tavern which once served as an office of the Sawyer and Austin Lumber Company, situated on the southeast corner of Gillette and Rose Street in North La Crosse (no photo).(9)

The mills lining the La Crosse river fronts steady increased their output until 1899. Between 1860 and 1869 La Crosse Mills sawed about 20,000,000 board feet of pine per year. In the following decade the mills turned out about 74,000,000 board feet per year. Between 1880 and 1889 about 169,000,000 board feet were produced each year. During the final decade of operation, La Crosse mills produced nearly 178,000,000 board feet of pine lumber each year. By 1906 there were no longer any mills left in operation. The Black River Pinery had been exhausted. La Crosse lumber was shipped to St. Louis and after 1879 to the Dakota frontier. La Crosse lumber mills were among the most important in the state.(10)

In addition to the disappearance of the pine stands, 3,000 lumber industry workers lost their jobs. Blacksmiths, harness makers, meat packers, teamsters, wagon shops, as well as steam boat builders and suppliers were also significantly affected by the decline of the lumber industry. Lumber

rafts became rare objects of curiosity.(11) Many workers migrated. La Crosse, however, was fortunately able to overcome the loss of its major industry, by stimulating and fostering the growth of other manufacturing industries through the efforts of the Board of Trade, the fortunate geographical location of the city with its well developed transportation facilities, enlightened business leadership, and luck. In fact, there was not even a local depression associated with the demise of lumbering.(12)

Some of the lumber barons lived in fine residences. C. G. Washburn's home at 612 Ferry Street (Map Code 17-27); the A. Hirshheimer residence at 228 North Sixth Street (not extant); the G. C. Hixon home at 429 North Seventh (Map Code 1-7); and the E. P. Hixon home at 1431 King Street (Map Code 2-3) stand as reminders to La Crosse's first large industry.

### Other Wood Products

Door and sash making was associated with the lumber industry in its early days. But, the Segelke and Kohlhaus Company made a success of the business well past the demise of the lumber boom, lasting until modern pre-fabricated home construction techniques made custom mill work obsolete. Charles Segelke and Jacob Kohlhaus established a custom sash, door and molding business in 1863. Located at 604 South Second (Map Code 82-8), the business enabled the two German immigrants to construct modest houses. The Segelke home arose at 504 South Fifth Street (no photo) while the Kohlhaus residence went up at 715 South Fourth (no photo).(13)

Small broom and match factories also sprouted up in La Crosse. They too were originally associated with the lumber industry. These concerns were small and typically ephemeral in nature. The Miller Broom Company, a c.1920 establishment, is still extant at 1814 West Avenue (Map Code 29-8).(14)

Furniture manufacturing was also associated with lumbering. William and Fred Tillman began manufacturing furniture in 1859. The shop was located at Main and Second Street. The Tillmans expanded their operation becoming undertakers and coffin builders during the 1870's. The factory moved to 112-116 South Fourth Street (Map Code 77-28) during 1889. Steven Gantert founded another furniture making establishment in 1885 at 110-112 South Third Street (Map Code 2-5).(15)

The modest Burkhardt Cooperage Shop which probably built barrels for the nearby breweries is still extant, not far from the Gund, Heileman, and Michel beer making operations. Burkhardt's residence is located at 804 Ferry Street (Map Code 76-21).

## Food and Drug Processing

### Milling

Grain milling was a major industry at La Crosse. The city had long been an agricultural service center, but the industrial infrastructure for the milling industry began during the Civil War and steadily developed until it became a highly significant regionally important industry, particularly during the 1880-1900 period. Thereafter, milling diminished in importance, although it did not disappear. The decline of the steamboat trade, the rise of Minneapolis as a great milling center, the exhaustion of local wheat farms, and the consequent movement of the wheat frontier to the north and west contributed to the decline of La Crosse mills.(16)

The phenomenal growth experienced by La Crosse during the early 1880's coincided with the boom in the flour, feed, and grain business. La Crosse's prominence as a trans-shipment center between rail and river transportation networks helped stimulate local milling operations. In 1882, for example, La Crosse mills produced 207,540 barrels of flour and 8,970 tons of feed. By 1884 the figures had jumped to 274,840 for flour and 11,068 tons for feed.(17) In 1889, 391,300 barrels of flour poured out of La Crosse mills along with 6,275 tons of feed. The years 1892-1895 set records with nearly 500,000 barrels of flour and over 20,000 tons of feed leaving the city. Thereafter, the flour, grain and feed business diminished.(18)

Robert Calvert, Secretary of the La Crosse Board of Trade, made note of the fact that after lumber product, flour and feed mills were the leading city industries in 1889.(19) As lumbering declined, and before brewing and manufacturing took over as the city's chief industries in the 1890's, flour and feed production was a leading factor in the local economic picture.(20)

Three large flour mills sprang up in La Crosse in the 19th century. E. V. White established the first flour mill in 1875. In 1878 A. A. Freeman and Ernst Zeidler took over the huge 65 x 80 stone five-story main building near the Mississippi at 304 Front Street (not extant). Additions were added and mill capacity thereby increased. By 1881 the company processed 4,000,000 bushels of wheat per year, manufacturing "Superlative Patent Minnesota" brand flour, most of which they shipped to London.(21) The Freeman mill was out of business by 1900. Some of its operations were taken over by the Gram and Sons Flour and Feed Mill at 218-222 South Front Street (not extant).(22)

William Listman established the Victor Mill, an 85 x 61 six-story red brick structure at 414 South Front (not extant) in 1879. Listman's partners included C. A. White and Gysbert Van Steenwyk, President of the Batavian Bank. The Victor Mill produced about 600 barrels of "Marvel" flour per day.(23) The Listman mill burned in 1889 causing one of the largest fires in La Crosse's history.(24) The mill was rebuilt after the blaze. The Listman mill was gutted again by a fire in 1935 long after it had ceased operating.(25) Part of the Listman Mill is extant at 400 Front Street (Map Code 79-20).

The Yeo and Clark Mill at 327 North Second Street (not extant) was La Crosse's smallest flour mill. The 40 x 50 three-story brick structure was built in 1880. Yeo and Clark produced three varieties of flour, "Pearless", "Favorite" and "La Crosse". The "La Crosse" type was generally used in the immediate area, while the remainder found its way to more distant markets.(26)

Several grain elevators provided storage for grain being shipped to mills. In 1860 the Milwaukee Railroad built a grain elevator near the river docks of its main depot north of the La Crosse River. In 1871 the railroad replaced the structure with a larger 150,000 bushel capacity grain elevator made of red Watertown brick (not extant).(27) W. W. Cargill came to La Crosse in 1875 from Janesville after emigrating from New York State in 1844. Cargill became involved in the grain business after his arrival in Wisconsin. In 1880, Cargill constructed the W. W. Cargill and Brother Elevator on grounds belonging to the St. Paul Railroad near the causeway between North and South La Crosse (not extant). The 30 x 60 frame structure was eighty-five feet high and had a 50,000 bushel capacity.(28)

The Cargill Company grew from a regional grain firm into an international business by the turn of the 20th century. The company became involved with feeds, oils, seeds, chemicals, paint, fish meal, hybrid corn, and rock salt. Cargill built another grain elevator to replace the original frame building, when it burned in 1904, and it still operates on Front Street (Map Code 15-18). Cargill had a find house constructed on Cass Street and West Avenue. After 1927 the house became a parish house for the Presbyterian Church at 233 West Avenue (not extant).(29)

H. C. Techmer established the La Crosse Milling Company at 202-204 South Front Street (not extant) during the 1880's. Techmer's Mill specialized in ground feed, corn meal graham flour. Techmer also sold hay as well as grain and grass seeds.(30)

Techmer's partner, 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 oil mill (not extant) on State Street between Front and Second Street. Funk also had interests in the Funk Steam Boiler Works, the Funk Candy Company, the street railway, and was one of the directors of the Batavian Bank.(31)

## Brewing and Distilling

George Zeisler, a German immigrant who worked at the Colman lumber mill upon his arrival in La Crosse in 1853, first began the production of alcoholic beverages. Zeisler lived in a stone house on the corner of Second and Ferry Street, reportedly constructed by another mill hand named Sheppard at 903 South Second Street (Map Code 82-14). By 1860 Zeisler had established a distillery on his lot. But, the whiskey business did not remain Zeisler's operation for very long. In 1866, Zeisler entered the meat business, and eighteen months later he began a brewery with Otto Nagle at

Third Street between the La Crosse River and Grove Street. The Plank Road Brewery began operating in 1867, burned in 1873, partially burned in 1875, and was rebuilt again. By 1880 the Zeisler's Plank Road Brewery was producing 2,800 barrels of beer per year. In 1902, upon Zeisler's death, the four story 90 x 140' brick and stone building was purchased by John Gund, one of La Crosse's most important brewers.(32)

Fourteen other breweries operated in La Crosse. While most of the operations were modest, four became substantial - Heileman's, Gund's, Michel's, and Bartl's. Heileman's, the only beer maker extant in La Crosse, is the third or fourth largest brewery in the nation. However, in the heyday of La Crosse breweries, 1890-1918, the city produced tremendous quantities of beer, serving a regional and national market.

Dr. Gustavus Nicolai and Jacob Frantz built the first brewery in La Crosse in 1854. The small one-story building on the coner of Second and Pearl Street (not extant) produced beer until the Panic of 1857, when the Nicolai Brewery went out of business. In 1886 the building was torn down and replaced by the depot of the Chicago Burlington and Quincy Railroad. The depot burned in 1898.(33)

John Gund arrived in the United States during 1848. The German immigrant came to La Crosse in 1854 and began brewing beer in a log cabin on the corner of Front and Division Street (not extant). In 1858, Gund formed a partnership with Gottleib Heileman, establishing the City Brewery at Third and Mississippi Street (Map Code 21-27). Gund withdrew from the partnership in 1872 to establish his own Empire Brewery on South Avenue southeast of Lutheran Hospital (Map Code 9-15, 16, 17). Gund's product became popular and the business prospered. By 1880, six large two-story limestone buildings occupied the site. The brewery and the ice houses were designed by architect C. F. Struck. The Gund establishment took up five acres. A disastrous fire destroyed \$200,000 worth of Gund's property in 1897. Chicago architect Louis Lehle designed Gund's new brewery buildings in 1898. Prohibition and labor difficulties had adverse effects on the John Gund Empire Brewing Company. The Heileman Corporation acquired the property in 1920 and still uses its facilities.(34)

In addition to the extant brewing industry structures, the residence of John Gund was located on the northwest corner of Main Street and West Avenue (not extant). The brick home was constructed by masons Warsaw and Sees.(35) Gund was a civic minded individual. He participated in the active and well-organized German ethnic organizations that arose in La Crosse. He also took part in the varied programs of the Board of Trade.

The Bluff Brewery (not extant) was established by Fritz Defenthaler in 1857, near Hixon Forest on the northeast edge of La Crosse. At that time, the area was difficult to get to and the associated beer garden not well attended. In fact, the whole operation is remembered as being shadowy. It was gone by 1870.(36)

C. J. Michel organized a brewery in 1857 on the southeast corner of Third and Division Street. The business became successful. Architect Struck built the three-story ice house which along with five other multi-story structures occupied a five acre site. A fire in 1900 did extensive damage. In 1907 Michel's Brewery moved to the west side of Third Street (Map Code 18-1) and the Michel home located on the site (not extant) became the brewery office. Michel's survived Prohibition and produced beer as the La Crosse Brewery until its acquisition by G. Heileman in 1965.(37)

Gottlieb Heileman took over the City Brewery (Map Code 21-27) when John Gund withdrew from the partnership in 1872. Heileman's business along with Gund's and Michel's was highly successful. But all brewery operations were assisted by two scientific breakthroughs which, taken together, made beer making into a modern industry. The invention of the pasteurization process in the late 1860's enabled beer makers to manufacture a product less susceptible to spoilage and, therefore, more able to be shipped. The introduction of mechanical refrigeration in 1891 made beer independent of ice storage facilities and meant that beer could be manufactured all year long and easily shipped to any location.(38)

The G. Heileman Company developed a modern managerial system. Upon the death of Gottlieb Heileman in 1876, the business was taken over by a corporate board on behalf of Mrs. Johanna Heileman. Mrs. Heileman became Wisconsin's first woman corporate president. The corporate nature of the Heileman operation enabled the Company to be run without personal affairs interfering with business decision making. For whatever reason, the G. Heileman Company expanded, survived Prohibition, boomed during the 1930's and today is one of the nation's largest beer producers.(39) Heileman Company buildings include the Michel facility (1907), the Gund plant (1898), the old City Brewery (1858) and several modern structures. The Heileman residence is extant and located at 925 South Third Street (Map Code 21-25).

Franz Bartl founded Bartl's Eagle Brewery on La Crosse and Twelfth Street (not extant) in 1885. Bartl replaced the existing buildings with new facilities in 1895. Although Bartl ceased operations in 1933, three other beer makers occupied the premises. These included: George Kunz 1933-1937, Heinrich's 1940, and Zeigler's Old Fashioned 1948-1950. Bartl's Eagle Brewery building was torn down in 1971.(40)

In 1888, Voegele's North Side Brewery opened at 210 Mill Street - now Copeland Avenue (not extant). After operating for twelve years, the North Side Brewery came into the possession of Jacob Erickson. Erickson became the only Norwegian beer maker in La Crosse and he changed the name of the brewery to the Monitor (not extant). The Monitor Brewery operated from 1900 to 1934.(41)

Berlin Weiss operated a small brewery at 510-520 South Third Street (not extant). Weiss operated for only six years. He went out of business in 1906. The Kohn Brewery on Barlow between

Fourteenth and Sixteenth Street operated only for the year 1900 (not extant).(42)

### Meat Products

Four pork packing establishments arose in La Crosse. John Langdon, a British immigrant, went into partnership with Joseph S. Goodland in 1866. In 1879 the partnership dissolved as Goodland went into business with Abner Gile. The Langdon abattoir was located at 223 North Third Street (not extant).(43) Abner Gile and Joseph Goodland formed Gile and Goodland Company when Langdon withdrew. The company established its operations at 116 North Third Street (not extant). Gile had interests in the lumber industry. In 1888 Gile constructed an elaborate home called "Pasadena" on Main Street and West Avenue (not extant). The YWCA acquired the Gile home in 1931 (not extant). Gile and Goodland went out of business before 1900.(44)

Valentine Pfeiffer, owner of the Court House Meat Market since 1866, established a pork packing business at 500 Mill Street (not extant).(45) David Reimers also became involved in pork packing from his plant at 329 South Third Street (not extant).(46)

After the demise of the lumber industry, the largest consumers of La Crosse's pork products, the industry disappeared. Reimers moved his plant to Mormon Coulee Road and Tenth Street (Map Code 34-31) and became a sausage manufacturer.(47)

### Fruit and Vegetable Processing

Pickle packing and later vegetable canning became established at La Crosse. George Frey and Company at 730 North Third Street grew to be a locally prominent firm (not extant). Frey's company began pickling during the 1880's and by 1900 had enlarged into the canning business.(48)

### Tobacco

Tobacco was processed by a variety of local cigar making establishments. By 1889 eleven establishments existed in La Crosse. The most important and famous of these firms was the John Pamperin Cigar Company. Pamperin founded his business in 1865. Later, E. Wigenhorn became a partner. Cigar making became a well-established and successful business. The original Pamperin factory was located in a small frame building on Second Street near Pearl (not extant). In 1868 Pamperin moved his establishment to a two-story brick structure at 221-223 Main Street (not extant). He enlarged the building in 1880. By 1900 the Pamperin factory was located at 113 South Second

Street. The Pamperin Cigar Company is still extant and appears to be in excellent condition (Map Code 82-5).

Pamperin produced a variety of cigars. Some used imported tobacco which was shipped to La Crosse from Cuba. Others used domestic leaf from Connecticut, Pennsylvania, and Wisconsin. Pamperin cigars were shipped to many different areas as the business expanded.(49)

### Patent Medicine and Drugs

Dr. D. Frank Powell established a health care facility in La Crosse in 1881. Powell led an adventurous life on the Western Plains serving as an Army doctor where he became friendly with Buffalo Bill Cody. Powell liked to be called by his Indian name, "White Beaver", and he dressed in frontier garb. "White Beaver" created the Powell Institute on the northeast corner of Second and Main Street (Map Code 80-22) where he dispersed herbal and patent medicines and treated "diseases of women", which were his specialty.(50)

Powell brought his two brothers into the health care business. Dr. George E. Powell, known as "Night Hawk" or "Dark Scout" gained fame on the frontier as a gun fighter, Indian Scout, and Pony Express rider. Dr. William A. Powell, nicknamed "Bronco Billy" or "Saddle King" also worked at the Powell Institute.(51)

"White Beaver" Powell became mayor of La Crosse on four separate occasions. The patent medicines and herbal remedies which he prepared, bottled, and marketed gained a following in a large distribution area. The Powell business illustrated the divergent strands of health care industry in La Crosse as well as in other parts of the country, whereby patent medicine practitioners and legitimate medical doctors coexisted and competed for clientele.(52)

### Textile Industry

Franz Blashek established the La Crosse Woolen Mills at 78 South Eighth Street in 1860 (not extant). Four buildings existed on the site by 1881. The La Crosse Woolen Mills produced flannel yards as well as blankets. Two other woolen factories arose at La Crosse. These included the La Crosse Knitting Works at 401 North Second Street (not extant) and the Star Knitting Company at 124-130 Main Street (not extant).(53)

### Tanning and Leather Processing

Aaron H. Davis established a tannery in La Crosse in 1866 with J. S. Medary. In 1877 A. Platz became a partner and the David, Medary and Platz Company operated a large tanning

establishment at 118-122 Pearl Street (not extant). J. S. Medary also manufactured, wholesaled, and retailed saddlery and harnesses in the same structure.(54)

### Miscellaneous Light Industries

Egid Hackner established an altar factory on Thirteenth and Ferry Street in 1881. With assistance of the Board of Trade, the Bavarian immigrant was able to expand his business. The Hackner Altar Company moved to a large building at Second and Division Street in 1910 (Map Code 82-12). Hackner resided at 1235 Ferry Street (Map Code 16-23). The Hackner Altar Company produced altars and interior structures for churches. The company had more than a local market. Indeed, the Hackner Altar Company was of regional importance.(55)

### Carriage, Wagon Works, and Automotive Related Industry

Frederick Voight established a carriage making shop in 1856 at 38 South Second Street (not extant). At first the Voight shop appeared much like the craft establishments of other local blacksmiths. During the 1870's, however, the firm, by then Voight and Ritter, began improving carriage suspension systems. Additional shop space was acquired at the Second Street site where "Tompkins Side Bars" were constructed. The company became locally famous for the high quality of its wagon finishes. With the introduction of the automobile and the consequent replacement of wagons, the Voight firm became an auto and truck body building and repair firm. The firm was still in business during the 1950's.(56)

Philo M. Gelatt, of Northern Engraving, purchased the Hans Motor Company in 1913. The Rose and Clinton Street factory in North La Crosse was moved to the northwest corner of Gillette and Caledonia Street in 1914 and the name changed to the National Gauge and Equipment Company (Map Code 102-19). As the name suggests, the firm made gauges, heaters, and instruments for the newly popular automobile. By 1926 the firm was acquired by the Moto Meter Company of New York.(57) The Moto Meter Gauge and Equipment Company became the largest producer of automotive gauges in the United States by 1927.(58) In 1929 it became part of a conglomerate known as the Electric Auto Lite Company.(59)

Auto Lite experienced tremendous prosperity during the 1920's.(60) The Depression, naturally, had adverse effects on the automotive industry nationally, and at La Crosse. Union activity and strikes were not unknown.(61) After the war Autolite, Inc. became one of the largest employers in the city, providing jobs for approximately 20% of the manufacturing work force of La Crosse. Changes in the automotive industry during the late 1950's forced Autolite to suspend its La Crosse operations in 1958.(62)

Northern Engraving, a producer of photographic engraving plates and the parent of Auto Lite

at La Crosse, had been established by 1911 at 200-204 Main Street (Map Code 80-22). After the sale of its subsidiary National Gauge to Moto Meter, Northern Engraving experienced a boom during the 1920's. Another plant on 100 Front Street was enlarged in 1920. The Depression hurt the company but the war revived business. Northern Engraving moved its plant to Sparta where it still operates about the same time that Auto Lite closed. P. M. Gelatt resided at 1212 Cass Street (Map Code 2-24).(63)

### Agricultural Machinery and Implement Manufacturing

Blacksmithing and machine shops during the 19th century played important roles in the development of agricultural machinery and implement manufacturing. Occasionally, small shops expanded into the role of manufacturer after spending time repairing, modifying, wholesaling, or retailing such items. At La Crosse, several important manufacturers began as small blacksmith/machine shop operators.

Albert Hirshheimer created the La Crosse Plow Works from a small handicraft machine shop, agricultural implement making, and repairing plant owned by James Bantam and John Barclay. Hirshheimer came to La Crosse in 1856 and rose to become one of the most important citizens in the local business community. Hard working, intelligent, and civic minded, Hirshheimer bought the Bantam Shop, where he worked, in 1863. The La Crosse Plow Works thrived under Hirshheimer's care. The one-story frame 20' x 30' building on Front Street between State and Vine (not extant) was soon outgrown. In 1870 Hirshheimer erected a new multi-story stone building on Third Street between La Crosse and Badger Street. By 1893 five additional buildings were constructed on the sprawling site including a five-story brick structure on Third Street between La Crosse and Pine Street. The Allis Chalmers Corporation owned the La Crosse Plow Works by 1929 and the plant was closed in 1969. In 1971 the city demolished a number of the remaining La Crosse Plow Works buildings. There are, however, La Crosse Plow Works structures still extant on North Second Street (Map Code 82-2) and at 214 Pine Street (Map Code 79-7). Hirshheimer's home on Sixth and Vine Street is not extant.(64)

Seth Dean and William H. Smith established a machine shop and foundry on the corner of Badger and Second Street in 1861 (not extant) which became a producer of agricultural implements. A large stone building replaced the original structure after a fire gutted the shop in 1868. In 1875 an additional building was constructed on the site and L. Merrill acquired Smith's interest in the business. Smith and Merrill (not extant) produced mill parts, general job work, and threshing machines. In the late 1870's they introduced the thresher known as "The Clipper". The name of the firm was subsequently changed to the Smith Manufacturing Company and it specialized in making farm wagons until the 1920's.(65)

In 1912 R.E. McKenzie established the McKenzie Manufacturing Company in a multi-story brick building at 1648 Liberty Street (Map Code 82-23). The McKenzie firm produced specialized agricultural equipment for use by potato growers. By 1927 the firm manufactured 25% of total U. S. potato oriented agricultural implements. The depression had adverse effects on the McKenzie Company.(66)

### Metal Products Industry

Foundries, and machine shops emerged in La Crosse as an outgrowth of the steamboat trade, milling, and the lumber industry. The establishment of railroad facilities and the creation of excellent transportation networks in relationship to the expanding frontiers of Minnesota and the Dakotas, likewise, stimulated local manufacturers who supplied the resulting settlements. In other words, La Crosse became a regional manufacturing center. Several of the manufacturing concerns, moreover, became nationally important as the 20th century progressed. The positive attitude towards manufacturing adopted by the La Crosse Board of Trade encouraged local industrial growth, stimulated the local economy, and largely offset the collapse of both the lumber and the steamboat business.(67)

The 1860's witnessed the birth of manufacturing enterprises in La Crosse. George Leach established the Pioneer Foundry on Front and State Street (not extant) after the Panic of 1857. The Pioneer brass and iron foundry was the first such venture west of Milwaukee, and it supplied the machinery and parts needs of an entire lumber region. Foundry supplies were obtained from St. Louis via steamboat. Leach sold the business in 1869 to C. C. Smith and the Pioneer Foundry was greatly expanded along King and Front Street when a new multi-story building with several wings was built (Map Code 15-19). In 1874, Smith sold the Pioneer to Frederick Thornley and John James. James acquired sole control in 1878. James ran the business with his family until the 1920's, when it was taken over by the Iron Products Company. The Iron Products Company ceased operation in the 1940's.(68)

John Torrence built the La Crosse Foundry and Machine Works at La Crosse and Second Street in 1876 (not extant). Torrence specialized in stove production as well as general iron and brass foundry work. In 1881, the La Crosse Foundry built new quarters at 116 Jay Street where it operated until the 1950's. John Torrence learned his trade in Scotland. He arrived in New York in 1852 and settled in La Crosse in 1859. He worked at the Pioneer Foundry before establishing the La Crosse Foundry and Machine.(69)

Frederick Thornley and Benjamin Ott began the West Wisconsin Iron Works on South Front Street in 1879 (not extant). The firm specialized in manufacturing in sorghum and sugar mill parts as well as a general machine shop trade. The company occupied three buildings.(70)

William Powers went into pump making after inventing a special sawdust and wood chip conveyor belt system for use by saw mills in 1867. Powers factory was located at Third and Badger Street. In 1873, Powers moved the factory to the front of Pearl Street where he built two multi-story brick and stone buildings (not extant).(71)

C. L. Halstead went into the pump and windmill business in 1880 on Jay Street between Fourth and Fifth (not extant). Halstead built the machinery associated with pumps and windmills which he obtained elsewhere and modified them for specific applications.(72)

M. Funk established the La Crosse Steam Boiler Company in 1865. The small shop, which specialized in repair work, expanded. A multi-story stone building was constructed on Front and King Street in 1869 and two additional structures were built on the adjoining lot by 1880 (not extant). Funk became one of La Crosse's most successful manufacturers. He went into partnership with Albert Hirshheimer in 1897 and helped found the La Crosse Rubber Mills. The Funk residence was located at 614 South Fourth (not extant).(73)

### Shipbuilding

Boat repairing and ship building was closely associated with lumbering. Indeed, the major boat builders, the Davidson brothers, Peyton and William, operated saw mills at their repair yards in North La Crosse between St. James and Wall Street (not extant). When ship repairing and ship building slackened, the Davidsons turned to lumber production. The Davidsons began ship repairing as the Western Union Packet Company Yard in 1860. The Civil War, naturally, stimulated business. The Davidsons built or finished Hudson (1863), Mankato (1864), Express (1864), City of St. Paul (1864), Annie Johnson (1864), Lyre (1865), and Alvira (1865). After the war, they worked on Chippewa (1866), Johnny Schmoker (1866), Alex Gordon (1867), Alex Mitchell (1870), Belle of La Crosse (1870), Grand Pacific (1878), Maggie Redney (1879), Frank (1880), Alfred Toll (1880), Dan Thayer (1884), and numerous barges and smaller craft.(74)

The McDonald Mill and Boat Yard at Logan Street and the Black River (not extant) also constructed river craft. McDonald originated using steamboats to tow lumber rafts. The Company built the rafts Zada (1880), Bella Mae (1880), Inverness (1888), Scotia (1889), and Thistle (1889).(75)

There are not extant structures associated with shipbuilding in La Crosse. The demise of the steamboat trade by the 1890's, followed by the end of lumbering, and the competition of well-capitalized railroads finished the shipbuilding industry in La Crosse.

### Plumbing and Heating

James A. Trane settled in La Crosse in 1864 after immigrating from Norway and worked as a

plumber. Trane established his own plumbing, steam heating, and gas fitting business in 1885 at 115 Pearl Street. Trane patented a new type of steam heating system in 1910 which became the basis of the Trane Company's success. In 1913 the Trane Company moved to South Sixth Street. After inventing a new radiator system, the Trane Company moved its factory to Second and Cameron Street in 1919, where it expanded greatly during the booming 1920's. The Trane Company became a supplier of coolers for fighter planes during World War II and an internationally important heating and air conditioning business in the years following. The Trane Company moved to Sixteenth Street and Bennett (Map Code 25-3) and in 1968, to 3600 Pammel Creek Road (no photo).

Today, Trane owns plant facilities in Alabama, Iowa, Indiana, Pennsylvania, Utah, Kentucky, Tennessee, Scotland, Australia, France, South Africa, and Japan. Recently, the Trane Company became part of an even larger industrial conglomerate although it still plans to keep the heating and air conditioning headquarters in La Crosse, where new energy efficient systems are being designed. James A. Trane resided at 516 Farnam (Map Code 36-36).(76)

## Rubber

Albert Hirshheimer and Michael Funk established the La Crosse Rubber Mills Company in 1897, with the help of the Board of Trade, and the solid successes they had already achieved at the La Crosse Plow Works and the M. Funk Steam Boiler Company. The La Crosse Rubber Mills Company produced ponchos and rain wear at its factory in North La Crosse (Map Code 91-20). The factory became one of the city's largest employers by 1900.(77)

In 1906 the La Crosse Rubber Mills began producing footwear. The business grew immensely and in 1913 a new four-story building went up on the site at 1407 St. Andrew Street in 1923. By 1925 the La Crosse Rubber Mills employed 1200-1500 workers. The sale of rubber footwear became an international business and world wide marketing facilities were established. By 1927 the La Crosse Rubber Mills produced 40,000 pairs of shoes per day and the factory expanded again.(78) Laboratory facilities were created to keep pace with modern scientific advances in rubber chemistry.(79)

The Great Depression effected the La Crosse Rubber Mills after 1931. Business declined. Wages were cut sharply. In 1934 an important strike occurred at the plant which involved 1800 workers and lasted for seventy days.(80)

The Second World War brought prosperity in its wake. The factory was modernized in the early 1940's.(81) After 1945 business expanded to new heights. Improved transportation, better world wide systems of communication, and an expanded line of products stimulated the La Crosse Rubber Mills.(82) By 1976 the La Crosse Rubber Mills Company was the second largest employer in La Crosse. Asian competition and the merging of other domestic producers, however, are business

factors which may affect the company in the not too distant future.(83)

### Shell Button Industry

Another interesting local industry which existed between 1890-1920 was the Pearl Button Company at 726 North Third Street (not extant). Pearl buttons were manufactured from the shells of Mississippi River clams. Prior to the invention of plastic buttons, Asian competition, and the dredging which changed river bottom conditions the industry thrived.(84).

## INDEX OF REFERENCES: INDUSTRY CHAPTER

Study Units: Overview Chapter; Commerce Chapter; Notable People Chapter; Architecture Chapter; AgricultureChapter; Art and Culture Chapter

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Burkhardt Cooperage Shop, 4th and Ferry Streets (not extant); residence-804 South 4th Street: Architecture Chapter

Calvert, Robert (Board of Trade): Social Activism Chapter; Commerce Chapter

Cargill Grain Elevators, Front and King Streets (Map Code 15-18, 100-28): Architecture Chapter

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

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Copeland, F. A. (Copeland Park): Parks, Planning and Landscape Chapter; Overview Chapter

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La Crosse Plow Works: Buildings-214 Pine Street (Map Code 79-7) and 525 North 2nd Street (Map Code 72-2)

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Tillman Brothers Furniture Company, 112-116 South 4th Street (Map Code 77-28): Architecture Chapter

Torrance, John: La Crosse Foundry (not extant); house-726 Cameron Avenue (Map Code 17-34): Architecture Chapter

Trane, James (Trane Company): Building-2313 South 16th Street (Map Code 25-3); House-516 Farnum Street (Map Code 36-36): Overview Chapter; Architecture Chapter

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Zeisler, George: House-903 South 2nd (Map Code 82-14); Plank Road Brewery (not extant); Building-201 Pearl Street (Map Code 81-7); Architecture Chapter

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## **ADDENDUM TO 9. INDUSTRY**

### **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 buildings based on both survey efforts. The format of the addendum will generally follow that of the original chapter and duplicate information will be presented only when necessary.

In most communities, extant historic industrial buildings that have had few alterations are rare. Companies that are unsuccessful or move out of town often leave vacant buildings that are not suitable for other uses and are either demolished or significantly altered. Successful companies often remodel or demolish all or part of their old buildings in favor of updated facilities. The result is that extant historic resources related to industries take on added significance because there are so few resources to compare them with or because they may be the only remaining example of a particular industry in the community. This has been the case in LaCrosse, where resources of many important historic industries of the city are no longer extant, making the preservation of extant resources more critical.

### **Wood Products**

The history of the lumber milling industry has been presented in the main chapter of this report and except for a few houses associated with lumber barons, there are no extant historic resources related to this industry in the community. There are, though, two extant resources related to the wood products industry in LaCrosse that was an adjunct to the lumber industry. They are the Segelke and Kohlhaus Company's millwork factory and the Miller Broom Company.

The Segelke and Kohlhaus Company began when S. Sack and C. F. Segelke became partners in 1857 in a carpenter shop in downtown LaCrosse. When Sack died shortly thereafter, Jacob Kohlhaus and John Kutzborsky joined the company, and by 1870, they had constructed a new stone factory at Second and Cass Streets. In 1886, a brick building was added to the complex and throughout the late nineteenth century, the company continued to acquire buildings for warehouses and shops, as needed. In 1897, the entire Segelke-Kohlhaus factory burned and within two years, it was rebuilt. In 1912, a large addition was added to the 1899 building, and a warehouse was added in 1920. The company specialized in architectural woodwork for residences, schools, churches, and public buildings in the mid-west and remained at the Second Street location until the 1960s.(1)

The old Segelke Kohlhaus Company complex (610 2nd St.) is historically significant and potentially individually eligible for the National Register of Historic Places because it was associated

with a long-time wood products industry in LaCrosse. Founded as a small millwork shop in the mid-nineteenth century, the company grew to be an important medium-sized business in the community during the twentieth century. Because it is one of the few historic resources related to nineteenth century industry in LaCrosse, the original sections of the Segelke Kohlhaus Company are important historic industrial resources in the community.

Perhaps more closely related to the lumber industry was the Miller Broom Company, a firm that used the plentiful wood supply of western Wisconsin to manufacture a necessary consumer product. Established around 1920, the company was located along West Avenue, South, and remained at that location into the 1960s.(2) The Miller Broom Company factory (1814 West Avenue, South) is historically significant and potentially eligible for the National Register of Historic Places because it was a successful twentieth century industry related to lumber products. Although not the most important of LaCrosse's industries, it is one of the few extant industrial buildings in the community and represents the type of factory constructed during the early twentieth century that can give important historical information about factories during that period.

## **Milling**

Milling was one of the first important industries in pioneer Wisconsin. Almost all communities with a water power source had flour mills to process the local wheat from pioneer farms. When wheat became "king" in Wisconsin during the Civil War era, flour milling increased dramatically and some mills increased their size to become regional processing centers. In the 1860s and 1870s, for example, Milwaukee was the leading milling center in the Midwest. The big mills tended to crowd out smaller mills, although most communities needed custom mills to handle processing for local farmers. And, some smaller mills turned to specialty flour production, such as rye flour, to remain competitive. But, many others just closed. During the 1880s and 1890s, the wheat frontier shifted west and the new roller mill technology was often too expensive for small mills. The result was that the milling industry in Wisconsin steadily declined. The milling industry spawned some related industries such as the development of grain store-houses and elevators. Some of these grain facilities became significant store-houses in areas of grain shipping and large-scale grain milling.(3)

When the wheat frontier moved west after the Civil War era, it became centered in Western Wisconsin and eastern Minnesota and Iowa. Because of LaCrosse's location in southwestern Wisconsin on the Mississippi River, a major shipping route, and its access to three railroad lines, the city became an important grain milling and shipping center in the late nineteenth and early twentieth centuries. The original report states that the Listman Mill (400 Front St.) was still extant, however, it is not extant and there are no extant resources directly related to milling in LaCrosse. There are

resources, though, related to the storage and shipping of grain. They are the Cargill Company grain elevators, located near the site of the old Listman Mill and originally constructed for that industry.

In 1879, C. A. White, William Listman, and Gysbert Van Steenwyk organized a milling company known as the Victor mill. This mill was destroyed by fire in 1889, and Listman rebuilt it soon after. After Listman left town, the mill was operated by a local corporation that, in 1907, rebuilt the mill and the oldest extant grain elevator. Around 1920, the Kansas City Milling Company purchased the Listman Mill and its elevators, built several new elevators, then closed the mill. In 1924, the Cargill Grain Company began leasing the elevators and they purchased the mill property in 1940. In 1935, fire destroyed the Listman Mill, but Cargill is still using the extant elevators, one from 1907, and the others from 1920.(4)

The Cargill Grain Elevators (416 S. Front St.) are historically significant and potentially eligible for the National Register of Historic Places because they are one of the few extant resources related to the important milling industry in LaCrosse. They are also the only extant resources related to the old Listman Mill, one of the most important mills in the city. Not only was processing grain important in LaCrosse, but its fine transportation facilities near the wheat frontier in the late nineteenth and early twentieth centuries, resulted in the city being an important grain shipping center as well. The Cargill Company, a nationally-known agricultural products company, had strong ties to LaCrosse, ties that still remain. For all of these reasons, and because the elevators can provide information on grain storage techniques from this era, the Cargill Grain Elevators are important landmarks in the city.

## **Brewing**

Wisconsin had all the ingredients for a brewing industry in the nineteenth century: water, grain, ice, and German immigrants who were both producers and consumers. In the 1840s, the brewing industry established itself in Milwaukee, a heavily German city. And, in the 1850s and 1860s, breweries sprang up throughout the state. Many early breweries were simple buildings, but one common feature was the underground cellar or cove used to ferment the beer and keep it cold. By 1860, there were 127 breweries in the state. This number grew in the late nineteenth century, and some breweries became larger, as well. As some breweries grew and dominated the market with the increasingly better transportation system the railroad provided, smaller breweries began to decline. This trend continued into the twentieth century, until today, several major brewing firms control most of the beer production and consumption in the United States. Currently, many micro-breweries are springing up across the country, bringing back the individual flavors that once distinguished locally-brewed beer. These micro-breweries, though, are usually operated with a small labor force in modern factories.(5)

Because of the large concentration of Germans in the LaCrosse area, a number of breweries were established in the city in the mid- to late nineteenth century. Most of these breweries and their resources are not extant, and the original chapter gives an overview of their history. The few extant resources related to brewing in LaCrosse are all related to the one brewery still operating in the city, the Heileman Brewing Company.

The most historic brewery in LaCrosse was the John Gund Brewery, formed by John Gund in 1854. In 1858, Gund became a partner with Gottlieb Heileman, and they built the City Brewery on Third Street. In 1872, Gund left Heileman to establish the Empire Brewery, on South Avenue. After a fire in 1897, Gund had a new brewery constructed on the same site. Called the John Gund Brewing Company, the new facilities were completed in 1899. A large brick stable was completed in 1903. The Gund Brewery operated until 1920.(6)

Some parts of the Gund Brewing Company are still extant, including part of the old brewery building at 2130 South Avenue, the racking/washing house at 1827 Sims Place, and the stable at 2219 South Avenue. These buildings have suffered a loss of integrity over the years, but those historic elements of the brewery that are still extant are historically significant and potentially eligible for the National Register of Historic Places because they are associated with one of the most important historic industries in Wisconsin and in LaCrosse. Local breweries added to the economic base of the communities they were a part of, but they also represent German ethnic culture, the most significant ethnic culture in historic Wisconsin. The Gund Brewing Company was one of the largest of LaCrosse's breweries and one of the most important in the nineteenth century. For these reasons, the historic resources of the Gund Brewing Company are important in understanding industrial growth and development in the city.

Another extant resource related to brewing is the old C. & J. Michel Brewing Company building. The Michel Brewing Company was started in 1857 and grew successfully in the nineteenth century. In 1907, the company made plans for a new brewery which was completed at 719 South 3rd St. in May of 1908. In 1935, an additional floor was added to the building, then known as the LaCrosse Breweries, Inc. The company continued to produce beer in the twentieth century until it was acquired by the Heileman Brewing Company in 1965.(7)

The old resources related to the Michel Brewing Company are historically significant and potentially eligible for the National Register of Historic Places because they are associated with one of the most important historic industries in Wisconsin and in LaCrosse. Local breweries added to the economic base of the communities they were a part of, but they also represented German ethnic culture, the most significant ethnic culture in historic Wisconsin. The Michel Brewing Company was one of the largest and longest lasting of LaCrosse's breweries and was an important part of the community for decades. For these reasons, the historic resources of the Michel Brewing Company are

important in understanding industrial growth and development in the city.

The most important brewery in LaCrosse is the Heileman Brewing Company, which grew in the nineteenth century, survived prohibition in the 1920s, and is still operating despite intense competition from larger breweries. Heileman began in 1858, when Gottlieb Heileman and John Gund formed the City Brewery. When Gund left the firm in 1872, Heileman took over the brewery and renamed it the Heileman Brewery. After Gottlieb Heileman died in 1876, the company became a corporation operated by a board of directors. This modern management system was part of the reason for Heileman's continued success. In 1886, the Heileman Company replaced the old brewery with a new structure, which was added to and remodeled in 1906. In 1913, the company added a large bottling house and warehouse to the plant. After prohibition ended in 1933, the Heileman Brewing Company announced plans for a major renovation and expansion of their factory, including a new brewing house, offices, and a washing house. Heileman continued to grow in the twentieth century, and despite major changes in the brewing industry in the post-World War II era, the company continues in operation today.(8)

The historic resources of the Heileman Brewing Company complex (1000-1100 S. 3rd St.) have been remodeled and expanded over the years and have, therefore, suffered from some loss of integrity. However, these resources are historically significant and potentially individually eligible for the National Register of Historic Places because they represent the growth and development of the largest and most successful brewery in LaCrosse. In most communities in Wisconsin, local breweries became victims of either prohibition during the 1920s or the restructuring of the brewing industry in the post-World War II era. Because the Heileman Company utilized advanced management techniques, made timely changes to its brewing complex, and kept pace with consumer tastes, the company survived and prospered into the late twentieth century. The Heileman Brewing Company is an important representative of the once-mighty brewing industry in the state, and is, therefore, an important landmark in LaCrosse.

Also historically significant is the nearby Gottlieb and Johanna Heileman House (925 S. 3rd St.), constructed right before Gottlieb Heileman's death. Johanna Heileman continued to live in the home until the 1920s, while she helped oversee the Heileman corporation. Because the Heileman House is a part of the historic resources of the Heileman Brewing Company complex, and because it was the residence of Johanna Heileman when she was an active participant in operating the brewery, it is historically significant and potentially individually eligible for the National Register of Historic Places.

### **Agricultural Machinery and Implement Manufacturing**

The earliest farm equipment built in the state, like wagons and carriages, was made in small

shops in pioneer communities. The growth in agriculture as settlement filled in the fertile lands of Wisconsin caused a growth in the agricultural implement manufacturing business. The earliest industries that were larger than small shops were concentrated in southeastern and south-central Wisconsin. The zenith of implement manufacturing in the state came in 1880, when 108 firms existed in Wisconsin. Like other industries, this one consolidated in the early twentieth century, with major companies controlling production. Eventually, agricultural equipment manufacturing revolved around tractors and equipment manufactured in large factories at a few points in the state.(9)

The LaCrosse Plow Company began as a small implement shop where, in 1865, Albert Hirshheimer became a partner. In 1881, Hirshheimer became the sole owner of the business, and in 1893, he incorporated it as the LaCrosse Plow Company. In 1898, he replaced the old implement shops with a new factory building where the company manufactured several lines of plows. In 1902, the LaCrosse Plow Company expanded again, erecting a large new factory building on Pine Street, an addition to the old building, and a large lumber shed. In 1929, the Allis-Chalmers Company purchased the LaCrosse Plow Company and its facilities and in 1937-38, Allis-Chalmers erected a large, modern factory building to produce agricultural implements. Allis-Chalmers operated the factory until 1969, and since that time, the facilities have been used for a furniture company and a machine products company.(10)

Unfortunately, the remaining historic resources directly related to the LaCrosse Plow Company have been demolished or have lost their historic integrity. However, the Allis-Chalmers Company factory (525 N. 2nd St.), constructed in 1937-38 is historically significant and potentially eligible for the National Register of Historic Places because it is a direct descendent of the LaCrosse Plow Company, one of LaCrosse's most important historic industries. The factory is also historically significant because it represents a modern factory of the mid-twentieth century and can provide information about factory production techniques during that era.

The LaCrosse Plow Company was significant because Albert Hirshheimer was able to transform his small plow shop into a regional industry producing agricultural implements in the early twentieth century when other small shops closed. The importance of the company was confirmed when the larger Allis-Chalmers Company acquired it and expanded its facilities. Because the new Allis-Chalmers factory was an important industrial development in LaCrosse in the late 1930s, and is related to the historic LaCrosse Plow Company, the building at 525 N. 2nd St. is an industrial landmark in the city.

In the previous report, a short-lived agricultural implement company factory, the R. E. McKenzie Building (1648 Liberty St.), was still extant. However, since the report was written, this resource has been demolished.

## **Metal Products**

Several industries that produced metal products were established in LaCrosse. One of the oldest and most significant was the Smith-James Foundry (100 King St.). The Smith-James Foundry began when George Leach established the Pioneer Foundry on the corner of Front and King streets around 1855. In 1869, C. C. and E. G. Smith purchased the business and replaced the building in 1870-71. In 1874, Fredric Thornely and John James purchased the foundry and operated it until 1878, when John James became the sole owner. The James family operated the foundry, putting on an addition in 1893, until the 1920s. During the 1930s, the business was known as the Iron Products Corporation foundry, and after being vacant for several years, the building has been used by a number of businesses during the post-World War II era.(11)

The Smith-James Foundry is historically significant and potentially individually eligible for the National Register of Historic Places because it is one of the oldest industrial resources still extant in LaCrosse and because it represents nineteenth century industry in the community. Many communities had small foundries in the nineteenth century, but generally these industries were short-lived as it became more profitable to produce metal products at larger factories. The Smith-James Foundry was one of the industries that grew from a small shop into a regional producer of metal goods, and its success continued into the twentieth century. Because the Smith-James Foundry was an important historic industry in LaCrosse, its building is an important industrial resource in the city.

Probably the most important metal products industry of the twentieth century in LaCrosse is the Trane Company, a nationally-known producer of heating and air conditioning equipment. James A. Trane began a local plumbing and heating company in 1886, and by 1913, the incorporated Trane Company was producing their own heating systems. The Trane company erected several structures between 1919 and 1928 (not extant); then in 1930, they built a large, modern factory to produce their heating systems. In 1931, they added air conditioning systems to their product line. The company continued to grow during the twentieth century and their factory was added to in 1936, 1939, and 1949. Today, the Trane Company has a large facility in LaCrosse, as well as factories in other parts of the country, manufacturing heating and cooling equipment that is used throughout the United States. (12)

The Trane Company Factory (2313 S. 16th St.) is historically significant and potentially individually eligible for the National Register of Historic Places because it was the location of one of LaCrosse's most successful twentieth centuries industries. The historic portions of the factory, constructed during the 1930s, represent an important growth period for the company, despite the effects of the Great Depression. Although the company dates back to the plumbing and heating business of James A. Trane in the late nineteenth century, its modern success dates to its expansion in the 1930s, after the construction of a modern factory building and the addition of air conditioning

systems to its line of products. The historic portions of the factory are the only historic resources related to the growth and development of this important industry, as well. For these reasons, the Trane Company Factory is an important industrial landmark in the community.

### **Miscellaneous Industries**

Several miscellaneous industries developed in LaCrosse during the nineteenth and twentieth centuries. Two of the most successful were the Egid Hackner Company and the LaCrosse Rubber Mills. The Egid Hackner Company produced decorative altars and other interior church goods during the nineteenth and twentieth centuries. Egid Hackner was born in Germany and during the early 1870s, he apprenticed under a master craftsman learning to design and make interior church decorations, such as altars and statuary. He also attended the School of Art in Munich between 1878 and 1880, right before coming to LaCrosse. Taking advantage of the booming lumber industry in the city during that time, Hackner set up a small shop to produce decorative altars and church goods. In 1887, Hackner built a home and small factory at 13th and Ferry Streets where his church goods business slowly grew. In 1910, Hackner constructed a new factory at Second and Division Streets where 50-75 men used mechanized equipment to produce altars and other interior church decorations into the post-World War II era.(13)

Unfortunately, the Hackner Company factory at Second and Division Streets has lost its historic integrity due to extensive alterations. It is, therefore, not potentially individually eligible for the National Register of Historic Places despite its historic significance. However, the Egid Hackner House at 1235 Ferry St. is extant and still retains its historic integrity. It is historically significant and potentially individually eligible for the National Register of Historic Places for its association with industrialist Egid Hackner, who developed an unusual and successful industry in LaCrosse.

While the Hackner Company produced old-world artistic church decorations by master craftsmen, the LaCrosse Rubber Mills produced practical rubber footwear in an assembly-line fashion. Albert Hirshheimer, Michael Funk, and several other LaCrosse businessmen established the LaCrosse Rubber Mills in 1897, and by 1904, 75 workers were producing rubber ponchos, tarps and rubberized clothing in a large wooden building along St. Andrew Street (not extant). In 1907, after Michael Funk's son, Arthur, studied with the chemist who helped Dupont develop synthetic rubber, he and his brother Albert P. Funk, converted the factory into rubber footwear production. The change was highly successful and by 1913, a modern four-story factory was erected for the company. This structure was added to in 1916, 1919, 1921, 1923, 1925, and 1927, making a large factory complex at 1407 St. Andrew St..(14)

During the Great Depression of the 1930s, like most industries in the United States, the Rubber Mills had financial problems, but managed to survive. In 1940, a new management team

modernized the factory, changing production from one worker making an entire unit to an assembly-line system with workers specializing in only one part of the assembly of the unit. During World War II and the Korean conflict, the company specialized in protective footwear for the military. The company branched out into athletic footwear after the early 1950s, but overseas competition caused the company to shift its emphasis back to protective footwear. Today, the company produces a wide range of protective rubber and vinyl footwear for commercial and consumer uses.(15)

Like most successful industries, the original buildings constructed for the LaCrosse Rubber Mills have been modernized and expanded as necessary for the growth of the company. But, the historic resources in this complex are significant and potentially individually eligible for the National Register of Historic Places because they represent the growth and development of this large and successful LaCrosse company. The decision to make protective footwear in 1907 resulted in an impressive period of growth for the LaCrosse Rubber Mills during the 1910s and 1920s. And, given the increased competition from overseas throughout the clothing industry, the success of the LaCrosse Rubber Mills is significant and reflects the ability of the company to be flexible and innovative with its product line. The result is a company that is one of the city's important employers today. Because the LaCrosse Rubber Mills was and is an important industry in the city, its historic factory is an important landmark in the community.

Another diverse industry in LaCrosse that developed in the twentieth century was the Funke Candy Company. Most communities had small candy-making kitchens and confectionaries in the nineteenth and early twentieth centuries, but few developed into a large manufacturer of candy. Because the Funke Candy Company was one of the companies that made the transition from small candy maker to large candy company, its factory is historically significant and potentially individually eligible for the National Register of Historic Places, as well.

## REVISED LIST OF POTENTIALLY ELIGIBLE AND LISTED PROPERTIES

<i>Name</i>	<i>Address</i>	<i>Date</i>
Segelke Kohlhaus Company	610 S. 2nd St.	1899, 1912
Funke Candy Factory	101 State Street.	1898
Cargill Grain Elevators	416 S. Front St.	1907, 1920
La Crosse Plow Company	214 Pine St.	1902
Gund Brewery Stables	2219 South Avenue	1903
Michel Brewery Resources	719 S. 3rd St.	1907, 1935
Heileman Brewing Company	1000-1100 S. 3rd St.	1886, 1906, 1913, 1933
Gottlieb & Johanna Heileman House	925 S. 3rd St.	1875-76
Allis-Chalmers Company factory	525 N. 2nd St.	1937-38

Smith-James Foundry	100 King St.	1870-71, 1893
Trane Company Factory	313 S. 16th St.	1930, 1936, 1939
Egid & Julia Hackner House	1235 Ferry St.	1887
LaCrosse Rubber Mills	1407 St. Andrew St.	1913-1927

## ADDENDUM TO 9. INDUSTRY NOTES

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(2) City Directories for the City of LaCrosse, on file in the Library of the State Historical Society of Wisconsin, Madison, Wisconsin.

(3) Barbara Wyatt, ed., *Cultural Resource Management in Wisconsin*, Madison: State Historical Society of Wisconsin, 1986, Industry, pp. 8-1-8-10.

(4) "Foster Construction Company to Erect New Listman Mill," *LaCrosse Leader Press*, 27 June 1907; "Listman Mill Grain Tanks are Leased," *LaCrosse Tribune*, 5 December 1924; "Old Listman Mill Property Sold to Cargill, Inc., Grain Dealers," *LaCrosse Tribune*, 17 September 1940.

(5) Wyatt, pp. 9-1-9-7.

(6) Information from report and from newspaper citations provided by Douglas Connell.

(7) *Ibid.*

(8) *Ibid.*

(9) Wyatt, pp. 14-1-14-7.

(10) "Enterprise and How it Grew," *LaCrosse Tribune*, 29 July 1910; "New Buildings," *LaCrosse Republican Leader*, 15 March 1902; "Allis-Chalmers Company's New Plant Finished," *LaCrosse Tribune*, 15 February 1938; Matt McKinney, "History Uncovered," *LaCrosse Tribune*, 22 August 1994.

(11) C. W. Butterfield, *History of LaCrosse County, Wisconsin*, Chicago: Western Historical Company, 1881, pp. 635-636; City Directories.

(12) "Complete Trane Company Plant in Forty-Nine Days," *LaCrosse Tribune*, 29 May 1930; "Contract Let for Plant to Cost \$30,000," *LaCrosse Tribune*, 16 February 1936; information from newspaper citations provided by Douglas Connell.

(13) Egid Hackner, "Records and Reminiscences," *LaCrosse County Historical Sketches*, Series 7, September, 1945, pp. 1-17.

(14) Donald W. Affolter, "Firm Finds Footwear is Step in Right Direction," *LaCrosse Tribune*, 19 July 1979.

(15) *Ibid.*

## 10. PARKS, PLANNING, AND LANDSCAPE ARCHITECTURE

Until the present century, few activities in La Crosse revolved around parks, planning or landscape architecture. As in other raw frontier communities, La Crosse citizens concentrated their energies on creating a community and an economy from a wilderness. Times change, and today parks and recreational facilities are much in evidence.

For many years landscaping was carried out in La Crosse by individuals on an informal basis. The La Crosse prairie had few trees in its natural state. The Reverend John C. Smith gained attention by planting the first trees in La Crosse around his home on the southwest corner of State and Fifth Street in 1854.(1)

Mons Anderson, an important pioneer merchant, undertook the largest private tree planting effort in La Crosse's history in 1871. Anderson planted 7,000 - 8,000 trees between Main and Cass Street and from West Avenue and Seventeenth Street. Many were later cut down as the city grew, replaced by homes and streets.(2) In 1887 Joseph W. Losey, a civic minded lawyer, and B. L. Stouse beautified Losey Boulevard by planting trees along its margin.(3)

City officials became involved in tree planting during 1890. On Arbor Day the city coordinated a community-wide tree plant,(4) but there was no organized effort on behalf of the municipal government to landscape city streets during the 19th century.

The city did, however, care for a number of parks. Fourth Street Park, the original Public Square, on King Street between Fourth and Fifth Street was maintained by the city even though its title to the land was disputed until 1900.(5) No particularly notable features existed at the park.

The city officially acquired Myrick Park in 1940. Originally, the twenty acre site on the northeast side of the city between Pine and La Crosse Street, was called Lake Park.(6) It served as a fairgrounds and trotting park after 1873. In 1904 it became known as Oak Grove Park. The city established control of the property, but not title, in 1887.(7)

J. W. Losey and H. I. Bliss, a civil engineer, designed and laid out Cemetery Park during 1872 in connection with the Oak Grove Cemetery.(8) In fact, Oak Grove Cemetery and Park (located north of La Crosse Street and west of the Green Bay Railroad tracks) could properly be considered the first real experience with landscape architecture within city boundaries. The park has winding streets, several large tombs, and two memorials.

A. W. Pettibone, lumber tycoon and two-term mayor, donated a 200-acre island to La Crosse for park purposes in 1890. Barron Island, a haven for prostitutes and lumber-jacks, added greatly to the amount of parklands in La Crosse. Pettibone also established a \$50,000 endowment to maintain the park under an independent board of trustees. Interestingly, Barron Island was claimed by the State of Minnesota. Not until 1917 did Wisconsin acquire undisputed jurisdiction.(9) In any case,

Pettibone Park became one of the city's best. A public bathing pavilion opened in 1904 and earned a reputation as being one of the finest of its kind in the Northwest.(10) In 1925 architect Otto Merman constructed a City Bathhouse (Map Code 99-30). A sandstone gazebo was built in 1901 (Map Code 22-22).

Dr. Wendell Anderson, while serving his second mayoral term, helped pass an ordinance creating a Board of Park Commissioners in 1908. The Board was composed of J. M. Hixon, L. F. Easton, E. L. Colman, and Henry Gund.(11) Park development followed quickly.

In 1912, businessmen F. A. Copeland and Albert Hirshheimer donated an old saw mill site along the Black River in North La Crosse to the city for development into Copeland Park. The same year, 533 acres of land on Grandad Bluff east of the city including Hixon Forest, the Country Club grounds, the south side of Miller's Bluff, and the coulee lying between became La Crosse Parkland. Additional property at Hood and Fifth Street - near today's South Avenue - and at Jackson Street and West Avenue came into city possession by 1913, along with property on Isle La Plume.(12)

The La Crosse ferry dock and public landing situated along Front Street just north of State experience three stages of park development. After the demise of river traffic and the construction of a wagon bridge in 1891, the once bustling site fell into disuse. During the first stage of park development an area approximately 250 feet long, running northward along Front Street from the corner of State Street and about 120 feet wide, became known as Front Park or Spence Park after 1898. The Mississippi River front, west of what became Spence Park, was filled in two occasions, creating additional lands. During the 1870s, the Chicago, Milwaukee, St. Paul Railroad constructed a spur line along the Mississippi River from their depot north of the La Crosse River by building a narrow levee.(13) In 1897, the U. S. Army Corp. Of Engineers filled the area fronting between Main and Vine Street west of the levee while the city obligated itself to do the same between Vine Street and the La Crosse River. The entire Mississippi River front area between Main Street and the La Crosse River was thereby substantially expanded to the west.(14)

The enlarged area became known as Levee Park after being acquired by the city in 1908. In 1911, John Nolen, the prestigious landscape architect from Cambridge, Massachusetts, recommended that the city undertake additional filling, acquire more river front land and add a pleasure drive to the park. City officials began condemnation proceedings to obtain title to river front property from Mount Vernon Street northwards to the La Crosse River. Levee Park and Spence Park became parts of Riverside Park (Map Code 102-2).(15)

Nolen had been hired by the Board of Park Commissioners to devise a park plan for La Crosse. In addition for Myrick Park, Nolen also recommended that areas in Copeland Park in North La Crosse and Isle La Plume Park be filled with dredgings to better serve community recreational needs. Nolen suggested increasing the size of several other parks as well as the Main Street Public

Square Park, and the creation of four new ones in North La Crosse, the southern part of La Crosse, and in the western margins of the growing city.(16) Nolen's ambitious plans also included a recommendation to link his envisioned eleven park system with four enlarged boulevards and parkways.(17) The Board of Park Commissioners, realizing that Nolen's designs would not be acceptable to La Crosse taxpayers, dropped the system's plans, but were able to carry out parts of the Nolen program. In fact, over the years, the major outlines of Nolen's plan were put into effect, albeit in a piecemeal fashion.(18)

The Great Depression of the 1930s had positive effects on city parks. Myrick Park was enlarged. Ice skating rinks were built in parks throughout the city. In 1937 Houska Park on Isle La Plume was greatly expanded with WPA help.(19)

Until the 1960s the La Crosse municipal government steadfastly refused to adopt comprehensive plans for the city's development. Zoning ordinances, however, served some of the same purposes. Zoning laws made their first appearance in 1921, when large sections of the southern part of the city were set aside for residential purposes. In 1924 parts of the north side were zoned residential. The City Planning Commission was established in 1929 to help form zoning ordinances.(20) The city required telephone companies to bury their transmission cabled underground and land for recreational purposes was acquired west of the causeway linking La Crosse and North La Crosse.(21) Interest in tourism and the scenic beauty of the La Crosse area prompted stricter zoning laws in the 1950s, as the Chamber of Commerce supported an "aggressive program on community planning". Smoke abatement regulations and traffic improvement schemes were discussed.(22)

By 1962, La Crosse had acquired or built some thirteen parks, eleven playgrounds, and ten off-street recreation triangles. No counting Pettibone Park, whose independent board controlled its activities, La Crosse possessed 941 acres of parkland.(23) That same year, the first master plan for the city was released by the firm Candeub, Fleissig, and Associates of Minneapolis.(24) The 1962 plan, in its parks section, noted that while total acreage devoted to recreational and open space in La Crosse was adequate, the distribution of park facilities throughout the municipality was not. The consulting firm recommended that additional parks and playgrounds be constructed in North La Crosse, extreme south La Crosse, and in the western margins of the city. They also proposed that a civic center be constructed.(25)

Elements of the 1962 city plan will be mentioned in other sections, but several of the firm's observations have relevance to this chapter. Candeub, Fleissig, and Associates noted an important trend that was well underway by 1962. Out migration, they observed, had been affecting La Crosse's population since the 1930s, as people sought jobs elsewhere or established themselves in nearby suburban areas. The effect of the out migration could be seen in La Crosse's population statistics, which had been relatively level since 1950. The firm hoped that college students, medical center

business, and tourism would help stabilize the city economy.(26) They also noted that the downtown area suffered from “visual and structural deficiencies” caused by numerous dilapidated and poorly maintained buildings. They suggested a “comprehensive improvement program”.(27) Subsequently, the Downtown Analysis and Development Project (1978), and the Commercial Revitalization Program (1982) made similar recommendations.(28) Some progress has been made in the halting of wholesale demolition of historic buildings, partially as a result of Federal and municipal loan assistance.

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- Anderson, Mons: House-410 Cass Street (Map Code 10-37); Architecture Chapter; Overview Chapter; Notable People Chapter; Ethnic Groups and Neighborhoods Chapter
- Anderson, Dr. Wendell: Notable People Chapter; Government Chapter; Social Activism Chapter; Overview Chapter
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- City Bathhouse, Pettibone Island (Map Code 22-22); Architecture Chapter
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- Copeland Park, Rose Street and Copeland Avenue (no photo); Overview Chapter
- Fourth Street Park, King Street between 4th and 5th Streets (no photo)
- Grandad Bluff Park, Grandad Bluff (Map Code 102-18); Architecture Chapter; Overview Chapter
- Hirshheimer, Albert: Notable People Chapter; Overview Chapter; Industry Chapter
- Hixon, J. M.: House-1326 Cass Street (Map Code 11-5); Architecture Chapter
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- Losey, Joseph W.: Architecture Chapter
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- Pettibone, A. W.: Overview Chapter
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4. Ibid., p. 198.
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## **ADDENDUM TO 10. PARKS, PLANNING, AND LANDSCAPE ARCHITECTURE**

### **Introduction**

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

### **Cemeteries**

In the nineteenth century, American cemeteries provided training for landscape architects who designed park-like grounds that were catalysts for the later urban parks movement. America's first designed cemetery was New Haven's New Burying Ground, established in 1796. It was formal and orderly. The first park-like cemetery was Boston's Mount Auburn, created in 1831. It featured structures inspired by English gardens. By the mid-nineteenth century, most urban communities had large cemeteries with park-like settings of winding roads, landscaped trees and bushes, and picturesque buildings. These cemeteries were so park-like, pleasure driving and picnicking in them became a "craze." By the late nineteenth century, though, the trend in cemetery design had changed to the "lawn" plan which de-emphasized fences and structured ornamental plantings in favor of spreading lawns, lakes, and monuments. After the early twentieth century, cemeteries increasingly eliminated any landscaping plan in favor of functional memorial parks.(1)

Burying of the dead was an almost immediate concern for the earliest settlers of LaCrosse, and for about 10 years, it is thought that the settlers used an old Indian burying ground for their burials. In 1851, church deacon S. T. Smith purchased 15 acres for a formal cemetery. In 1857, this cemetery became known as the Wautonga Cemetery, but by the early 1860s, it was seen as an eyesore, as animals roamed the grounds at will, and no landscaping was even attempted. It was in such poor condition in 1864 that a local newspaper called it a disgrace. In 1869, Smith sold Wautonga Cemetery to G. S. Strasberger, who added 32 acres to the grounds, but apparently made few aesthetic changes. Finally, in 1872, the Oak Grove Cemetery Association of LaCrosse, a non-profit citizens' group, acquired the cemetery, renamed it Oak Grove, and proceeded to make major improvements to the grounds.(2)

Reflecting the current trend in cemetery landscape design, the association's secretary, engineer H. I. Bliss, formally surveyed and laid out the cemetery in a park-like manner. Bliss added flower beds, a conservatory, a fountain, circular walks and drives, rustic chairs and arbors, and many

different varieties of trees. Bliss also designed an elaborate entrance to the cemetery that was known as Cemetery Park. The entrance consisted of a wide walkway flanked by trees and an expanse of lawn. An 1881 account of the cemetery said that the landscaping formed “vistas of rare beauty,” and suggested that people would enjoy resting in the cemetery after a walk from the city. It is clear from the contemporary accounts that Oak Grove was designed to reflect the park-like tradition of Mount Auburn.(3)

Oak Grove Cemetery (1407 LaCrosse St.) is historically significant because it was the first public cemetery developed in the city. The cemetery is also significant because it represents the local application of a popular trend in landscape architecture, the cemetery as park. Although not as elaborate as some eastern cemeteries or cemeteries in larger cities, Oak Grove did have a formal design and its intent was to give the grounds park-like features. Oak Grove is a good example of this important landscape movement and for this reason, its original 32 acres are potentially individually eligible for the National Register of Historic Places.

There are several fine monuments that have been erected in the Oak Grove Cemetery over the years, along with a memorial arch and a mausoleum. Although many noted monuments that mark grave sites are of historical interest because they identify people of historical importance in LaCrosse, the monuments are not historically significant, although they may possess high artistic qualities and may be significant for those reasons. There are two historically significant structures in the cemetery that represent the historical development of the cemetery grounds. The most prominent is the Losey Memorial Arch, built in 1902 at the entrance to the cemetery. It honors prominent citizen Joseph W. Losey, who was instrumental in beautifying Oak Grove Cemetery and creating Losey Boulevard, a picturesque pleasure drive in eastern LaCrosse. The Oak Grove Mausoleum is another significant structure, constructed between November of 1912 and July of 1913.(4)

Another cemetery with landscape architectural significance is the LaCrosse Catholic Cemetery (519 Losey Blvd. South). It is unclear when the cemetery was first opened; one account claims that the land was donated in the early 1850s, while another account states that burials date back to the early 1860s. A few graves in the old section of the cemetery date to the early and mid-1850s. In any event, it appears that the early cemetery was not landscaped or improved until the 1880s, when a movement to move it next to Oak Grove Cemetery failed. In 1885, a section of land was added to the existing Catholic cemetery and park-like improvements were made. Winding drives were added to the landscape, along with many trees, flower beds, shrubs, and a decorative iron fence. The grounds were laid out to highlight the natural contours of the land, and later, a lagoon with a rustic bridge was added. Also added later were stations of the cross and grottos, honoring Catholic religious traditions.(5)

One of the most prominent structures in the Catholic cemetery is the chapel, built in 1891.

The chapel was constructed to provide a location for cemetery services and an honored burial place for the city's bishops and priests. Although some religious leaders have been moved to other locations, many priests are still buried in the chapel. The other structures of note in the cemetery are the grottos and stations of the cross. These structures were built by Erhard Reisinger, cemetery manager, beginning around 1900. The grottos are constructed of stone rubble taken from the bluffs around LaCrosse, and of the four that were constructed, three remain today. The fourteen stations of the cross were also constructed of stone rubble and originally contained plaster bas-relief scenes enclosed behind glass that were made by Egid Hackner of the Hackner Altar Company of LaCrosse.(6)

The structures in the Catholic cemetery are of historical interest because they reflect late nineteenth and early twentieth century cultural traditions, but they are of more architectural significance than historical significance. The older sections of the cemetery, though, are historically significant and potentially individually eligible for the National Register of Historic Places because they were one of the earliest cemeteries founded in the city and because the layout from the 1880s reflects the landscape architecture practices of the era; that is, designing cemeteries as parks. The winding roads and elaborate landscaping that was undertaken in the 1880s in the Catholic cemetery made the grounds park-like and inviting for visitors. Because of its landscape design, the LaCrosse Catholic Cemetery is a local landmark in the city.

The Jewish Cemetery (805 Losey Blvd. South) was also established as a burial ground for LaCrosse residents of this faith. Although it has some historical interest in the community, it is not of landscape architectural significance and is not potentially eligible for the National Register of Historic Places.

## **Planning**

City planning can be traced back as far as the 5th Century, B.C., when plans were prepared for several cities in Greece. Throughout history, plans have been written for many cities in Europe, Asia, and America. In Colonial America, the earliest planning efforts were centered around plans for new towns such as Williamsburg, Philadelphia, and Washington, D. C. These plans began with a bare site and were commissioned by someone with the power to carry them out. One common feature of these plans was the development of public squares or commons as open spaces set aside for public use.(7)

In the late nineteenth century, civic-minded people began to agitate for city planning to help beautify urban areas. This "City Beautiful" movement resulted in the development of planning as a profession, as business leaders, often Chambers of Commerce, sponsored the preparation of professionally designed city plans. One of the most significant of the early planners was John Nolan,

who developed modern plans for many communities. During the 1920s, local planning gained strength from the Standard State Zoning Enabling Act passed by the federal government in 1922, and the Supreme Court's 1926 decision that supported the constitutionality of zoning. The Model City Planning Act, published by the U. S. Department of Commerce in 1928, provided a blueprint for local zoning and planning efforts nationwide.(8)

During the 1930s, the federal government, as part of efforts to combat the Great Depression, engaged in planning efforts such as the establishment of the National Resources Planning Board, Tennessee Valley Authority, and the Resettlement Administration. During this period, the emphasis in local planning shifted from zoning to land use and natural resources issues. After World War II, there was a boom in urban growth as new highways, a strong economy, and suburbanization flourished in the 1950s and 1960s. Federal policies of urban renewal and community development funding supported local planning efforts that both improved and damaged urban areas. But the overall result was that planning activities became a standard function of local governments. In the 1970s and after, new environment regulations and historic preservation laws have had a major impact on land use and planning as communities struggle with preserving a high quality of life while promoting economic growth.(9)

Like most communities, the city of LaCrosse did little comprehensive planning prior to World War II. The city enacted zoning laws beginning in 1921, and the Planning Commission was established in 1929. Most planning efforts surrounded the acquisition and development of city parks. In 1962, the city commissioned its first comprehensive city plan and since that time, city officials have engaged in many significant planning efforts, including historic preservation planning. The city established its Landmarks Commission in the 1980s, and in 1983-84, the city undertook a comprehensive historic preservation survey that resulted in the completion of the first report. The city is also currently sponsoring an historic preservation plan for the downtown commercial district and this resurvey effort.

The most important historic planning activities have taken place in LaCrosse's old city hall (not extant). Important planning activities continue to take place in the current city hall building, but its date of construction is too modern for the building to have achieved any historical significance at this time. Because of the important activities that take place in the current city hall, it may achieve historical significance sometime in the future.

## **Parks**

During the nineteenth century, urban parks in the state, as well as much of the country, consisted primarily of vacant lots or commercially operated sites, even though many landscape architects and others, disturbed by the rapid growth of over-crowded cities, pushed for the creation of

parks and open spaces. In particular, social reformers felt that open spaces would be a benefit to immigrants and other working-class persons. One such reformer was the noted landscape architect and city planner Frederick Law Olmstad, whose layout of New York City's Central Park with Calvert Vaux, stood and still stands as a landmark in city park development. But, most urban communities were slow to take on ideas such as Olmstad's. Some smaller communities were fortunate to have open spaces left over from the original Yankee-style town plats that featured a town square. But, for larger communities, any leftover town square was inadequate to meet the recreational and aesthetic needs of the community. In Wisconsin, probably one of the earliest parks was the lakefront park that Milwaukee established in 1869. There is little to suggest that other communities continued this example from Wisconsin's largest city until the twentieth century.(10)

By 1881, the city of LaCrosse had only a few small parks including Cemetery Park, a parkway originally developed to enhance the Oak Grove Cemetery; Main Street Park (later Burns Park), an old city square or commons; Spence Park, a plot of land where the city waterfront ended; and Fourth Street Park (later Cameron Park), a small neighborhood park. The start of a comprehensive park program for the city came in 1900, when A. W. Pettibone, a lumber merchant, purchased Barron's Island for the purpose of establishing a public pleasure ground there. Pettibone set about making improvements to the island, and by 1901, the park was already a popular attraction. In July of 1901, Pettibone and the city of LaCrosse made an agreement that the city would take over sanitary services and policing of the park, while Pettibone continued to control the site and make improvements. Eventually, when Pettibone no longer wanted to control the park, the city commission would take over the facility.(11)

Another early park that was a foundation for LaCrosse's park system was a 20-acre site in northeast LaCrosse near the Oak Grove Cemetery that began as a fairgrounds and driving park in the 1870s. In the 1880s, the city acquired the grounds, then known as Lake Park, and changed its name to Oak Grove Park in 1904. Later, its name was again changed to Myrick Park.(12)

The city of LaCrosse officially began the process of developing a park system in 1908, when the council enacted an ordinance establishing two park districts and a Board of Park Commissioners. One of the first tasks of the new commission was to hire noted landscape architect and planner John Nolan to develop a comprehensive park plan for the city. One of the important elements of Nolan's park plan was his suggestion that the selection of park land be based on whether it could be developed economically and whether the land enhanced the natural beauty of the city of LaCrosse. The Mississippi River and its nearby bluffs were obvious choices for park locations, and Nolan proposed several specific park developments to take advantage of these natural features. These suggestions included the development of Copeland Park, more than 20 acres fronting the Black River that was given to the city in 1909; the creation of a downtown ornamental park known as Levee Park; and the

acquisition of more than 400 acres near Grandad Bluff and Miller's Coulee for recreation and pleasure driving.(13)

In his park plan, Nolan also included a proposal for the additional development of the West Avenue Playfield and the Adams Street Playground, and the development of a new playground at George and Livingstone Streets for children's recreational facilities. Other projects that Nolan suggested included the expansion of Main Street (Burns) Park, the development of LaPlume Island, the acquisition of a large tract for a south-side park, the acquisition of the viaduct between North and South LaCrosse for a parkway, and the development of the Inter-State Fair Grounds as an athletic field and sports center. Nolan often promoted the development of parkways or landscaped boulevards that linked city parks and playgrounds for pleasure driving, and he suggested this type of development for LaCrosse, as well.(14)

Based, in part, on Nolan's suggestions, the city of LaCrosse began to add to its park system. The first park to be developed was Copeland Park. In 1909, Col. and Mrs. Frederick A. Copeland donated 20 acres of land that had been the site of an old saw mill. More land was added to the site by dredging the Black River and using the fill to make more park land. Copeland Park was landscaped with trees and shrubs, baseball fields, tennis courts, playground equipment, and fishing and boating facilities. The park officially opened in July of 1911.(15)

In 1912, 533 acres of land in the Grandad Bluff-Miller's Coulee area was also acquired for city park land. In 1913, a south-side parcel was acquired for a park along with property on LaPlume Island, now known as Houska Park. The city also filled land along the Mississippi River near the business district to create Levee Park. Later, Levee Park and the old Spence Park were combined with additional property to form Riverside Park. Other aspects of Nolan's plan were not immediately implemented, although over the rest of the twentieth century, some of Nolan's park ideas were executed.

The major historic parks that were developed prior to or as part of John Nolan's plans are historically significant and potentially eligible for the National Register of Historic Places because they represent the development of the city park system in LaCrosse. The parks that were developed along the suggestions of planner John Nolan are also significant because they are associated with the work of a master planner who helped define the planning and parks movement of the late nineteenth and early twentieth centuries. The potentially eligible parks include: Myrick Park (LaCrosse St.); Pettibone Park (Barron Island); Copeland Park (Copeland Avenue); and Grandad Bluff Park (Grandad Bluff Park Rd.). Although it contains some historic elements, Riverside Park was made up of several parks and has suffered from a loss of integrity in the later twentieth century. Therefore, it is not historically significant and potentially eligible for the National Register of Historic Places at this time.

Associated with these parks are several structures that have historical significance because they were developed as part of the landscaping of the parks or to provide facilities for park users. These structures include the Myrick Park Shelter, built in 1940, and the Grandad Bluff Park Shelter, built around 1930. Of all of the park structures, probably the most prominent are the Pettibone Park Gazebo and Bath House. The Pettibone Park Gazebo was constructed in the spring and summer of 1903. In June of 1925, construction began on the new Spanish Colonial Revival bath house at Pettibone Park. The modern facility was dedicated in July of 1926. These structures, especially the Pettibone Park bath house, are significant because they represent the historic growth and development of the LaCrosse park system, one of the most important planning and landscape architectural projects the city engaged in during its historic period.(16)

The development of city parks has continued in the twentieth century and many more facilities have been constructed for city parks. Both the more recent parks and their structures need to be evaluated from time to time to determine their potential historical significance in the history of the parks movement in LaCrosse.

#### **REVISED LIST OF POTENTIALLY ELIGIBLE AND LISTED PROPERTIES**

<i>Name</i>	<i>Address</i>	<i>Date</i>
Oak Grove Cemetery	1407 LaCrosse St.	1852, 1869, 1872
Losey Memorial Arch	1407 LaCrosse St.	1902
Oak Grove Mausoleum and Chapel	1407 LaCrosse St.	1912-13
LaCrosse Catholic Cemetery	519 Losey Blvd. South	c.1860; 1885
Catholic Cemetery Chapel	519 Losey Blvd. South	1891
Catholic Cemetery grottos & stations of the cross	519 Losey Blvd. South	1898-1908
Myrick Park	LaCrosse St.	1882
Pettibone Park	Barron Island	1900
Copeland Park	Copeland Ave.	1909-1911
Grandad Bluff Park	Grandad Bluff Park Rd.	1912
Myrick Park Shelter	Myrick Park	1940
Pettibone Park Gazebo	Pettibone Park	1903
Pettibone Park Bath House	Pettibone Park	1925-26
Grandad Bluff Park Shelter	Grandad Bluff Park	1938

## ADDENDUM TO 10. PARKS, PLANNING, AND LANDSCAPE ARCHITECTURE

### NOTES

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- (2) C. W. Butterfield, *History of LaCrosse County, Wisconsin*, Chicago: Western Historical Company, 1881, pp. 512-513; "Cows and Hogs Romp in Cemetery," reprint of two newspaper articles in Douglas Connell, ed., *True Tales of LaCrosse*, publication in possession of the editor, p. 11.
- (3) *Ibid.*
- (4) "Impressive Program," *LaCrosse Daily Press*, 31 May 1902; "Dedicate Tomb at Oak Grove," *LaCrosse Tribune*, 7 July 1913.
- (5) "Cemetery Now is 60 Years Old," *LaCrosse Tribune*, 29 July 1910; Genevieve Koenig, unpublished manuscript related to the Catholic cemetery and chapel, September, 1983, copy in possession of the authors.
- (6) Koenig.
- (7) *The Plan for Planning City of Janesville Comprehensive Planning Program*, Janesville: City of Janesville, 1982, pp. 14-15.
- (8) *Ibid.*
- (9) *Ibid.*
- (10) Richard N. Carrant, *The History of Wisconsin, Vol. II The Civil War Era 1848-1873*, Madison: State Historical Society of Wisconsin, 1976, p. 512.
- (11) Butterfield, p. 507; Benjamin Bryant, ed. *Memoirs of LaCrosse County*, Madison: Western Historical Association, 1907, pp. 172-173; John Nolan, *The Making of a Park System in LaCrosse*, LaCrosse: Inland Printing Company, 1911, pp. 11-13; "Park Progress," *LaCrosse Daily Press*, 19 June 1900; "Pettibone Park Popular," *LaCrosse Republican Leader*, 27 May 1901; "Pettibone Makes New Arrangements for the Park," *LaCrosse Daily Press*, 25 July 1901.
- (12) Bryant, pp. 172-173; Nolan, pp. 11-13.
- (13) Nolan, pp. 13-25.
- (14) *Ibid.*
- (15) "Copeland Park Site of Saw Mills," *LaCrosse Tribune*, 21 July 1938.
- (16) "'Bath House to be Handsome Structure," *LaCrosse Tribune*, 14 June 1925; "Great Crowd Sees Program on the Island," *LaCrosse Tribune*, 21 July 1926.

## 1. RECREATION AND ENTERTAINMENT

### Drinking and Dancing

Recreation and entertainment have a long and important history at La Crosse. The sizeable European born population of La Crosse, particularly the German element, found both recreation and entertainment at the ubiquitous beer garden, or outdoor tavern. Germani Hall (not extant) had the most famous beer garden in La Crosse history. Shorty Swords (now Howie's Hof Brau) at 1128 La Crosse Street (Map Code 20-10) was another, as was Tivoli Summer Garden (not extant).(1) These were all late 19th century structures.

Some Puritanically oriented Yankee elements along with certain Norwegian citizens opposed “Continental Sunday,” the frequenting of taverns and beer gardens on the Lord’s day. Temperance activities at La Crosse had been in evidence since the mid-1850's. But, local desire to pass a relaxing day drinking beer - even on Sunday - made temperance victories impossible.(2) Even during Prohibition (1918-1934) numerous “beer flats” more or less openly flaunted national law. Speakeasys were most heavily concentrated along Copeland Avenue. The Amber Inn on Losey Boulevard near the K-Mart shopping center (not extant) was one such establishment.(3)

Even today, La Crosse has a thriving tavern business. Third Street, particularly, reflects this predilection. Bars in the North La Crosse serve as neighborhood centers and are sources of political constituencies.(4)

Dance halls are and were important gathering spots. Two remain which played a social role for youthful members of the community over the years. Concordia Ballroom (1891), 1129 La Crosse Street (Map Code 20-9) and the Avalon Ballroom (1927) in North La Crosse (Map Code 87-23) are both extant, although the Avalon was damaged by a 1937 fire and the Concordia has been insensitively modified.(5)

### Country Club

The La Crosse Country Club was established for the city’s elite in 1900 at 600 North Losey Boulevard (Map Code 74-33). Located on the eastern edge of the city, the club was originally called the Schagticoke Club. Golf was introduced at this establishment.

### Fairs

The La Crosse County Fair was held in West Salem between 1875 and 1909. But fairs were held in La Crosse prior to 1875 and occasionally afterwards. No buildings remain, however. At Lake

Park, now Myrick Park (Map Code 99-27) a horse racing track was established (not extant) and operated during the 1880's. In 1895, a larger horse track was created south of the city limits, but it failed by 1896 (not extant).(6)

In 1961 a regionally important fair was established in La Crosse. Oktoberfest became extremely successful, and both the Heileman Corporation and the La Crosse Chamber of Commerce helped institutionalize the event (no photo). Oktoberfest is now run by a professional management group called La Crosse Festivals, Inc.(7)

### Prostitution

La Crosse's location as a milltown and a metropolis on the Mississippi River probably contributed to the persistence of house of ill-fame through the city's history. As early as the 1850's, La Crosse achieved reknown as a center of prostitution. So wild and open did the night scene become by 1857 that a mob of 400 respectable citizens formed a vigilante group. The vigilantes moved violently against the brothels, burning several establishments.(8)

The demise of the Black River Pinery probably did more to remove the presence of organized prostitution than did the vigilantes. By 1899 eight houses of prostitution existed within the city where twenty-six women worked on a regular basis. While operating illegally, municipal authorities took no direct action against the businesses. The houses were located at 516 North Fourth, 122 Jay, 124 Jay, 128 Jay, 130 Jay, 424 North Second, 133 King, and 226 South Second Street.(9) By 1909 only two remained.(10) Today, none of these structures are extant.

### Tourism

As in many other Wisconsin communities, active promotion of tourism has become accepted practice at La Crosse since 1928 when the Chamber of Commerce first sponsored it. The presence of beautiful scenery; the Mississippi River and its tributaries; state supported campgrounds, such as nearby Perrot State Park; the invention of the automobile, with its unexcelled mobility; and good roads have contributed to the growth of the recreation industry. The Municipal Harbor constructed c.1970, on Isle La Plume, south of Houska Park (no photo) is a direct effort to promote growth in this important area. Fishermen, boaters, campers, outdoor enthusiasts, and hunters all take advantage of La Crosse facilities.(11)

## INDEX OF REFERENCES: RECREATION AND ENTERTAINMENT

Study Units: Parks, Planning and Landscape Chapter; Architecture Chapter; Social Activism Chapter; Ethnic Groups and Neighborhoods Chapter

Avalon Ballroom, 206 Copeland Avenue (Map Code 87-23)

Concordia Ballroom, 1129 La Crosse Street (Map Code 87-23): Ethnic Groups and Neighborhoods Chapter; Architecture Chapter

Germania Hall (not extant): Ethnic Groups and Neighborhood Chapter; Overview Chapter

La Crosse Country Club (also known as Schaghticoke Club), 600 North Losey Boulevard (Map Code 74-33)

Municipal Harbor, Isle La Plume (no photo): Parks, Planning and Landscape Chapter

Myrick Park, La Crosse Street (Map Code 99-27): Agriculture Chapter; Social Activism Chapter; Parks, Planning Landscape Chapter; Architecture Chapter

Shorty Sword's Tavern (now Howie's Hof Brau), 1128 La Crosse Street (Map Code 20-10); Ethnic Group and Neighborhoods Chapter

## RECREATION AND ENTERTAINMENT NOTES

1. Stanley N. Miller, "A History of La Crosse, Wisconsin 1900-1950," Unpublished Ed. thesis, George Peabody College for Teachers (1959), p. 105.
2. A. H. Sanford and H. J. Hirshheimer, A History of La Crosse, Wisconsin 1841-1900 (La Crosse, 1951), pp. 227-228.
3. Archie Carrie, Interview, Oral History Project, UW-La Crosse, (1975), typescript, La Crosse Area Research Center, Ch. 11, p. 2.
4. Sheldon Smith, "Of Bars, Boy's Clubs and Businessmen: Leadership Networks of North La Crosse," unpublished paper delivered at Central States Anthropological Society, Cincinnati, Ohio (1981), p. 21.
5. Carrie Interview transcript, Chapt. 11, p. 2; Miller, "La Crosse 1900-1950," p. 234; La Crosse Tribune, (Jan. 15, 1967).
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11. 1928 City Directory, pp. 8-9; The Gateway City La Crosse, Heart of the Coulee Region (N.P. 1951?); Hiawatha Valley and Upper Mississippi River Scenic Drive (N.P. N.D.); La Crosse in the Heart of God's Country (N.P., 1978?); La Crosse, Wisconsin #1 River City in the Heart of God's Country (N.P., 1978); La Crosse, Live It, You'll Love It (N.P. N.D.).

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Carrie, Archie. Interview, Oral History Project, University of Wisconsin La Crosse (1975), typescript, La Crosse Area Research Center. Valuable memories of old time La Crosse bootlegger and union man.

Gateway City La Crosse, Heart of the Coulee Region (n.p., 1951?) Boosteristic and pro-tourism.

Hiawatha Valley and Upper Mississippi River Scenic Drive (n.p., n.d.) Touristical.

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## **ADDENDUM TO 11. RECREATION AND ENTERTAINMENT**

### **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 and listed 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.

### **Drinking and Dancing**

In the nineteenth century, beer and dance halls, along with saloons, were particularly popular with the many German immigrants in LaCrosse. In the twentieth century, the popularity of dance halls widened to include people of many ethnic groups. There is one historic property that represents this popular form of recreation and entertainment. A German immigrant group called the Frohsinn Society built Concordia Hall in 1891 as a community center and dance hall. The Frohsinn Society was a part of the Concordia Singing Society, a German singing group established in 1870. Through the first half of the twentieth century, Concordia Hall was extensively used for dances, weddings, and parties. By mid-century, people of all ethnic backgrounds were coming to the hall for dances, but competition from other ballrooms lessened Concordia's popularity as the years went on. In the late twentieth century, the Concordia was still being used for parties, occasional dances, and concerts, but it has also been recently threatened with demolition.(1)

Concordia Hall (1129 LaCrosse St.) is historically significant and potentially eligible for the National Register of Historic Places because it is one of the few historic resources in LaCrosse that is associated with the popularity of dance halls in the nineteenth and early twentieth centuries. It is also significant because it was originally built for a German ethnic singing society and used extensively as a recreational and entertainment center for LaCrosse's German population. Although Concordia Hall has suffered from some inappropriate alterations, its basic architectural elements are still extant, and historic photographs exist that could aid in the building's restoration to its original appearance. Because of its strong historical associations, these alterations do not overly detract from the building's historical significance.

### **Theatres**

Entertainment in the nineteenth century consisted primarily of traveling performing troupes and local musical and theatrical organizations. During the late nineteenth and early twentieth century,

professional performing arts entertainment became more available as many communities supported theatres and opera houses. These facilities were places where professional touring groups could perform or local organizations could put on musical or theatrical performances.(2)

Beginning with the nickelodeons of the 1900s and 1910s, the motion picture industry grew rapidly in the early twentieth century. By the 1920s, most towns had a motion picture house, and some of the larger communities had one or more “movie palaces,” where movies were shown with vaudeville-like entertainment, and movie-going was a multi-dimensional entertainment experience. The growing popularity of the movies was not without social comment. Many saw the movies as a bad influence on public morals and a draw away from more wholesome entertainment. But, by 1940, going to the movies was a part of American life. Friday or Saturday nights, depending on what community you lived in, was “movie night,” and many children spent Saturday afternoons enthralled with the latest serials. The movies provided an escape into a world of fantasy, especially during the dark years of the Great Depression of the 1930s and World War II.(3)

The city of LaCrosse has had a long history of support for opera houses and movie theatres. The first building constructed specifically for a theatre was the Pomeroy Building (not extant). Constructed in 1867-68, the Pomeroy Building was not successful and in 1879 a new owner remodeled it. In 1881, the Pomeroy Building was sold and became the McMillan Opera House, but when the modern LaCrosse Theatre opened in 1889, the old McMillan building soon closed, and it was destroyed by fire in 1897.(4)

Because the old Pomeroy Building was seen as a fire hazard, a group of LaCrosse businessmen made plans for a new theatre building that would be safe as well as beautiful. The solidly built LaCrosse Theatre, completed in 1889, had the most modern theatre features including an advanced lighting system and a water system to combat fires. In 1906, new owners of the theatre began an extensive renovation of the building that gave it a modern appearance both inside and out. Although movies were changing many opera houses into movie theaters at that time, the LaCrosse Theatre continued to offer stage shows, including plays and operettas. By the end of the 1920s, though, the LaCrosse Theatre was struggling, and the onset of the Great Depression in 1929 hastened its demise. The theatre closed for good in 1930 and was replaced by a new building shortly thereafter.(5)

In 1910, a vaudeville house named The Majestic opened in LaCrosse. The Majestic was a modern early twentieth century theatre building that included storefronts, steam heat, electric lighting, and a water system to combat fires. Although exclusively a vaudeville house when it opened, during the 1920s, as vaudeville declined, the Majestic began offering movies. As was the custom during the 1920s, the Majestic often offered movies and vaudeville acts as part of a complete show. When the silent movie era ended, the Majestic became a sound movie theatre, and a major renovation

modernized the building into a “movie palace” in 1936. After the renovation, the theatre was known as The Wisconsin, but it was apparently not totally successful, since it quickly changed its format back to a combination of movies and vaudeville stage shows. In 1952, most of The Wisconsin burned in a major fire. The portion of the building that remained was razed in 1972.(6)

During the early twentieth century, many smaller nickelodeons, movie theatres, and vaudeville houses were opened in LaCrosse. Most of these theatres were short-lived as competition in the theatre industry was intense during this period. Some of these small theatres included the Bijou, opened in 1908; the Unique, a nickelodeon; the Star, a nickelodeon; the New Electric, a nickelodeon; the Lyric, a nickelodeon opened in 1910; the Casino, a silent movie house opened in 1911; the Strand, the first movie house constructed specifically for silent movies in 1916; the Dome or Rialto, a North LaCrosse theatre; and the Dreamland, a North LaCrosse nickelodeon. All of these theatres are not extant.(7)

The first real “movie palace” constructed in LaCrosse was the Rivoli (117 N. 4th St., LaCrosse Historic Commercial District), built in 1920. Featuring a \$20,000 organ for accompanying the silent pictures shown there, the Rivoli could seat more than 1,000 people in its auditorium. Local decorator Odin Oyen created the elaborate original interior that featured a large hand-painted mural and two large chandeliers. These decorations probably reflected the popular French Renaissance style used in many movie palaces of the time. But, when sound movies replaced the silents in 1929, the Rivoli was extensively renovated. The renovations included a fine sound system, new seats, and a combination exotic/atmospheric interior design. The auditorium was decorated like a Spanish courtyard, an exotic design also popular in movie palaces. The curved ceiling was painted in a sky motif with moving clouds and flickering stars. This effect was known as an atmospheric interior design and was also common in movie palaces. In 1962, the Rivoli was renovated and modernized again, but new downtown and suburban theatres were beginning to hurt the movie palace’s popularity.(8)

A smaller, art deco style movie theatre called the Fifth Avenue was opened in 1937. Competition from the more elaborate Rivoli and probably the poor economic conditions of the Great Depression caused the Fifth Avenue to be largely unsuccessful. Later, the theatre became home to the LaCrosse Community Theatre. A more successful theatre from the 1930s was the Hollywood, built in 1936. The Hollywood could seat almost 1,000 people before it was remodeled for wide-screen pictures in 1953. Later in the twentieth century, more theatres opened in LaCrosse as the popularity of one-screen, downtown theatres waned. Smaller, multi-screen suburban theatres, along with “drive-ins,” were the most popular movie locations after World War II. Today, most movie theatre activity is centered in suburban areas of LaCrosse.(9)

The Rivoli, Fifth Avenue, and Hollywood theatres are located in the LaCrosse Historic

Commercial District and were not resurveyed. The post-World War II movie theatres are too modern to have achieved historical significance at this time and were also not surveyed. There is one theatre building, though, that was included in the resurvey project and is of historical interest. It is the Riviera Theatre, the movie palace built for north-siders in 1920. The Riviera Theatre was a “sister” theatre to the Rivoli movie palace in downtown LaCrosse. Designed by the same architects and decorated by Odin Oyen, the original Riviera Theatre interior was probably similar to that of the original Rivoli. In 1942, the Riviera was remodeled with new painting, carpeting, and seating, giving it a modern appearance. In the 1960s, though, the Riviera closed and the interior was eventually remodeled for a clothing store (now an antique store).(10)

The Riviera Theatre (1213 Caledonia St.) is historically significant and potentially individually eligible for the National Register of Historic Places because it represents the important “movie palace” era in theatre construction. It was also the only movie palace constructed on the north side, and although its theatre interior is largely remodeled, the exterior of the building still reflects its original appearance. The old movie palaces are significant because they represent the development of one of the most important elements of popular culture in the twentieth century. The movie palaces cemented the American love affair with the movies, making the movie-going experience an event. The local movie palaces also played an important role in spreading mass popular culture. During the nineteenth century, theatre entertainment was accessible to people only if touring companies came to a community that had a large opera house. In the twentieth century, almost every community had a movie theatre that showed the best, and sometimes the worst, Hollywood had to offer. For these reasons, old movie palaces and theatres are historically significant and important local landmarks.

## REVISED LIST OF POTENTIALLY ELIGIBLE AND LISTED PROPERTIES

<i>Name</i>	<i>Address</i>	<i>Date</i>
Concordia Hall	1129 LaCrosse St.	1891
Rivoli Theatre	LaCrosse Historic Commercial District	1920
Fifth Avenue Theatre	LaCrosse Historic Commercial District	1937
Hollywood Theatre	LaCrosse Historic Commercial District	1936
Riviera Theatre	1213 Caledonia St.	1920

## ADDENDUM TO 11. RECREATION AND ENTERTAINMENT NOTES

- (1) Mike Starling, "American Dream," *LaCrosse Tribune*, 18 June 1995.
- (2) Richard N. Current, *The History of Wisconsin Vol. II The Civil War Era 1848-1873*, Madison: State Historical Society of Wisconsin, 1976, p. 128; Robert C. Nesbit, *The History of Wisconsin Vol. III Urbanization and Industrialization 1873-1893*, Madison: State Historical Society of Wisconsin, 1985, pp. 491-493, 541.
- (3) Nesbit, pp. 491-493, 541; Paul W. Glad, *The History of Wisconsin Vol. V War, a New Era, and Depression 1914-1940*, Madison: State Historical Society of Wisconsin, 1990, pp. 255-256; William F. Thompson, *The History of Wisconsin Vol. VI Continuity and Change 1940-1965*, Madison: State Historical Society of Wisconsin, 1988, pp. 26-27.
- (4) Denis L. Palmer, "Theatres of LaCrosse, Wisconsin," unpublished manuscript on file in the LaCrosse Public Library, LaCrosse, Wisconsin, pp. 1-4.
- (5) *Ibid.*, pp. 5-9.
- (6) *Ibid.*, pp. 10-13.
- (7) *Ibid.*, pp. 14-17.
- (8) *Ibid.*, pp. 17-21.
- (9) *Ibid.*
- (10) "North Side's Movie Palace Opens Today," *LaCrosse Tribune*, 17 October 1920; "New, Modern Chairs are Installed for Comfort of Patrons at Shows," *LaCrosse Tribune*, 6 February 1942; City Directories for the City of LaCrosse, on file in the library of the State Historical Society, Madison, Wisconsin.

## 12. RELIGION

Religion always played an important role in the lives of La Crosse's citizens. Churches sprang up as soon as the early settlers established a community. The growth and maturation of the settlement was accompanied by a corresponding increase in the number and variety of religious institutions. Immigrant groups, moreover, organized themselves into distinct congregations so that services could be held in their native languages. The later genous nature of La Crosse's Catholic population, for example, representing diverse cultures, languages, and customs caused multiple divisions within established parishes and led to an epoch of church construction, each new building serving members of a particular ethnic group or groups.

The larger religious institutions established parochial schools. Parochial schools are discussed here and several are mentioned again in the section on education. Health care facilities established under the auspices of religious institutions are discussed in depth elsewhere, although mentioned here.

It should be emphasized that churches catered to more than the spiritual needs of their constituents. They also provided social services to members of the community. Such functions as helping immigrants adjust to their new surroundings, various charitable under-takings, establishing literary and cultural groups, educational facilities, the creation of neighborhoods, as well as a sense of a group identity were all areas in which religious institutions played an important role. Indeed, religious institutions of La Crosse provided the main outlet of community life for many La Crosse residentis in the late 19th and early 20th centuries.

By 1963 some forty-eight churches, representing twenty different religious groups co-existed harmoniously in La Crosse.(1) This section will review the development of the major religious bodies in La Crosse. In the pioneer era, congregations frequently organized themselves before church buildings existed.

### Congregationalist

Congregationalists organized themselves in 1852, at a time when La Crosse was very sparsley populated. Indeed, at the organizational meeting Baptists and Presbyterians participated - each group helping the other. The Congregationalists and the Presbyterians formed the First Congregational Church, attending services together in private houses, the Court House (not extant), and the Third Ward School (not extant). In 1855 Peter Cameron donated a lot in the corner of Fourth and Jay Street for the construction of a church building, which was completed that year (not extant).(2)

In 1856 the First Congregational Church was enlarged. It served the needs of the

congregation until 1870 when a new and much larger building was constructed in the corner of Main and Seventh Street. A bell was added that same year.(3)

The First Congregational Church expanded into more distant neighborhoods by constructing chapels. Bethany Chapel on 1414 South Ninth Street (not extant) and Olivet Chapel at 414 North Eleventh Street provided services to other Congregationalists.(4)

### Baptist

The First Baptist Church was organized at the home of H. T. Smith at the same meeting that witnessed the creation of the Congregational and Presbyterian congregations. The Baptists were fortunate in that seven co-religionists from St. Louis brought with them to La Crosse a small library of Sunday school books.(5)

In August 1856 the First Baptist Church (not extant) completed its church edifice on the southeast corner of the Court House Square, and immediately began a Sunday school. The congregation outgrew the original building and began constructing a 80' x 82' stone structure in 1856. The panic of 1857 prevented the completion of the work past the basement level, where the congregation met until 1864 when the completed structure was finally dedicated. The building was destroyed by fire in 1866 and rebuilt. Suffering another fire, the Baptist Church was rebuilt in 1874.(6)

Other Baptist congregations sprang up. In 1887 Baptists in North La Crosse established the Tabernacle Baptist Church at 1232 Avon Street (Map Code 14-28). German Baptists constructed a church on the corner of Winnebago and Seventh Street (not extant). Norwegian Baptists in North La Crosse built a frame building, the Calvary Baptist Church, at 1353 Charles Street (Map Code 13-11)(7) as early as 1869.

### Presbyterian

The Presbyterians first held joint services with the Congregationalists. In 1866, however, the Rev. J. I. Smith helped head the members of the First Presbyterian Church of La Crosse into a separate house of worship by renting space in the German Methodist-Epicopal Church near Jay Street and Fifth (not extant), subsequently removed to the northeast corner of Seventh and Ferry Street (not extant).(8) The following year the congregation built their own edifice at King and Sixth Street with the help of Paul S. Davidson, lumber baron and steamboat tycoon.(9) In 1868 the structure was veneered with brick and in 1883 a new church was constructed on the site (not extant).(10)

Presbyterians living in North La Crosse received assistance from the First Presbyterian Church in the form of its pastor as well as resources to purchase a church building of their own rather than continuing to meet in the Fifth Ward School on Caledonia and St. James Street (not extant). In

1868 the North Presbyterian Church purchased the school building and moved it to 911 Rose Street where it became their house of worship. In 1878 the congregation greatly enlarged the building. A new church at 1347 Avon Street (Map Code 13-24) was built in 1894 and in 1906 brick veneer was added. In 1964 the congregation built another church at 1327 North Salem Road.(11)

### Episcopalians

Originally organized in 1857 the members of the congregation waited until 1863 before completing a frame church at the present site of Christ Church on Main and Ninth Street. Prior to that date the Episcopalians rented space in the Baptist Church. In 1895 the congregation began work on a large new edifice made of gray stone at 831 Main Street (Map Code 11-7). Christ Church was completed in 1899. As was the case with other religious institutions in La Crosse, the members of Christ Church helped establish an annex - St. Peters - in North La Crosse (not extant).(12)

### Methodist

The First Methodist-Episcopal Church was organized in 1853. The congregation obtained a lot of South Fourth Street near Cass and built a church at 427 South Fourth (not extant). In 1858 a 40' x 60' church building was constructed on the same lot (not extant). The Methodists established a Sunday school during the 1850's. By 1870 the congregation had become more numerous and enlarged their church building as a result. The First Methodist Church permitted the Norwegian Methodist Congregation to share their building in 1880.(13)

Three years later the First Methodist Church obtained land on King and Eighth Street. In 1886 a new Methodist Church at 721 King Street (Map Code 18-17) was completed on the lot. It was enlarged in 1907. The Norwegian Methodists took over the old structure.(14)

The West Avenue Methodist Church was first organized in 1875. The congregation built its church between Mississippi and Jackson Streets near West Avenue. In 1893 a new lot was purchase on West Avenue and a new church completed in 1894 (not extant).(15) The members of La Crosse's "Second Church," as St. Luke's United Methodist Church was known, met in the Fifth Ward school house on Rose Street until 1867 when they built a church of their own. St. Luke's became associated with the larger Caledonia Street North La Crosse Methodist Episcopal Church at 1022 Caledonia Street in 1889. The Caledonia Street church was remodeled in 1917 and re-built in 1958.(16)

The German Methodist-Episcopal congregation organized in 1856. Three years later the group purchased a lot on Jay Street between Fifth and Sixth and built a church (not extant). In 1866 the church building was moved to a new site at the corner of Seventh and Ferry Street (not extant). A

new church was built in 1881 (not extant). Another church was built at 5252 South Seventh Street in 1895 (Map Code 17-28).(17)

### Lutheran

Because so many of La Crosse's citizens came from German or Norwegian ethnic backgrounds, Lutheran churches became important religious institutions. A number of congregations sprang up. La Crosse German Evangelical Lutheran members erected a building on the Northeast corner of Cass and Fifth Street in 1859 (not extant).(18) One year later the congregation purchased the Methodist Church building and moved it to Fifth and Jay Street (not extant). In 1869 a new church was erected on the same site and the old Methodist Church became a parochial school until 1880 when another school was constructed (not extant). In 1904 the congregation hired architects Schick and Roth to design a new church for a lot at 400 West Avenue. The Romanesque church was completed in 1905 (Map Code 20-3). A school building went up at 520 West Avenue in 1909 (no photo). A fire damaged the church in 1932. In 1958 the building was redecorated.(19)

The congregation held all services in German until 1902. Between 1903 and 1948 both German and English language services were held. By 1958, English replaced German entirely. The congregation also changed names over the years. In 1921 it became the German Evangelical Lutheran Congregation of La Crosse and in 1942 it became the First Evangelical Lutheran Church.(20)

The La Crosse German Evangelical Lutheran Church established a branch Lutheran Church which they rented from the Norwegian Lutherans who moved the building. In 1888, however, the congregation acquired a lot on Avon and St. Paul Street. In 1891 the Immanuel Evangelical Lutheran Church was completed, after being veneered with brick. In 1907 the congregation enlarged their land holdings and began constructing a larger church at 1201 Avon Street (Map Code 12-14). Schick and Roth designed the structure which was completed in 1908. The old church was sold in 1929 when the congregation built a new school house at 806 St. Paul Street (Map Code 14-24). Architect Hugo Haeuser of Milwaukee designed the 1929 school.(21)

Our Savior's Lutheran Church organized in 1861. At first the Norwegian congregation rented space for meetings from the Baptists and the German Lutherans. In 1869, however, the congregation purchased a small frame building on Market Square which became their own church (not extant). In 1883 Our Savior's congregation acquired a lot on Sixth and Division Street upon which they constructed a new church in 1888. A tower was added in 1900. In 1957 a new church was constructed on the site at 612 Division Street (Map Code 41-27).(22)

St. Paul's Evangelical Lutheran Church was organized by Norwegian settlers. In 1871 the congregation purchased a house on North Eleventh Street for a church. In 1882 St. Paul's purchased

a lot on Ninth and Cameron Street and moved the old Presbyterian church to the site in 1883 (not extant). In 1896 the congregation decided to move to a more central location at Twelfth and Division Street. A church was constructed that year (not extant). The congregation obtained land across the street from the site and built another church in 1961.(23)

Trinity Evangelical Lutheran Church was an offshoot of St. Paul's. It served the needs of Norwegian Lutherans in North La Crosse. Established in 1875, the congregation met in private homes until 1889 when they built a brick structure on 1452 George Street (Map Code 12-31). In 1918 Trinity Lutheran absorbed the North La Crosse Evangelical Lutheran congregation and the Bethel Lutheran congregation. The enlarged congregation built a new church in 1958.(24)

The English Evangelical Lutheran Church of the Holy Trinity was organized in 1898. One year later the congregation constructed their church on West Avenue and Ferry Street (not extant).(25) A new church was constructed in 1924 by architect Otto Merman at 1601 Cass Street (Map Code 62-20).

### Other Protestant Denominations

Other Protestant denominations established themselves in La Crosse. German Evangelists constructed a church at West Avenue and Vine Street in 1897 (not extant).(26) St. John's Reformed Church officials built a stone church for the Swiss and German congregation at 901 South Fourth in 1865 (Map Code 17-8). A new church was constructed at 630 West Avenue South in 1925 (Map Code 17-17).(27) Seventh Day Adventists built a church at 1527 Kane Street in North La Crosse in 1892 (not extant).(28) Universalists organized in 1865 and constructed a church at 724 Cass Street in 1866 (Map Code 18-11).(29) The First Church of Christ Scientist built their church in 1922 at 145 West Avenue South (Map Code 3-3).

### Jewish

Jews were among the pioneer settlers in La Crosse. Indeed, John M. Levy arrived in the area during the fur trade era of the 1840's. Between 1855 and 1865 about seventeen Jewish families settled in La Crosse. The families immigrated overwhelmingly from European German states.(30) At first the Jewish settlers held religious services at private homes, but after organizing themselves into the Anshe Chesed Congregation in 1857, they met at the Masonic Hall on Pearl Street near Front Street (not extant). In 1867 Anshe Chesed acquired a synagogue on Jay Street near Fifth (not extant). In 1885 the congregation which had grown substantially, moved to another building on Fourth Street south of Carr (521 South Fourth), adjoining the Mons Anderson property (not extant).(31) Several Jewish settlers became prominent in La Crosse including Levy, and businessmen Albert Hirshheimer and Isaac Tuteur (32) (Tuteur House: 101 South 9th Street, Map Code 22-11). By the late 1920's

many of the original Jewish settlers had departed for larger cities. New Jewish settlers, however, arrived in La Crosse. They helped built the Sons of Abraham Synagogue in 1947 at 1820 Main Street (Map Code 60-12).(33)

### Catholic

St. Mary's was the first Catholic church in La Crosse. The original 60' x 35' frame church was constructed on the northeast corner of Seventh and Cameron Street in 1856 (not extant). A two-story school house appeared on the southwest corner of Cameron and Seventh Street in 1872 (not extant). In 1872 St. Mary's Church began a new 44' x 115' brick church which was completed in 1875 (not extant). St. Mary's Church became associated with the English speaking Catholic group as well as the French Canadians residing in La Crosse. French Canadians were concentrated on French Island near North La Crosse.(34)

The numerous German Catholics in La Crosse led to a division. In 1863 German Catholics founded St. Joseph's parish.(35) A two-story brick school, St. Joseph's Academy, went up on Sixth and Main Street (not extant) and an impressive church began in 1869.(36) Designed by architect Charles I. Ross, the elaborate Gothic structure was selected by Bishop Michael M. Heiss (1868-1891) as his Cathedral, and he helped raise funds for its completion in Europe.(37) Pope Pius IX authorized La Crosse to become a new diocesan seat in 1868. La Crosse thus became an important religious center, serving the administrative needs of Catholics who lived north and west of the Wisconsin River.(38) Both Heiss and his successor, Bishop T. Killian T. Flasch (1881-1891) encouraged the creation of additional ethnic parishes, new parochial schools, and other religious institutions.

Heiss created St. Wenceslaus Church for Catholics of Bohemian extraction in 1874 (not extant). The church established a parochial school immediately on their site on Winnebago and Tenth Street (not extant). A new school building constructed in 1901 and a new St. Wenceslaus Church, at 936 Winnebago Street (Map Code 68-34) appeared in 1915.

Bohemian settlers began arriving in La Crosse during the mid-1850's following Francis Kubal, Wenceslaus Kaboucek, John Houska, Charles Tomasek, and others.(39)

Heiss also established St. Michael's Orphan Asylum in 1875. Situated on Winnebago between Ninth and Tenth Street, the institution cared for parentless boys (not extant). The orphanage was completely rebuilt in 1954 at 3000 South Avenue (not extant). The Franciscan Sisters provided staff for the orphanage. Heiss brought the Franciscans to La Crosse by creating St. Rose de Viterbo Convent on Market between Ninth and Tenth Street in 1870. La Crosse architect Joseph Leinfelder (Leinfelder House: 819 West Avenue, Map Code 63-20) designed the building which was completed in 1871, added on to the north between 1872 and 1874, and expanded to the south in 1876. In 1902 architect Eugene Liebert of Milwaukee designed a Romanesque chapel for St. Rose de Viterbo. A

1923 fire destroyed the building and a new structure was built at 912 Market Street (Map Code 17-15) in 1924. Heiss also oversaw the construction of the Bishop's residence at 608 South Eleventh Street (Map Code 3-16) in 1877 after architect Leinfelder designed it.(40)

Bishop Flasch continued with Heiss' expansive policies. St. Francis Hospital on Market and Tenth Street began its existence in 1883. A new wing was added in 1886 along Tenth Street (not extant). St. Francis Hospital set aside a ward for use as the U. S. Marine Hospital, to care for steamboat naval patients. St. Francis was the first non-Civil War related hospital in Wisconsin to be built outside of Milwaukee, the state's only metropolis.(41)

In 1885 Flasch created Holy Cross Church for La Crosse's growing Polish community at Ferry and Thirteenth Street (not extant).(42) Two years later St. Nicholas Church was established on six lots between North Street and South Park. The two-story church housed its parochial school on the first floor. It catered to German and Bohemian Catholics living between Ferry and Tenth Street, Mississippi and Eighth Street, Eighth, Johnson and west of the Mississippi River. Architect Leinfelder designed the building (not extant). In 1892 architect Guido Beck of Dubuque oversaw the construction of a new church building at 1333 South Thirteenth Street (Map Code 15-15). When completed in 1894 St. Nicholas became Holy Trinity. A new school building at 1417 South Thirteenth (Map Code 36-7) appeared in 1907 and a Catholic High School became associated with Holy Trinity in 1915. Between 1928 and 1930 a separate high school building at 315 Eleventh Street South (Map Code 62-14) was constructed - St. Thomas Aquinas.(43)

Flasch established two new churches in North La Crosse during 1886-1887. St. James drew members from the Irish and French groups living in North La Crosse. The two-story church at 1102 Caledonia Street had a parochial school attached to it. The church burned in 1900 and a new building went up in 1901 (Map Code 14-7).(44) St. John the Baptist Church drew upon the German Catholic population of North La Crosse. Located two blocks away at 832 Avon Street (Map Code 14-29), the congregation used an older wooden structure as its church until a replacement could be built in 1894.(45)

In 1890 Flasch established an orphanage for girls on Market Street between Tenth and Eleventh (not extant). St. Ann's Asylum was one of Bishop Flasch's last achievements before his untimely death. Schwebach succeeded Flasch in 1891.(46)

Heiss and Flasch contributed greatly to La Crosse's built environment. Five churches, a cathedral, a convent, two orphanages, the only hospital west of Milwaukee, and numerous parochial schools owe their existence to the first two bishops of La Crosse.

Development of Catholic institutions did not cease with the turn of the century. In 1909 the Dominican Nuns established a monastery in North La Crosse. Working with the parishioners of St. James, the nuns lived in a house on Avon Street. In 1910 they moved to another residence at 2626

George Street which was enlarged in 1913, 1920, and remodeled in 1934. In 1953 the Dominican Sisters moved St. Dominick's to the newly enlarged site of St. Michael's at 3000 South Avenue (Map Code 34-36) which had acquired the adjoining 67 acres in 1947. A new stone building, designed by architects Boyum, Schubert, and Sorensen, awaited them on South Avenue.(47) Holy Cross Seminary, designed by architect Edard J. Schulte, of Cincinnati, began construction at 3710 East Avenue South (Map code 14-32) in 1947. It was completed in 1951. The unique three-story structure is an example of the Collegiate Gothic style.(48) Blessed Sacrament Church at 130 Losey Boulevard (Map Code 62-5) was established in 1950. La Crose's most recent Catholic church structure, St. Thomas Moore, located at 2000-2006 Weston Street (Map Code 25-11) is a contemporary building.

## INDEX OF REFERENCES: RELIGION CHAPTER

Study Units: Education Chapter; Overview Chapter; Architecture Chapter; Social Activism Chapter

Boyum, Schubert, and Sorensen, Architects: Architecture Chapter

Blessed Sacrament Church, 130 Losey Boulevard South (Map Code 62-5); Architecture Chapter

Calvary Baptist Church, 1353 Charles Street (Map Code 13-11)

Cameron, Peter

Christ Episcopal Church, 831 Main Street (Map Code 11-7); Architecture Chapter

Coleman, C. L.: Religion Chapter; Architecture Chapter

Congregational Church, (not extant); Architecture Chapter

Davidson, Paul S.

English Evangelical Lutheran Church of the Holy Trinity, 1601 Cass Street (Map Code 62-20); Architecture Chapter

First Church of Christ Scientist, 145 West Avenue South (Map Code 3-3); Architecture Chapter

First Methodist Church, 721 King Street (Map Code 18-17); Architecture Chapter

Flasch, Bishop

German Evangelical Lutheran Church, 400 West Avenue (Map Code 20-3); Architecture Chapter

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

Maria Angelorum Chapel, 912 Market Street (Map Code 17-26); Architecture Chapter

Merman, Otto. Architecture Chapter; Education Chapter; Religion Chapter

North Presbyterian Church, 1347 Avon Street (Map Code 13-24); Architecture Chapter

Our Savior's Lutheran Church, 612 Division (Map Code 41-27); Architecture Chapter

St. Dominick's, 3000 South Avenue (Map Code 34-36)

St. Francis Hospital, 709 South 10th Street (Map Code 65-35); Social Activism Chapter

St. James Catholic Church, 1102 Caledonia Street (Map Code 14-7); Architecture Chapter

St. John The Baptist Church, 832 Avon Street (Map Code 14-29); Architecture Chapter

St. John's Reformed Church, 901 South 4th Street (Map Code 17-18); New Church: 630 West Avenue South (Map Code 17-17); Architecture Chapter

St. Joseph Cathedral (present structure), 530 Main Street (Map Code 80-4); Architecture Chapter

St. Paul's First Universalist Church, 724 Cass Street (Map Code 18-11); Architecture Chapter

St. Rose de Viterbo Convent, 912 Market Street (Map Code 17-15); Architecture Chapter; Education Chapter

St. Thomas Aquinas High School, 315 South 11th Street (Map Code 62-14); Architecture Chapter; Overview Chapter

St. Thomas Moore, 2000-2006 Weston Street (Map Code 25-11)

St. Wencelaus Church, 936 Winnebago Street (Map code 68-34); Architecture Chapter

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Sons of Abraham Synagogue, 1820 Main Street (Map Code 60-12)

Tabernacle Baptist Church, 1232 Avon Street (Map Code 14-28); Architecture Chapter

Trinity Evangelical Lutheran Church (Bethel Lutheran Church), 1452 George Street (Map Code 12-31); Architecture Chapter

## RELIGION NOTES

1. League of Women Voters, La Crosse Published as a Community Service by the League of Women Voters of La Crosse (La Crosse, 1963), p. 4.
2. Sixtieth Anniversary: First Congregational Church, La Crosse, Wisconsin, January 22, 1912 (La Crosse, 1912), p. 12-13.
3. Manual of the First Congregational Church and Society of La Crosse, Wisconsin (N.P. 1892), p. 3.
4. Sixtieth Anniversary, p. 13.
5. Benjamin F. Bryant, Memoirs of La Crosse County From the Earliest Times Down to the Present (Madison, 1907), 137; Western Historical Company, History of La Crosse County, Wisconsin (Chicago, 1881), p. 565 cited hereafter as 1881 History.
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## **ADDENDUM TO 12. RELIGION**

### **Introduction**

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

Potentially eligible churches are not historically significant because of their association with a particular religion, but because their congregations may reflect important developments in a community's history or may reflect important developments in the history of a particular ethnic group in that community. In the past, churches were founded not only for religious reasons, but for social and cultural reasons, as well. Churches were important social gathering places for people with similar beliefs or ethnic backgrounds and were important institutions in the development of most communities in Wisconsin. The following historically significant churches have not been determined potentially eligible for the National Register of Historic Places because of their association with a particular religion, but for these other, historically significant, reasons.

### **Episcopalians**

Episcopal missionary workers came to the Wisconsin territory beginning in the late 1820s following eastern Native Americans who were moved into Wisconsin and who had been converted to the Church of England teachings in the east. Missionary work increased during the 1830s and 1840s with both Native Americans and Cornish and Yankee settlers in the southwest mining region of Wisconsin. By 1847, there were 25 Episcopal congregations in Wisconsin with 969 members. Episcopal membership grew slowly, but was assisted by the establishment of a seminary in Wisconsin in 1842. The ethnic affiliation of church members was primarily Yankee and immigrants of British descent.(1)

There is one historically significant Episcopal church in LaCrosse, the Christ Episcopal Church (831 Main St.). Christ Episcopal Church had its beginnings during LaCrosse's pioneer era when in June of 1850, Anglican missionaries came to the small LaCrosse settlement and held one of the community's earliest religious services for Yankee settlers. The Christ Episcopal Church was formally organized in 1857, and the congregation erected its first church in 1863 (not extant). On the same site, in 1899, the congregation erected the present Christ Episcopal Church.(2)

The Christ Episcopal Church is historically significant and was listed in the National Register of Historic Places, in part, because of its association with the historic Episcopal congregation in

LaCrosse, a congregation that dates back to the 1850s. The current church building, constructed on the site of the original Episcopal church, has housed the congregation for almost 100 years and is the church's most historically significant home.

## **Methodist**

Historically, there were eight different Methodist groups in Wisconsin, spread geographically throughout the state. The most significant groups were the dominant Methodist-Episcopalians, forerunners of the United Methodist Church; the Primitive Methodists, a now rare group of Methodists; and the Wesleyan, Free, and African Methodists. The Methodist Episcopal Church, now known as the United Methodist Church, is by far the most numerous Methodist group in Wisconsin, and the most active. Methodist missionaries came to Wisconsin in the 1830s, following Yankee settlers into the territory. By 1848, the Methodists had a membership of almost 7,000, and it was the largest Protestant denomination in Wisconsin. These early Methodists were primarily Yankees, although the denomination made inroads establishing churches among German and Scandinavian immigrants. The Methodists had a strong Sunday School program, but also supported several colleges, including Lawrence University.(3)

There are two historically significant Methodist churches in LaCrosse. They are the First Methodist Church (721 King St.) and the old First German Methodist-Episcopal Church (525 S. 7th St.), now known as the Bible Baptist Church. A Methodist missionary from Black River Falls provided the first Methodist service in LaCrosse in 1848, and for the next several years, circuit-riding Methodist preachers served the small community for several years until the First Methodist Church was organized in 1853. After constructing two smaller church buildings (not extant), the Methodist congregation built a large church at 721 King St. in 1886.(4)

German Methodist ministers began holding services in LaCrosse in 1856 and by 1859, a small German M.E. church was erected. In 1866, John A. Salzer, who would later found the Salzer Seed Company, came to LaCrosse to become the pastor of the First German M.E. Church. The small church was moved to another site and twice rebuilt and enlarged (not extant). In 1895, a new church building was completed (525 S. 7th St.). Reflecting John Salzer's importance to the congregation, the First German M.E. Church was renamed the Salzer Memorial Methodist Church in the mid-1920s.(5)

After a major fire at the Salzer Methodist Church in 1945, members of three Methodist congregations in LaCrosse, including Salzer Memorial and First Methodist, merged to form the Wesley Methodist Church, later the Wesley United Methodist Church. This congregation continued to use the old First Methodist Church building (721 King St.). Other Methodists founded a new church, called the Asbury Methodist Church, and relocated to a new building. In 1949, the congregation of the Bible Baptist Church, a German Baptist Church founded in 1893, acquired the

old Salzer church. The Baptists repaired the fire-damaged building and continue to use the church today.(6)

The First Methodist Church (Wesley United Methodist Church, 721 King St.) is historically significant because its congregation dates back to the earliest Methodist activity in LaCrosse, during the community's pioneer era. The First Methodist Church building is the only historic resource related to this congregation and has been used by Methodists since its construction over 100 years ago. Therefore, it is potentially individually eligible for the National Register of Historic places for its historical significance.

The old First German Methodist Episcopal Church (Salzer Memorial Methodist Church, 525 S. 7th St.) is also historically significant because its congregation founded the earliest German Methodist church in LaCrosse. German ethnic variations of main-line denominations were frequently organized in heavily German-settled Wisconsin, then gradually died out in the twentieth century. These German churches are historically significant because they represent the variety of German settlement in the state and reflect the area's ethnic heritage. The old First German Methodist Episcopal Church is potentially individually eligible for the National Register of Historic Places because it is the historic location of the historic German Methodist congregation.

## **Lutheran**

The Lutheran Church is the oldest and one of the largest Protestant denominations of Christianity and the largest Protestant group in Wisconsin. The church came along with the vast numbers of German and Scandinavian immigrants to America. Differences in nationality and language led to the development of many independent synods serving distinct ethnic groups. In Wisconsin, Lutherans were particularly divided into ethnic groups. Further, depending upon each person's relationship to his or her home church, Wisconsin Lutherans divided up into churches that either retained or rejected their old country ties. This diversity led to a complicated synodical history within the Lutheran Church in Wisconsin, a synodical history that still exists, in general, despite numerous mergers of small synods in the nineteenth and twentieth centuries. By the early twentieth century, three major synods dominated Wisconsin Lutheranism; the Wisconsin Synod, the Missouri Synod, and the old Norwegian Synod.(7)

The first groups of German Lutheran immigrants to Wisconsin affiliated with five different synods. But, by the 1880s, the Missouri and Wisconsin synods dominated Wisconsin's German Lutherans. Missouri Synod Lutherans in Wisconsin were originally part of a group of conservative Prussian immigrants who broke with the Lutheran Church in Germany after it united with another church. These Lutherans (Missouri Synod) were known as "Old Lutherans," and came to Wisconsin during the mid-nineteenth century, settling primarily in the southeastern area of the state. After

briefly affiliating with the Buffalo, New York Synod, most of these Wisconsin Lutherans later switched to the Missouri Synod. During the nineteenth century, the Missouri and Wisconsin Synods often worked together for common goals, but this cooperation declined at the turn of the twentieth century. Missouri Synod Lutherans established charitable institutions and schools in Wisconsin and Missouri-affiliated Lutheran churches are numerous throughout the state.(8)

In 1850, another group of German Lutherans founded the Wisconsin Synod for Wisconsin Lutherans who were children of German immigrants. The Wisconsin Synod branched out of the southeastern area of the state to organize affiliated churches throughout Wisconsin. The Minnesota and Michigan Synods joined the Wisconsin Synod in 1892 and missionary activity reached out beyond state boundaries. The Wisconsin Synod was responsible for establishing many schools and charitable institutions in the state, and, like the Missouri Synod, the Wisconsin Synod has many affiliated churches throughout the state.(9)

The Norwegian Lutherans in Wisconsin had a checkered history involving numerous synods, but by the late nineteenth century, the Norwegian synod, an orthodox group tied to the Norwegian State Church, was the dominant group. In 1887, the United Norwegian Lutheran Church became the dominant synod and in 1917, the three main Norwegian Lutheran synods merged into the Norwegian Lutheran Church. Later in the twentieth century, this synod became part of the American Lutheran Church, which then merged with two other synods to form the Evangelical Lutheran Church in America. The Norwegian Lutherans did little missionary work, but founded some schools, colleges, and several charitable institutions. Danish, Finnish, and Swedish Lutherans, rounding out the Scandinavian Lutheran group, also formed their own ethnically-related synods in the nineteenth and twentieth centuries.(10)

There are three historic Lutheran churches in LaCrosse that reflect the ethnic history of the Lutheran Church described above. One of the oldest Lutheran churches in LaCrosse is the First Evangelical Lutheran Church, founded in 1859 as the LaCrosse German Evangelical Lutheran Church, later known as First Lutheran Church. Since Wisconsin Synod preachers were active in the LaCrosse area at the time, the new congregation affiliated with this group. In 1869, the congregation completed a new church building (not extant), but outgrew it by the early twentieth century. In 1905, a new First Lutheran Church was completed (400 West Ave., South). The First Lutheran Church congregation remained ethnically German much longer than other churches in the state, introducing English services in 1910, but continuing their German services until 1958. In 1942, the congregation changed its name to First Evangelical Lutheran Church and remains a strong Lutheran congregation in LaCrosse today.(11)

The Immanuel Evangelical Lutheran Church was founded in 1888 by members of the First Lutheran Church congregation. They consisted of German Lutherans who lived in the North

LaCrosse area and desired a church closer to their homes. Because this was a friendly split, based on geography instead of theology, Immanuel Lutheran members retained their affiliation with the Wisconsin Synod. By 1891, the congregation had completed their new church building, and in 1908, they completed a larger church (1201 Avon St.). The congregation continues to worship in this building today.(12)

The First Evangelical Lutheran and Immanuel Lutheran Churches are historically significant because their congregations date back to the earliest German Lutheran church in LaCrosse. Because of the large German immigration to Wisconsin, and the heavily Lutheran backgrounds of these immigrants, German Lutheran churches were established everywhere in the state. These German Lutheran churches are historically significant because they represent the variety of German settlement in the state and reflect the area's ethnic heritage. The First Evangelical Lutheran and Immanuel Lutheran Church buildings are potentially individually eligible for the National Register of Historic Places because they are the most important historic locations of these German Lutheran Churches.

Likewise, because of the vast numbers of Norwegian immigrants to Wisconsin, and the heavily Lutheran backgrounds of these immigrants, Norwegian Lutheran churches were also established everywhere in the state. In particular, the LaCrosse area was heavily settled by Norwegian immigrants and there were several Norwegian Lutheran churches established in the city during the nineteenth century. But, only the old Bethel Lutheran Church building exists to represent this important segment of the Lutheran Church in LaCrosse.

The Bethel Lutheran Church was organized by Norwegian immigrants in 1886, becoming the fifth Norwegian Lutheran Church in LaCrosse. The other churches belonged to three different Norwegian synods, and Bethel affiliated with the Norwegian Evangelical Lutheran Conference Congregation synod, the same synod as St. Paul's Lutheran Church. However, most of the Bethel members lived in the North LaCrosse area and wished to have their church closer to their homes. In 1890, the congregation moved into its new church building (1452 George St.), which they remodeled in 1934. In 1958, the congregation moved to a new location. Bethel congregation changed their synod affiliation several times during their early years until settling on the independent Lutheran Free Church in 1899. In 1963, most Lutheran Free Church congregations, including Bethel, joined the American Lutheran Church which is now a part of the Evangelical Lutheran Church in America.(13)

The old Bethel Lutheran Church is historically significant and potentially individually eligible for the National Register of Historic Places because it is the only historic resource in LaCrosse related to the important ethnic Norwegian branch of the Lutheran Church. Like the German Lutheran churches in the state, the Norwegian Lutheran churches are historically significant because they represent the variety of Norwegian settlement in the state and reflect the area's ethnic heritage. Even though Bethel was founded later than other Norwegian Lutheran churches in LaCrosse and did not

retain its Norwegian ties as long, the church is significant because it is one of the few important ethnic resources related to Norwegian immigration in the city.

### **Other Protestant Denominations**

**Reformed.** The Reformed Churches were established in Germany after the Reformation, but existed separately from the Lutheran Church. In Wisconsin, Reformed churches are strongly related to ethnic groups, particularly the Dutch and Germans. Reformed churches were formed primarily in south and southeastern Wisconsin, particularly in areas of significant Dutch and German settlement. In the 1930s, the Reformed Church merged with the Evangelical Church and in 1957, the Reformed Church merged with the Congregational Church and the Christian Church to form the United Church of Christ synod.(14)

The large numbers of German settlers in the LaCrosse area spawned a Reformed church during the Civil War. In 1864, a Reformed minister came to LaCrosse to organize St. John's Reformed Church with 20 interested members. In 1867, their new church building was completed at 901 S. Fourth St. The congregation grew rapidly in the late nineteenth century and the old church building was remodeled and enlarged several times before being replaced with a new building in 1925 (630 West Ave., South). Around World War I, St. John's changed their services from German to English and in 1934, the congregation went along with the merger of the Reformed Church with the Evangelical Church. In 1957, St. John's also approved the merger with the Congregational and Christian Churches to form the United Church of Christ, altering its name to St. John's Reformed United Church of Christ.(15)

Unfortunately, the first St. John's Reformed Church has been altered and has lost much of its historic appearance. Therefore, it is not potentially eligible for the National Register of Historic Places. The second St. John's Church (630 West Ave., South) is potentially individually eligible for the National Register of Historic Places because it represents a historically significant ethnic church in LaCrosse. Because of the large numbers of German settlers in Wisconsin, many different German churches, ethnic variations of main-line denominations or variations of established German churches, were organized in Wisconsin. Some of these churches died out in the twentieth century, but many, like St. John's Church, continued to flourish. German churches, such as the Reformed Church, are historically significant because they represent German settlement in the state and reflect the area's ethnic heritage. For these reasons, the newer St. John's Reformed Church is historically significant.

**Universalist.** The Universalist Church, and its sister church, the Unitarian Church, was a popular religious choice for Yankee settlers in the nineteenth century. By the early twentieth century, though, both churches had declined in most Wisconsin communities. In LaCrosse, a number of prominent citizens, including Gysbert van Steenwyk and Gideon C. Hixon, founded a Universalist

society in 1860. Because of the Civil War, an actual church was not officially formed until 1865. The congregation began work on a church building in that year and completed St. Paul's Universalist Church in 1866 (724 Cass St.). By the early twentieth century, though, declining membership and poor finances resulted in a declining church, and by 1925, the building was being rented out to the First Church of Christ. The First Church of Christ purchased the building in 1928. By 1930, St. Paul's congregation ceased to exist. After the 1961 merger of the Universalist and Unitarian churches in the United States, a Unitarian-Universalist Association was started in LaCrosse and by the mid-1990s, the association had about 45 active members.(16)

Although the old St. Paul's Universalist Church building has been remodeled and has lost some of its architectural integrity, it is potentially individually eligible for the National Register of Historic Places because it was the historic meeting place for the Universalist congregation in LaCrosse. The Universalist Church in LaCrosse is historically significant because of its association with Yankee settlement in the community. Yankees and other Americans were an important settlement group in Wisconsin, bringing the ideas and customs of the United States to the state. For this reason, the institutions that Americans founded or associated with in LaCrosse, including St. Paul's Universalist Church, are historically significant in the community's history.

**Church of Christ, Scientist.** Established after the Civil War, the Church of Christ, Scientist religion established itself in Wisconsin in the late nineteenth century. By 1890, there were 16 organizations with 474 members in the state. In 1887, Christian Scientists in Oconto, Wisconsin erected the first building in the nation expressly for the Christian Science faith. The church grew rapidly in Wisconsin after the turn of the twentieth century, and by 1926, there were 70 organizations and 4,035 members in the state.(17)

A student of Mary Baker Eddy from Chicago came to LaCrosse and began Christian Science classes in 1886. These meetings were held for a number of years in private residences. In 1894, 13 Christian Science followers formally organized the First Church of Christ, Scientist of LaCrosse. Between 1894 and 1922, the Christian Scientists met in rented halls or old churches and established a reading room in downtown LaCrosse. In 1900, the congregation purchased an old church building as a permanent Christian Science location, but by 1920, membership had increased so much that a larger building was necessary. After meeting briefly in the Masonic Temple and the St. Paul's Universalist Church, the congregation decided to erect a new building. The new Christian Science church was begun in the spring of 1922, and by December of that year, services were being held in the lower level of the building (145 West Ave., South). Work on the church slowly continued through the 1920s, and in June of 1929, the building was completed.(18)

The Christian Science church in LaCrosse is historically significant and potentially individually eligible for the National Register of Historic Places because it is the historic permanent

location of the Christian Science congregation in the city. The Christian Science religion developed in the United States and was one of the few churches in Wisconsin that did not have ties with Europe. The growth of the church in LaCrosse mirrored the development of the religion in the state, and the impressive First Church of Christ, Scientist church building represents the culmination of the church's growth and popularity in early twentieth century LaCrosse.

**Syrian Orthodox.** The Syrian Orthodox church is unique in LaCrosse and in the state. It was founded by Syrian and Lebanese immigrants who came to LaCrosse because of its location as a railroad center. Many of these middle eastern immigrants were itinerant merchants who traveled the railroad lines selling their goods. In 1908, these immigrants founded the St. Elias Syrian Orthodox Society and held services in members' homes that were conducted by visiting Syrian and Greek Orthodox priests. By 1911 there were enough members to build a church. In October of 1911, construction began on the St. Elias Syrian Orthodox Church at 716 Copeland Avenue. After the church was completed, the congregation elected a permanent pastor. Because St. Elias Church was small and Syrian Orthodox priests were rare, members of the congregation often had no regular services and many members also attended the Episcopal and Catholic churches in between orthodox services. Despite these hardships, though, St. Elias continues as a small, but viable church in LaCrosse.(19)

The St. Elias Syrian Orthodox Church is historically significant and potentially individually eligible for the National Register of Historic Places because its congregation is associated with a unique ethnic group in LaCrosse, Syrian and Lebanese immigrants who made the community their home at the turn of the twentieth century. Historically, middle eastern immigrants did not come in great numbers to Wisconsin, so the places they came to and the institutions they established are unusual and important. St. Elias is a physical reminder of this ethnic group's identity in LaCrosse and for this reason, it is significant.

## **Catholic**

The Catholic Church came to Wisconsin with French Jesuit missionaries who ministered to the Indians along Lake Superior, Lake Michigan, and the Fox and Wolf Rivers between 1660 and 1728. Between 1728 and 1823, itinerant missionaries served the state. As permanent settlement grew in the state after 1830, the church began to establish congregations in areas where Catholic settlers lived along with its continuing work among the Native Americans. By 1843, there were enough churches in the territory to warrant the establishment of a separate diocese. The Catholic Church in Wisconsin in the nineteenth century primarily served Irish and German immigrants along with smaller numbers of French, Polish, and Czech immigrants. Around the turn of the century, the numbers of Italian and Slavic parishes increased as these immigrant groups came into Wisconsin. This ethnic

distribution extended into the twentieth century until traditional urban ethnic neighborhoods began to disintegrate and rural areas became more homogeneous. The Catholic Church established many social and religious institutions in the state, including religious orders for men and women, schools, seminaries and colleges, and most prominently, health and social service institutions.(20)

Like most Catholic churches in nineteenth century Wisconsin, the Catholic churches founded in LaCrosse were closely tied to ethnic groups. Around 1850, a Catholic priest from Prairie du Chien began visiting the LaCrosse settlement to hold services for the Catholics there. In 1855, a permanent priest was assigned to LaCrosse and in 1856, the Catholics built their first church in the city, St. Mary's Church (not extant). Originally, English, Irish, French, Czech, and German families all belonged to this church, but by 1863, the German Catholic population was large enough to support a German Catholic church of their own, St. Joseph's Church (not extant). By 1868, the Catholic population in the area had grown enough that the Diocese of LaCrosse was established to serve area churches.(21)

In order to help staff the Catholic schools, orphanages, and churches in the LaCrosse area, the Franciscan Sisters of Perpetual Adoration established St. Rose Convent in 1871. German Catholics established the order honoring St. Francis in 1849. Due to religious turmoil in Germany, these men and women came to Wisconsin that same year and established St. Francis Convent in Milwaukee for the women who were to become sisters of the order. After taking their vows, the sisters were eventually charged with staffing the nearby orphanage and St. Francis de Sales Seminary. But, many sisters were disappointed with the servile work they were assigned and the lack of a truly religious life. After some sisters left the order in 1860, the remaining sisters' lives improved. By 1864, seven other sisters left to form a new convent in Jefferson, Wisconsin, later known as St. Coletta's. Since the Mother Superior of the order was among those who left for Jefferson, the headquarters of the order was transferred there.(22)

In 1868, Rev. Michael Heiss, the spiritual director of the Franciscan Sisters, was appointed the Bishop of the newly created LaCrosse diocese. Rev. Heiss received approval to move the Franciscan Sisters to LaCrosse in 1869, and by 1871, St. Rose Convent had been completed (not extant). Because the Mother Superior moved with the rest of the sisters to LaCrosse, the city became the official and permanent home of the order. At the time the Franciscan Sisters came to LaCrosse, the School Sisters of Notre Dame were staffing St. Joseph's Academy, the only Catholic school in the community. In 1872, the Franciscans, who were staffing a Catholic school in Prairie du Chien, traded schools with the Notre Dame sisters. When St. Mary's Catholic Church in LaCrosse opened its own school, the Franciscan Sisters agreed to staff it, as well. These activities were the beginning of the Franciscan Sisters's long years of educational and social services to the people of LaCrosse.(23)

During their history in the city of LaCrosse, the Franciscan Sisters of Perpetual Adoration

provided staffing for Catholic schools, St. Ann's and St. Michael's orphan homes, Viterbo College, St. Francis Hospital, and St. Joseph's Home. The sisters also participated in mission work in Wisconsin, Mississippi, China, Guam, and El Salvador. The most significant physical change for the order came in 1923, when St. Rose Convent burned. But the sisters quickly rebuilt their home and the new St. Rose Convent was completed in 1924 (912 Market St.). Fortunately, the fire did not damage the architecturally significant Maria Angelorum Chapel, in which the Franciscans have carried on perpetual adoration (constant prayer) since its completion in 1906. The 1970s was a period of great changes in the Catholic Church and a time in which many nuns and priests left their religious positions. In 1973, some of the Franciscan Sisters who shared different views from the whole order were granted permission to form a separate group called the Franciscan Sisters of the Eucharist. Despite the changes in the church during the past several decades, the Franciscan Sisters of Perpetual Adoration continue to exist in LaCrosse, continuing their service to the community that began 125 years ago.(24)

The St. Rose Convent, which includes the Maria Angelorum Chapel, is historically significant and potentially individually eligible for the National Register of Historic Places because it has been the home of the Franciscan Sisters of Perpetual Adoration since it was rebuilt in 1924. The Franciscan Sisters came to LaCrosse during a period of growth for the Catholic Church in Wisconsin and quickly began providing important social services to the community. While some of their institutions primarily served Catholics, such as teaching in the Catholic elementary schools, other of their institutions, such as Viterbo College and St. Francis Hospital, served the entire community. Because of the services the Franciscan Sisters have provided to the city of LaCrosse, the order is significant not just because they represent the growth and development of the Catholic Church in the city, but because they have been in the forefront in making the city a better community.

When Rev. Michael Heiss, the first Bishop of the Catholic Diocese of LaCrosse, came to the city in 1869, he lived in temporary quarters before building a permanent home. In 1877, the new Bishop's House was completed at 608 S. 11th St., and Heiss lived there until 1880, when he became the Archbishop of Milwaukee. Two other Bishops lived in the house until in 1922, a new home was acquired on Cass St. and the old Bishop's House was converted into a nurses' residence for St. Francis Hospital's Nurses Training School. After World War II, the house became St. Catherine's Hall, a residence for the Franciscan Sisters teaching at Aquinas High School. In 1967, St. Catherine's Hall became Siena Hall, a treatment facility for the mentally disabled. Siena Hall is still operating today.(25)

The Bishop's House (608 S. 11th St.) is historically significant and potentially individually eligible for the National Register of Historic Places for its association with the growth and development of the Catholic Church in LaCrosse. The Catholic Church provided important social

services to LaCrosse residents and was associated with many ethnic groups in the community. The establishment of the diocese in LaCrosse was significant in the history of the city because it represented the growing importance of the community in the nineteenth century. The Bishop's House, as Siena Hall, continues to serve the community today, as a part of St. Francis Hospital's medical services.

Despite the formation of many Catholic churches in LaCrosse during the nineteenth and early twentieth centuries, only a few have historic resources associated with them. One of the oldest Catholic churches in the city is St. Wencelaus Catholic Church (936 Winnebago St.), founded by Bohemian (Czech) immigrants. The earliest Bohemian immigrants came to LaCrosse in 1855, but because there were no Bohemian priests in the area, at first these Catholics attended St. Mary's Church. For many years, Bohemian Catholics lobbied the Bishop for their own parish, and finally, in 1874, St. Wenceslaus Church was completed for them. The parish grew during the late nineteenth century and in 1915, the congregation completed a new church building (936 Winnebago St.) which still serves them today.(26)

St. Wencelaus Church is historically significant and potentially individually eligible for the National Register of Historic Places because it is one of the earliest Catholic churches established in LaCrosse and is associated with a particular ethnic group in the city, Bohemian (Czech) immigrants. Churches were important social and cultural centers for immigrant groups in Wisconsin's communities, and even though Bohemian Catholics could attend another church in the city, it is significant that they continued to lobby for their own church and priest. St. Wencelaus Church is a resource that represents the presence of this historic ethnic group in LaCrosse.

In 1887, the growth of the Catholic population in LaCrosse necessitated a new south-side church. Primarily attended by German families in the area, the new church was called St. Nicholas and dedicated in October of that same year (not extant). Church membership grew rapidly and soon the congregation was contemplating the construction of a new church building. The new church building was completed in December of 1894 and renamed Holy Trinity Church (1333 S. 13th St.). As part of the growth and development of Holy Trinity Church during this period, the congregation planned a building to house parish organizations. Leo Hall (1315 S. Park St.) was constructed in 1898 and continues to serve the congregation today.(27)

Holy Trinity Church and Leo Hall are historically significant and potentially individually eligible for the National Register of Historic Places because they housed important social and cultural services for LaCrosse's German Catholics. Usually mid-nineteenth century churches were founded with strong ethnic ties. It is significant that even as late as 1887, long after the first Catholic church was established in LaCrosse, St. Nicholas, later Holy Trinity Church, was founded for an ethnic German congregation. Therefore, Holy Trinity represents the variety of German institutions in

LaCrosse and a part of the broad ethnic history of the community. Social and cultural services were important to historic congregations, and were often housed in the church building itself. The construction of Leo Hall to house these services for Holy Trinity members illustrates their importance to the church congregation and makes this building historically significant.

St. James Catholic Church was founded in North LaCrosse for French and Irish Catholics. Prior to 1887, these Catholics were served by the priest from St. Mary's Church who held masses in the Hibernians' Hall. In 1887, the first St. James Church was erected, but burned in 1900. By March of 1901, the new St. James Church (1102 Caledonia St.) was completed. Like other Catholic schools in LaCrosse, the Franciscan Sisters of Perpetual Adoration staffed St. James School, originally walking all the way to North LaCrosse from St. Rose Convent. In 1893, St. Clara's Convent (1120 Caledonia St.) was completed and became a residence for the nuns assigned to St. James School. The convent remained open until the 1980s.(28)

St. James Catholic Church and St. Clara's Convent are historically significant and potentially individually eligible for the National Register of Historic Places because they are associated with historic services given to LaCrosse's French and Irish Catholics in North LaCrosse. St. James Church is another example of how churches were founded primarily on the basis of ethnic heritage. In fact, there were a number of German Catholics in North LaCrosse and the Irish and France Catholics could have founded a church with this group. However, the desire for priests who spoke their own language and socialization with members of their own ethnic groups resulted in separate churches. St. Clara's Convent is also significant because it is associated with the Franciscan Sisters who provided important educational services to LaCrosse's parochial schools.

## REVISED LIST OF POTENTIALLY ELIGIBLE AND LISTED PROPERTIES

<i>Name</i>	<i>Address</i>	<i>Date</i>
Christ Episcopal Church (Listed)	831 Main St.	1899
First Methodist Church	721 King St.	1886
First German M.E. Church	525 S. 7th St.	1895
First Ev. Lutheran Church	400 West Ave., South	1905
Immanuel Ev. Lutheran Church	1201 Avon St.	1908
Bethel Lutheran Church	1452 George St.	1890
St. John's Reformed Church	630 West Ave., South	1925
Old St. Paul's Universalist Church	724 Cass St.	1866
First Church of Christ, Scientist	145 West Ave., South	1922-1929
St. Elias Syrian Orthodox Church	716 Copeland Ave.	1911
St. Rose Convent	912 Market St.	1924
Bishop's House	608 S. 11th St.	1877
St. Wenceslaus Church	936 Winnebago St.	1915

Holy Trinity Church	1333 S. 13th St.	1894
Leo Hall	1315 S. Park St.	1898
St. James Church	1102 Caledonia St.	1901
St. Clara's Convent	1120 Caledonia St.	1893

## ADDENDUM TO 12. RELIGION NOTES

(1) Barbara Wyatt, ed., *Cultural Resource Management in Wisconsin*, Madison: State Historical Society of Wisconsin, 1986, Religion, pp. 9-2--9-5.

(2) Joan Lybarger, "In the Beginning," *LaCrosse Tribune*, n.d.; newspaper article on file in the Christ Episcopal Church clipping files of the LaCrosse Public Library, LaCrosse, Wisconsin.

(3) Wyatt, pp. 14-2--14-11.

(4) *The History of Wesley United Methodist Church*, LaCrosse: Wesley United Methodist Church, 1987, pp. 9-11; "Methodists Observe 100th Anniversary of Founding of Denomination in City," *LaCrosse Tribune*, 27 September 1953.

(5) "Methodists Observe 100th Anniversary."

(6) "*History of Wesley United Methodist Church*," p. 11; "Methodists Observe 100th Anniversary," Gayda Hollnagel, "Baptist Church Ready for its 100th Birthday," newspaper article on file in the Bible Baptist Church clipping files of the LaCrosse Public Library, LaCrosse, Wisconsin.

(7) Wyatt, pp. 13-1--13-3.

(8) *Ibid.*, pp. 13-4--13-8.

(9) *Ibid.*, pp. 13-8--13-9.

(10) *Ibid.*, pp. 13-9--13-20.

(11) *125th Anniversary First Evangelical Lutheran Church*, 1984; pamphlet on file in the church history files of the LaCrosse Public Library, LaCrosse, Wisconsin; pp. 3-6.

(12) *Ibid.*; "Immanuel Evangelical Lutheran Church Jubilee 1888-1933," unpublished manuscript on file in the church history files of the LaCrosse Public Library, LaCrosse, Wisconsin; pp. 1-6.

(13) *75th Anniversary Bethel Lutheran Church 1886-1961*, LaCrosse: Molzahn Printing Co., 1961, n.p.; "Bethel Lutheran Church to Celebrate Centennial," *LaCrosse Tribune*, 11 October 1986.

(14) Wyatt, pp. 17-1--17-7.

(15) "St. John's Church Centennial to be Sunday," *LaCrosse Tribune*, 22 October 1964.

(16) Gayda Hollnagel, "Historic Church," *LaCrosse Tribune*, 16 November 1985; Gayda Hollnagel, "They're Still Going Strong After 130 Years," *LaCrosse Tribune*, 11 November 1995.

(17) Wyatt, pp. 4-2--4-3.

(18) "First Church of Christ, Scientist, Dedicates West Avenue, King Building At Services Today," *LaCrosse Tribune*, 2 May 1943.

(19) Leeward Lee, "Syrian Church: One of a Kind," newspaper article on file in the St. Elias Church clipping files of the LaCrosse Public Library, LaCrosse, Wisconsin.

(20) Wyatt, pp. 3-3--3-18.

(21) "The Catholic Church in LaCrosse," *Golden Jubilee St. John's Parish*, LaCrosse: St. John's Church, 1938, n.p.

(22) Sister M. Mileta Ludwig, "Franciscans Carried Faith From Bavaria to Wisconsin," *LaCrosse Tribune*, 25 November 1976.

(23) *Ibid.*

(24) *Ibid.*

(25) "Siena Hall: A Century of Serving," *LaCrosse Tribune*, 18 April 1977; City Directories for the City of LaCrosse, on file in the library of the State Historical Society of Wisconsin, Madison, Wisconsin.

(26) "The Three Jubilees St. Wencelaus Church 1873-1948," pamphlet on file in the church history files of the LaCrosse Public Library, LaCrosse, Wisconsin, n.p.

(27) *Souvenir of the Golden Jubilee of the Holy Trinity Congregation*, LaCrosse: G. A. Keller, 1937, pp. 16-24.

(28) *St. James Catholic Church Directory*, Columbia, S.C.: Olan Mills, 1986, pp. 5-9.

## 13. SOCIAL ACTIVISM

### Voluntary Organizations

A number of social, fraternal, and other voluntary organizations sprang up in La Crosse. The La Crosse Lyceum, for example, was established in 1855 as a forum for debate on topics of current interest. Lyceum programs typically featured lectures on such topics as women's rights, prohibition, and know nothingness.(1) The organization did not own a building, however, and it gave way to groups with specialized function.

### Fraternal Organizations

#### Masons

The Masons were among the largest fraternal societies in La Crosse. Frontier Lodge was organized at La Crosse in 1852. The group used the homes of members for its meetings until 1856 when the J. M. Levy warehouse on the west side of Front Street near Pearl (not extant) became the gathering place. In 1871 the Masons began to meet in a room in the Mons Anderson store on Main and Third Street (not extant). In 1902 the brick Masonic Lodge at 724 Main Street was constructed (Map Code 60-36).(2)

The North La Crosse Lodge began its operations in 1873, meeting in Hammond's Hall on Third Street (not extant). In 1881 the group shifted its quarters to the Hahn Block (also known as the Exchange Bank and Masonic Lodge #190) at 802 Rose Street (Map Code 20-30). The North La Crosse Masonic group was much smaller than the one in South La Crosse.(3)

#### Odd Fellows and Other Fraternal Societies

The International Order of Odd Fellows (I.O.O.F.) was active in La Crosse as early as 1853. Several groups were affiliated with the order and ethnic divisions among its membership characterized the various bodies. All of the separated bodies, however, eventually cooperated in the rental of quarters of the Rodolf Block (Map Code 75-17) at 100 South Third Street.(4)

In 1868 a group of La Crosse citizens of Germanic background led by Theodore Rodolf, a land agent, real estate broker, and civic minded individual who had immigrated from Switzerland, founded the La Crosse Valley Lodge. At first the group held the German language meetings in a building they rented on Front Street between Main and State Street (not extant). When Rodolf constructed his large building on Main and Third Street in 1869 (Map Code 75-17) the group moved its quarters there. In 1878 the German lodge set up more lavish quarters in the Rodolf Block, where it cooperated with other ethnic I.O.O.F. lodges on the expenses.(5)

English speaking Odd Fellows created the Gateway City Lodge in 1868. Lumberman Orrin

L. Smith helped organize the chapter. The Gateway City Lodge held its first meetings in rented quarters on Front Street before they moved to the Rodolf Block. Another English speaking chapter, the La Crosse Encampment, joined the main group in 1871.(6)

Norwegian speaking Odd Fellows organized the Normana Lodge in 1876. The group remained small because of the opposition of clergy and a generalized suspicion of secret societies among Norwegians. However, the Normana Lodge survived and took up space in the Rodolf Block along with other Odd Fellow lodges.(7)

German speaking women helped organize the Daughters of Rebecca Adela Lodge in 1874. They too utilized the Rodolf Block.(8)

The Ancient Order of Untied Workmen (AOUW) divided themselves much like the Odd Fellows, by language. The La Crosse Lodge attracted English speaking members after being established in 1876. The Teutonia Lodge attracted German speaking members when it was created in 1876. Both groups met in rooms at the Rodolf Block.(9)

Knights of Phthias (1880), Knights of Honor (1877), and the Royal Arcanum (1879) also became established in La Crosse. Like other fraternal groups, they held meetings in the Rodolf Block on Main and Third.(10)

The La Crosse B’Nai Brith, a Jewish benevolent society, was established in 1870 at the Masonic Hall. The group moved its activities to the Anshe Chesed Synagogue (not extant) at 521 Fourth Street by 1880. A Jewish Ladies Benevolent Society, and the La Crosse K.S.B. Lodge also held regular meetings at the synagogue. The Jewish fraternal societies did not discuss religious matters, rather, they were fraternal and charitable bodies which functioned like those of the Odd Fellows.(11)

### Temperance Movement

Temperance groups became established in La Crosse during the late 1850's. Temperance was one of the Yankee dominated reform movements which, like abolitionism and women's rights, had important effects on American society and contributed to the intellectual ferment that led to the rise of the Republican Party and the Civil War. In La Crosse, however, the anti-drink element had few successes. The German tradition of beer gardens coupled with a strong Democratic heritage blocked attempts at prohibition.

The Good Templars established two lodges in La Crosse. In 1858 the Twilight Lodge established itself in the home of one of its members. The Temperance Hall moved to rooms at Second and State Streets, then to the J. M. Levy warehouse (not extant) on Pearl Street, then to the Juno Block (not extant) on Front Street, then to the Gile Block (not extant) on Third Street, and finally by 1880 to the La Crosse Opera House (parts of which are now the Hoeschler Block) at 115 South Fifth

(Map Code 21-3). Good Templars of North La Crosse met at 801 Rose street (no photo).(12)

Other temperance groups shared the Temperance Hall at Main and Fifth. Such organizations as Sons of Temperance (1873), Temple of Honor (1876), Mendotas (1876), and the Women's Christian Temperance Union (1880) utilized the facility. Temperance groups such as the Good Templars allowed women to become full fledged members.(13)

### Women's Organizations

In addition to the Women's Christian Temperance Union and the Women's groups affiliated with the various fraternal societies, several other women's groups were active in La Crosse. These included the Coteric (1877), a literary society; the Nineteenth Century Club (c. 1882) which allowed men to become members of the current events oriented group; the La Crosse Women's Club (1895) of North La Crosse; Daughters of the American Revolution (1896), Women's Suffrage Club; and others.(14) These groups appear to not have owned buildings.

### Youth Organizations

The La Crosse YMCA was established at the turn of the century. In 1907, President William Howard Taft dedicated the new multi-story YMCA brick structure at 629 Main Street (Map Code 79-5).(15) Other youth groups formed around sports such as baseball or in the school setting.

### Social Movements

#### Intellectual Societies

The La Crosse County Historical Society grew out of the La Crosse County Pioneers Association (1871). The group met for social purposes and picnics as well as occasional annual meetings. Between 1881 and 1890 the Old Settlers Association organized itself and held a yearly meeting in West Salem. In 1898 the La Crosse County Historical Society was formally organized and held irregular meetings until 1901. In 1925 the organization revived and still exists. The Historical Society owns no buildings. The La Crosse Library Club was active between 1853 and 1888 and is discussed in the Literature section in the Art and Culture chapter.

The Northwest Agricultural Stock and Mechanical association was established in La Crosse in 1873. Prior to that date, the La Crosse County Agricultural Society which had been organized in 1858, held its fairs in West Salem. In 1873 the association constructed a display center (not extant) at Lake Park (now Myrick Park) between La Crosse and Pine Street west of Eighteenth Street. The association did not remain based in La Crosse for many years and municipal authorities removed the building in the 1880's.(16)

### Military Fraternities

La Crosse Civil War and Spanish American War veterans formed fraternal groups. Civil War veterans became members of the Grand Army of the Republic or G.A.R. posts were formed at La Crosse. Two held meetings in the county Court House (not extant) on Third between State and Vine Street, and the third held meetings in its hall in the McMillan Block at 401 Main Street (Map Code 19-10).(17)

The Untied Spanish War veterans held meetings in the Court House. Each of the above noted military fraternities had ladies auxiliaries, who also held meetings.(18) The American Legion Hall at 711 South Sixth (Map Code 17-11) served the same function for subsequent veterans of the World Wars.(19) Also see the section on military affairs in the chapter on Government.

### Political Movements

Political agitation stirred La Crosse most actively during the Civil War era. Prior to the mid-1850's, most La Crosse residents, like those throughout Wisconsin, were supporters of the Democratic Party. Historical and social forces, however, produced serious divisions among the American populace.

The 1850's was a period of reformistic zeal and such issues as slavery, temperance, immigration restriction, protective tariffs, internal improvements, women's suffrage, and economic depression tended to divide Americans along sectional and ethnic lines. Yankee Protestants with New England roots, for example, seemed to be attracted to the above noted issues, while Catholics, Southerners, and many one time Middle Atlantic States and urban dwellers viewed these trends with hostility.

### Early Political Movements

In 1857 La Crosse citizens clashed over morality issues. La Crosse's "respectable" element - who were at that time attracted to the Whig and shortly thereafter Republican Party - took violent action against salons and brothels which gave the community a wild frontier flavor. The Democrats opposed the "mob action" of the La Crosse vigilantes who they believed to be Puritanical trouble makers. The La Crosse National Democrat (not extant) under the editorship of Theodore Rodolf and Judge C. K. Lord opposed the vigilantes and took a pro-Democratic point of view. The Independent Republican (not extant), on the other hand, edited by William C. Rogers supported them.(20)

As 1860 approached, the Democrats became disunited over the question of extending slavery into the western territories, the John Brown raid, and the Fugitive Slave Law while the Republicans

gained in strength.(21) The La Crosse Democrat came into the control of Marcus M. “Brick” Pomeroy, an ardent Democrat and a vociferous opponent of the Republicans.

Pomeroy and the Democrat became nationally famous. Pomeroy was a cautious supporter of the war after South Carolina troops fired on Fort Sumter, but he turned against it when he witnessed widespread destruction of Southern states and corruption among Union Army officials. Supporting “the Constitution as it is and the Union as it was,” Pomeroy characterized Abraham Lincoln as “the widow maker.”(22) The Democrat became one of the most famous Copperhead journals in the nation, and the second largest paper in Wisconsin after the Milwaukee Sentinel.(23)

Pomeroy’s editorial style was a mixture of rough cut low brow, frontier humor, and biting wit. His condemnation of the war, the Republicans and Lincoln, caused the Democrat to increase in circulation. “Even his enemies could not resist buying his paper,” recalled Republican Benjamin F. Bryant.(24) The Pomeroy style “out-Jeffed Jeff Davis in treasonable utterances and out-deviled the devil in devilry,” remembered another La Crosse resident.(25)

In any case, Pomeroy’s Democrat prospered. In 1867 the fiery Copperhead built the La Crosse Opera House (not extant) at Main and Fourth. “Pomeroy’s Folly” as it was called, housed his newspaper offices as well as his living quarters and theatrical facilities. Pomeroy himself became active in Democratic politics in New York and he turned the newspaper over to John Symens and George W. Peck in 1871. Peck continued with the humorous approach before he left La Crosse to establish himself in Milwaukee in 1878 where he became mayor and shortly thereafter Governor of Wisconsin in 1890. The George W. Peck residence at King and Ninth Street (Map Code 100-20) is still extant. Peck is best remembered as the author of the humorous Dennis the Menace type series published in Peck’s Bad Boy (1890). The Pomeroy Opera House was taken over by its mortgage holders in 1879 and it became the McMillan Opera House (not extant).(26)

The divisiveness of the Civil War had a curious effect at La Crosse. Although city residents generally elected Democratic mayoral candidates, party affiliation did not divide the business leadership of the community. Indeed, the ability of the elite members of the Board of Trade to overcome political differences allowed the group to exert pro-business influence for the remainder of its existence. The business elite allied themselves with whoever was in power to promote the growth of the city. They favored extensive municipal improvements such as street paving, water works, sewers, and street railways. Thus, the acrimony associated with sectional conflict and Republican vs. Democrat political struggle was not allowed to interfere with the development of La Crosse in the period 1880-1920.(27)

### The Progressive Era and New Deal Era

Populism seems to not have affected La Crosse even though Dr. D. Frank “White Beaver”

Powell won the mayorship on a Peoples Party and later Independent ticket in 1885, 1886, 1893, and 1895. The same could be said for Progressivism. Dr. Wendell A. Anderson is generally conceded to have been the city's Progressive mayor. Anderson served two terms, 1899-1901 and 1907-1909. Joseph J. Verchota was easily La Crosse's longest lived city executive. Verchota held the mayor's office from 1923-1929, 1931-1935, and 1939-1949. Verchota's time in office would classify him as a New Dealer.(28)

### Labor Movements

Because La Crosse was a manufacturing, industrial, and transportation center, labor organizations arose at an early date. La Crosse unions, however, have not been noted for political radicalism. Indeed, La Crosse union representatives fought left wing members of the CIO on the state level during the post World War II era.(29)

The conservative tendency of La Crosse union members has been observed since the early 1890's. In 1891, for example, Robert Calvert, the Secretary of the Board of Trade, commented upon the phenomenon and attributed La Crosse's labor conservatism to the widespread ownership of homes by working men. Calvert observed: "Socialism, rioting, labor disturbances. . . are incompatible with ownership. . . He who owns his own house has no desire to tear down that of his neighbor."(30) Calvert's opinion was mirrored in a statement by long time La Crosse union man Archie Currie many years later. Currie explained, "We didn't want to blow up our plant . . . we wanted to get a living wage and get fringe benefits and still wanted the company here."(31)

La Crosse's Custom Shoe makers organized a union in the 1860's. The shoe makers union was short lived, however, as more produced factory goods quickly overpowered the bargaining ability of the craftsmen.(32) Trypographers organized in 1883 and cigar makers in 1884. Railroad unions sprang up during the 1880's. The Order of Railroad Contractors met at 500 North Third Street in North La Crosse (no photo) while the Brotherhood of Locomotive Engineers held its meetings at 1200 Rose Street (not extant) in North La Crosse.(33)

These early craft unions were benevolent organizations as well as fraternal societies. They could speak only for small groups of skilled workers and had not mechanism of concerted action. During the period 1885-1890 the Knights of Labor, a federation of disparate workers groups, tried to coordinate union activities. The Knights met at two locations, including the Odd Fellows Hall of North La Crosse, 800 Rose Street (Map Code 20-30), and at Atkinson's Hall at 122-126 North Third Street (Map Code 3-25).(34)

In 1891 the area craft unions formed the La Crosse Grand Labor Council. The Council constructed a Labor Temple (not extant) at 421 King Street in 1890-1891 which served as a meeting hall for its members. In 1902 the Grand Labor Council affiliated with the national American Federal

of Labor. The Labor Temple was remodeled and repaired in 1949. Today the La Crosse Labor Temple is situated at 1920 Ward Avenue (no photo).(35)

The craft unions were dominated by workers of Germanic backgrounds. They were not antagonistic towards the employers and strikes were rare. The craft unions seemed uninterested in organizing the less skilled laboring people in other city industries. Strikes occurred at the City Street Railway in 1909, at the breweries in 1910, among the boot and shoe makers employed by the La Crosse Rubber Mills in 1915, and in 1919 a series of post war strikes in favor of the eight-hour day broke out among foundry workers, and at the National Gauge Company.(36)

The roaring and generally prosperous 1920's were not good years for unions in La Crosse. A 1922 strike at the CBQ railroad yard in North La Crosse was unsuccessful. But, with the arrival of the Great Depression and the onset of hard times, union activities picked up. In the 1930's, industrial unions rather than craft unions became organized. The CIO became a force in labor circles nationally and at La Crosse. A five month strike at the La Crosse Rubber Mills took place in 1934.(37)

Labor victory and the openly accepting policy of the New Deal towards the CIO brought about a rise in industrial unions. In 1937, the Pioneer Labor Hall Association acquired the Pioneer Club (second Germania Hall) (not extant) on Fifth and Market Streets. The Pioneer was later turned into a fire engine house.(38)

### Health and Social Services - Hospitals

The health care industry today plays an important role in La Crosse's economy. A brief review of its major developments is in order; La Crosse was a major river port in the 1870's, ranking below New Orleans, St. Louis, and St. Paul in order of scale of business. The U. S. Government, therefore, subsidized health care facilities for the benefit of seamen. The "Marine Hospital" was a rented hotel room at Troy House at 17 Front Street between Main and Pearl Street (not extant).(39)

In 1883, however, St. Francis Hospital was established. St. Francis was a real hospital in the sense that the entire institution was given over to health care unlike the existing Marine Hospital. In addition, St. Francis was the only hospital in Wisconsin located outside of the Milwaukee area. The Marine Hospital, therefore, was moved to the St. Francis Hospital, a three-story brick structure (not extant) with a tower located on Market Street between Tenth and Eleventh.(40)

St. Francis Hospital expanded steadily. In 1886 wings were added to the west and east. In 1891 a wing was added to the chapel, and five years later another expansion to the west took place. In 1916 additions were completed along the east and west. In 1930 a major re-development took place as the old building was razed and a new eight-story 198' x 40' building facing Market Street was constructed. The new structure contained 75,134 square feet and was the tallest building in La Crosse. Parkinson and Dockendorff were the architects for the new hospital (Map Code 65-36) and

for the five-story St. Francis School of Nursing built at 615 South Tenth Street in 1941 (Map Code 44-30).(41)

The 1960's and 1970's witnessed a tremendous expansion of St. Francis Hospital facilities. Between 1960 and 1964, three phases of additions replaced everything except the eight-story building and the nursing school. A psychology building was constructed at Eleventh and Winnebago Streets and the firm Maguola and Quick of Minneapolis completed its five-story addition in 1963. The Education Building remodeled in 1975 is now called the Professional Arts Building. The Assisi Center was added in 1975. Today the St. Francis complex is a packed modern facility serving the health care needs of a wide region.(42)

Another important health care facility was established by Dr. D. Frank Powell in 1881. Frank Powell led an adventurous life on the Western Plains, serving as an Army doctor where he became friendly with Buffalo Bill Cody. Powell liked to be called by his Indian Name, "White Beaver," and he dressed in frontier garb. "White Beaver" created the Powell Institute on the northeast corner of Second and Main Street (Map Code 80-22) where he dispensed herbal and patent medicines and treated "diseases of women," which were his specialty.(43)

Powell brought his two brothers into the health care business. Dr. George E. Powell, known as "Night Hawk" or "Dark Scout" gained fame on the frontier as a gun fighter, Indian Scout, and Pony Express rider. Dr. William A. Powell, nicknamed "Bronco Billy" or "Saddle King" also worked at the Powell Institute.(44)

"White Beaver" Powell became mayor of La Crosse on four separate occasions. The patent medicines and herbal remedies which he prepared, bottled, and marketed gained a following in a large distribution area. The Powell business illustrated the divergent strands of the health care industry in La Crosse as well as in other parts of the country, whereby patent medicine practitioners and legitimate medical doctors coexisted and competed for clientele.(45)

La Crosse Lutheran Hospital was established in 1899 in a four-story red brick building (not extant) on South Avenue. Dr. Adolf Gunderson, who settled in La Crosse after leaving Norway in 1891, became the director. By 1921 the institution became known as the Gundersen Clinic. In 1923, La Crosse Lutheran Hospital built a Nurses' Home (Map Code 34-23) which was enlarged by Otto Merman and H. W. Skogstad in 1927.(46)

In 1954 a large addition was added to the hospital. Another followed in 1961. A fire in 1961 caused extensive damage and several phases of additions were planned to replace the structure. In 1965 a seven-story addition was completed which replaced the old main section of the hospital. In the 1970's massive redevelopment occurred. A west wing went up in 1971, a psychiatric center in 1973, and a series of 24 duplex housing units appeared thereafter. In 1979 another wing was added to the northwest.(47)

Civic minded wealthy La Crosse residents established the La Crosse Hospital at Oakland and Thirteenth Streets in 1900. The hospital building was a three-story real brick structure. In 1918 the La Crosse Hospital erected the Gund Nurses' Home (not extant) on its grounds. The La Crosse Hospital and School for Nurses became an important institution and was accredited by the state.(48)

Grandview Hospital was established in 1914. Its fifty bed building was constructed in 1915 on the 1700 block of Main Street (Map Code 60-13). The hospital doubled its capacity by 1920. In 1921 a new nurses home was built on the site.(49)

## INDEX OF REFERENCES: SOCIAL ACTIVISM CHAPTER

Study Units: Commerce Chapter; Government Chapter; Agriculture Chapter; Overview Chapter; Architecture Chapter; Education Chapter

American Legion Hall (Armory), 711 South Sixth Street (Map Code 17-11); Government Chapter; Architecture Chapter

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

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YMCA Building, 629 Main Street (Map Code 79-15), Architecture Chapter

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## **ADDENDUM TO 13. SOCIAL ACTIVISM (SOCIAL AND POLITICAL MOVEMENTS)**

### **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 and listed 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.

### **Fraternal Organizations**

Fraternal groups, on the one hand, have helped form a social order in American society and have performed many important social and charitable activities for their chapter's communities and the nation. On the other hand, fraternal organizations have often been class-oriented and discriminatory in their history. There are two types of fraternal groups. The first is the club or social group that emphasizes fellowship and secrecy. The second is the benevolent or insurance-providing society that emphasizes insurance services to their members. The Masons are the oldest of the fraternal groups of the social type. Their first lodge was established in Wisconsin at Green Bay in 1832. In 1843, there were three lodges at Platteville, Mineral Point, and Milwaukee. By 1865, there were about 150 lodges in the state. Other historic fraternal groups include the Odd Fellows, the Eagles, and the temperance group, the Good Templars.(1)

**Masons.** In 1852, a group of Masons in LaCrosse organized the first Masonic lodge, and they received their official charter in 1853. After meeting in members' homes and other sites, in 1856, Frontier Lodge No. 45 moved to John M. Levy's warehouse building (not extant), where they remained until 1871. Between 1871 and 1902, the Masons met in several downtown commercial buildings until their new Masonic Temple on Main Street was completed in 1902. Several additional lodges were added to the LaCrosse Masonic fold, as the organization grew in the late nineteenth and early twentieth centuries. Some of LaCrosse's most prominent citizens were Masons, including Gov. C. C. Washburn, Gov. George W. Peck, and businessmen C. L. Colman, Lucius Colman, and W. A. Roosevelt.(2)

By the mid-twentieth century, more than a dozen organizations associated with the LaCrosse Masons were meeting at the Masonic Temple. These organizations included the regular Masonic lodges for the various degree levels that are attainable in masonry; a group of 32nd degree Masons known as Shriners; youth groups; and women's auxiliary groups. All of these groups eventually

created overcrowding at the temple, especially when special meetings drew regional participants. When the Masonic Temple was constructed in 1902, a Masonic Hall Association was in existence to coordinate the temple operations. In 1967, this association was changed to the United Temple Association which was responsible for the erection of a new temple beginning in 1970. The shell of the new building was contracted out but much of the interior work was done by members themselves. The new temple was dedicated in April of 1977.(3)

The old Masonic Temple (724 Main St.) is historically significant and potentially individually eligible for the National Register of Historic Places because it was the most significant historic location of the Masons. Historically, the Masons were the most prominent fraternal group in any community and usually the most important business people were members. Although officially a social group, because the membership often consisted of the “movers and shakers” of a community, important community business was often conducted when these prominent people got together for their meetings and events. In the twentieth century, the Masons are still a strong social group, whose members are often prominent businesspeople. But, more importantly, the Masons, through their various lodges, support a number of local and national charitable causes that help various members of society. For these reasons, the old Masonic Temple is an important local landmark representing the long tradition of public service achieved by the Masons of LaCrosse.

Masons living in North LaCrosse formed their own lodge in 1873. In 1889, when the Exchange State Bank Building was constructed on Rose St., the North LaCrosse Masons moved into this prominent location. Although a small group, the North LaCrosse Masons met in the Exchange State Bank into the 1970s. The Exchange State Bank building (800 Rose St.) is already historically significant and potentially individually eligible for the National Register of Historic Places for its association with North LaCrosse’s most prominent historic banking institution, but it is also historically significant for its association with the North LaCrosse Masons, a prominent fraternal group in the city.(4)

**Eagles.** Although often not as prominent as the Masons, the Eagles fraternal group was a popular organization in many communities. In 1905, two men who were Eagles members in other communities before moving to LaCrosse, formed the LaCrosse Aerie of Eagles. The LaCrosse Aerie met in rented quarters in several downtown commercial buildings as its membership grew. By 1914, when they moved into the LaCrosse Theatre Building (not extant), there were 300 Eagles in the LaCrosse Aerie. In 1928, the Eagles purchased a lot and building for the purpose of erecting a new clubhouse. The existing building was remodeled for a temporary clubhouse while the members planned their new building. In 1931, the Eagles completed their clubhouse plans, but the poor economic conditions of the Great Depression stalled the project for several years. In 1935, the Eagles finally went ahead with their building, laying the cornerstone in November, and moving into the

building in April of 1936.(5)

The Eagles fraternal group was formed in 1898 by vaudeville theatre owners in Seattle who wanted an organization to assist vaudeville actors in need. After a few years, the Eagles decided to expand their philanthropic efforts to many other groups in need. The LaCrosse Aerie concentrated on helping those in need for most of its history, beginning with assistance to the sick. During the Great Depression, when the Eagles could have saved their money for their clubhouse, they donated money to many individuals and organizations, including the boy scouts, the YMCA, the polio foundation, the Red Cross, Boys Town, and local youth sports teams. During World War II, the Eagles raised money for a fund for children of deceased servicemen. Other donations over the years have gone to the cancer fund, the heart fund, and many needy childrens' funds.(6)

The Eagles Club (228 South 5th St.) is historically significant and potentially individually eligible for the National Register of Historic Places because it is the most important location for the Eagles fraternal group. It was the first and only building constructed specifically for an Eagles clubhouse and has been used by the Eagles since its completion in 1936. The significance of the Eagles is similar to that of the Masons. Prominent individuals meeting on a regular basis in a fraternal group often conducted private and public business while socializing. But the Eagles also had a strong history of supporting social welfare causes, and during the twentieth century, the LaCrosse Eagles gave much financial and personal support to activities and organizations that promoted the social welfare of the community. The Eagles Club is also one of the few buildings constructed in LaCrosse specifically for a fraternal clubhouse. As such, it is an important site in the community.

**Other Fraternal Groups.** Many other historic fraternal groups were organized in LaCrosse, including the Odd Fellows (both German and English-speaking groups), the Ancient Order of United Workmen, the Knights of Pythias, the Knights of Honor, and the Royal Arcanum. All of these groups met in the Rodolf Block (100 South 3rd St.), a large commercial building constructed by Theodore Rodolf. The most prominent group to meet in the Rodolf Block was the Odd Fellows, which had a number of ethnic lodges in the city. Historically, the Rodolf Block is significant for its use as a meeting place for many of LaCrosse's fraternal lodges. However, the building has been substantially covered up with modern materials and has lost its historic integrity. Therefore, it is not potentially eligible for the National Register of Historic Places at this time. Should the building be renovated back to its historic appearance, it would be historically significant and potentially eligible.

## **Youth Organizations**

**YMCA.** The YMCA was the most important organization of young men during the turn of the twentieth century era. The organization came from England to New England prior to the Civil War and was organized to bring social services to young men who were flocking to urban areas for

work. By 1870, the YMCA movement had reached Wisconsin. The YMCA's of urban areas were non-denominational organizations that tried to meet the needs of youth through social action, and, while having a recreational focus today, YMCA's are still vital organizations in many communities.(7)

The YMCA movement came to LaCrosse in 1883, when 26 prominent citizens drew up a constitution and by-laws for the local club. The first quarters for the YMCA were in the Rodolf Block, a commercial building used by many of LaCrosse's fraternal groups. The first gymnasium was also located in a downtown commercial building. By 1884, the local YMCA had a membership of over 300 and by 1885, a branch was organized in North LaCrosse. In 1887 and 1888, plans were made for a YMCA building, but the plans never materialized. During the 1890s, building plans were raised several times, but were not achieved. In the meantime, the association moved into increasingly larger quarters in other buildings(8)

During the early twentieth century, a YMCA building was finally constructed with the help of a \$25,000 donation by W. W. Cargill, a \$5,000 donation from the Hixon Company, and \$60,000 donated from private fund-raising efforts. The building opened on September 17, 1909 with a speech by then President William Howard Taft. The LaCrosse YMCA offered numerous social programs for boys and young men from the time it opened, including social clubs, camp programs, and athletics. The staff of the YMCA made a concerted effort to bring boys into the association's programs in order to improve their moral character and keep them busy during their free times. (9)

After World War II, YMCA, which had always had strong physical fitness programs, began to expand these programs. In need of new facilities by the 1960s, the YMCA began negotiating with the YWCA to build a joint facility, and in 1969, a new building for both the YMCA and YWCA opened. The old YMCA building was sold to the Western Wisconsin Technical Institute shortly afterward. The combined associations worked well together for over 10 years, but by the 1980s, the YWCA began to be concerned that their social and recreational programs targeted specifically toward women were being overshadowed by the "family" emphasis of the YMCA. The YWCA also felt that they might be "taken over" by the YMCA and still desired their autonomy. The result was that in 1992, the YWCA sold their half of the building and equipment to the YMCA and re-established an independent association. Today, the YMCA still operates its family programs and is a popular institution in the city.(10)

The old YMCA building (629 Main St.) is historically significant and potentially individually eligible for the National Register of Historic Places because it was the most important and longest historic home of the YMCA association in LaCrosse. The YMCA was an important social welfare organization in the late nineteenth and early twentieth centuries, helping young men lead wholesome and productive lives. In the later twentieth century, the YMCA has changed its focus to providing

public recreational activities for whole families, but the YMCA still serves the public by providing lower-cost recreational facilities in communities throughout the state. Even though the old YMCA building has had some modern alterations, these alterations do not overshadow the building's historical significance.

**YWCA.** Two organizations in England were the origin for the international YWCA. These two women's groups established their organizations in the mid-1800s to provide working women with spiritual improvement, housing, and other social services. A similar group was founded in New York City in 1858, and the organization quickly grew in the United States and Europe during the late nineteenth century. In 1877, the International Conference of Women's Christian Associations was formed, and by 1894, the International YWCA was established.(11)

In 1903, a number of LaCrosse citizens met to form a YWCA in the city. Over 370 members took foreign language, music, sewing, Bible, and exercises classes in rented quarters in a downtown commercial building. In 1905, the YWCA purchased the Mons Anderson home at 410 Cass St. as a headquarters. In that location, the YWCA assisted young women in finding jobs, in providing transient shelter, and in providing meals for working women. By 1918, the YWCA had outgrown the Anderson home and moved into another downtown commercial building, particularly to have more space for physical fitness programs. In 1931, the YWCA purchased the large Scott Mansion at 1140 Main St. (not extant) as a headquarters. By the 1960s, the YWCA desired an updated facility, and since the YMCA also desired a new building, the two organizations combined to build a joint YWCA-YMCA that was completed in 1969. The new building was constructed on the site of the Scott Mansion.(12)

After the new building was completed, the YWCA, like the YMCA, focused its programs on physical fitness activities. But, in the late 1970s, members of the YWCA began to take an active interest in the cause of battered women. The YWCA supported the New Horizons Shelter until 1993, when it became an independent agency. In the 1980s, a movement to administratively combine the YWCA and the YMCA into a "family Y" facility was opposed by many members of the YWCA because they felt they would be dominated by the YMCA agenda and lose their emphasis on providing special programs for women. In 1992, the YWCA sold its half of the building and equipment to the YMCA and moved into rented quarters in nearby Onalaska. While the YWCA still supports women-only physical fitness programs, it also emphasizes women's social service programs, like child care and services to Hmong immigrant women in the community.(13)

The most historic location of the YWCA was the Scott Mansion, demolished in favor of the joint YMCA-YWCA facility that was completed in 1969. Probably the YWCA's second most important historic location was the Mons Anderson House (410 Cass St.), the first formal home of the association from 1905 to 1918. It was in this location that the YWCA developed into one of the most

important social service organizations for women in twentieth century LaCrosse. Although it was primarily listed in the National Register of Historic Places for its architectural significance and association with important businessman Mons Anderson, the Mons Anderson house also has historical significance for its association with the LaCrosse YWCA.

## **Health Services**

**Physicians.** The earliest medical services in LaCrosse were provided by individual physicians, some of whom came to the community as early settlers. These doctors practiced in a variety of medical methods, and many had little formal training. The most prominent doctors were trained in surgery at American or European medical colleges, and while these surgeons could solve some medical problems with crude operations or amputation, they, and the other doctors of the nineteenth century, did not have much of an impact on epidemics like malaria, typhoid, cholera, tuberculosis, or other infectious diseases. Eventually, as doctors embraced and were trained in scientific-based medicine, and as disease prevention became popular, physicians had a greater impact on the health of their patients. Some of the most important doctors in Wisconsin communities were responsible for establishing early hospitals and clinics that became the foundation of modern medical services in the late twentieth century.

Although a trader in the LaCrosse area in 1842 claimed to be a doctor, the first documented physician, a Dr. Bunnel of Michigan, came to LaCrosse in 1844, but apparently left after a short time. Other doctors followed and in 1854, a business census listed six physicians in residence. In 1855, area doctors established the LaCrosse County Medical Society. During the late nineteenth century, many more doctors came to LaCrosse, including some Norwegian immigrants trained in their native country. By the 1890s, though, physician services in LaCrosse still resembled the mid-nineteenth century. In 1891, there were 34 doctors listed as practicing in LaCrosse. While some were trained surgeons, many others were proponents of herbal and folk medicine and few had extensive medical training. One doctor had previously been a drugstore clerk and another a veterinarian.(14)

The quality of physician services in LaCrosse was soon to change, though, with the immigration of Dr. Adolf Gundersen to the city in 1891. Gundersen was recruited to LaCrosse by another Norwegian immigrant, Dr. Christian Christensen, who was a general practitioner in the city. Adolph Gundersen was a proponent of the scientific method of practicing medicine as a result of his advanced European training. He graduated from Norway's Christiania University and the University of Oslo. In 1890, he graduated from the University of Oslo's medical school and then completed further training in Europe and in surgical clinics in the United States. Like most trained doctors of his era, he was a specialist in surgery, but promoted the scientific practice of medicine for all physicians. Gundersen not only had a successful career in practice with Dr. Christensen, but was an important

founder of LaCrosse Lutheran Hospital, and its adjunct, the Gundersen Clinic. He also raised six children to be physicians, creating a medical dynasty that had a lasting impact on medical services in LaCrosse.(15)

Because the historic resources associated with Dr. Gundersen's workplace (Gundersen Clinic, Lutheran Hospital) have lost historical integrity, the most important resource related to Dr. Adolph Gundersen is the home he occupied during his formative years in LaCrosse, 1231 Ferry St. Originally built in 1891 by Otto Luhring, Gundersen moved into the house in 1897, and he lived there during the important period he was building his outstanding practice and helping establish Lutheran Hospital. Because of its association with Dr. Gundersen and his important local medical career, the Luhring-Gundersen House at 1231 Ferry St. is historically significant and potentially individually eligible for the National Register of Historic Places.

### **Health Services--Hospitals**

Large community hospitals are a relatively recent trend in Wisconsin. There were few hospitals in the nineteenth century other than at military facilities. The lack of community hospitals went hand in hand with the low quality of health care available in the nineteenth century. The first non-military hospital in the state was founded in Milwaukee in 1848. It was established during a cholera epidemic by a Catholic religious order. During the Civil War, a few other hospitals were built in the state, primarily for wounded soldiers. But, by 1900, only a few more hospitals existed in the state than did early in statehood. Most of these hospitals were operated by religious orders. The number of hospitals increased dramatically during the twentieth century, as medical science made surgery common and many severe illnesses treatable.(16)

Four hospitals were established in LaCrosse in the late nineteenth and early twentieth centuries. They included LaCrosse Hospital, Grandview Hospital, Lutheran Hospital, and St. Francis Hospital. Of these hospitals, St. Francis and Lutheran are the most significant, as they have grown and developed into the foundation of the LaCrosse area's late twentieth century medical system.

**St. Francis Hospital.** The Franciscan Sisters of Perpetual Adoration, a Roman Catholic religious order that staffed the Catholic churches and schools in LaCrosse, opened the first hospital in the community in 1883. At the urging of local physicians and residents, the sisters opened their hospital at a time when few hospitals were successful. The new St. Francis Hospital was officially opened in December of 1883 and contained 35 beds, including private rooms and charity wards. The building also included a surgical department, dining rooms, administrative offices, and a pharmacy. In 1908, St. Camillus Annex was built as an isolation wing for communicable diseases, and was used until 1951. In 1916, two more wings were added to St. Francis Hospital, one for a new surgery, and the wings increased the bed capacity to 200. In 1931, a new eight-story addition increased St. Francis

Hospital to 315 beds and brought the hospital facilities up to modern standards. The original hospital building was demolished at that time. After World War II, additional remodeling and construction has taken place at St. Francis Hospital, enlarging it to the regional medical center it is today.(17)

Unfortunately, the older sections of St. Francis Hospital that are still extant are remodeled and enclosed by modern construction and no longer have integrity as historic resources. There are, though, two buildings associated with St. Francis Hospital that are still extant and still have much of this historic integrity. They are the St. Francis School of Nursing (615 S. 10th St.), built in 1941-42, and St. Ann's Maternity Hospital (620 S. 11th St.), built in 1926.

**St. Francis School of Nursing.** St. Francis Training School for Nurses was organized in September of 1902 with five Catholic nuns and 11 lay women admitted to the first class. The lay women were housed in the hospital building until 1922, when the old Catholic Bishop's house was converted into a dormitory. Classes for the training school were held in the hospital, as well, until 1927, when they were moved to St. Ann's Maternity Hospital. In 1911, the nursing school program was accredited and enrollment continued to grow. By 1940, the nursing school facilities were hopelessly overcrowded and accreditation was threatened. To solve the problem, a new nursing school building was erected between 1941-42. The expanded facilities were renamed St. Francis School of Nursing.(18)

The St. Francis School of Nursing was a three-year diploma program typical of many programs attached to hospitals in larger communities. In the 1960s, these three-year diploma programs were phased out in favor of a four-year college degree program. By the late 1960s, three-year nursing schools either closed or their programs were transferred to nearby colleges. In LaCrosse, the Franciscan Sisters also operated a small private college, Viterbo College. In 1967, the sisters moved the nursing program to Viterbo and in 1970, they closed the three-year school. St. Francis School of Nursing was a successful program, though, graduating almost 2,000 nurses during their 68 years of existence and providing St. Francis Hospital with a steady stream of well-trained nursing staff.(19)

St. Francis School of Nursing (615 S. 10th St.) is historically significant and potentially individually eligible for the National Register of Historic Places because it was the most important home of the St. Francis nursing school. Three-year nursing schools were important training facilities for hospitals that sponsored them. They provided the hospitals with extra personnel, while offering the students a hands-on educational experience. Because of new requirements and the expanded focus of late twentieth century nursing, nursing schools have gone the way of normal schools and the resources associated with them are becoming increasingly rare. The St. Francis School of Nursing is historically significant because it represents an historic era in hospital medical training programs.

**St. Ann's Maternity Hospital.** In 1912, the Franciscan Sisters converted St. Ann's Orphanage for girls into St. Ann's Maternity Hospital. The orphanage building was originally constructed in 1889 and when it was converted into a hospital, it was completely remodeled. This building was used as the maternity hospital until 1927, when a new St. Ann's was built elsewhere. The old building was used by the Franciscan Sisters in a variety of ways until 1966, when it was demolished.(20)

Between 1926 and 1927, a new five-story St. Ann's Maternity Hospital was constructed near St. Francis Hospital (620 S. 11th St.). It had room for 75 mothers and space for the St. Francis School of Nursing classes. In 1927, 533 babies were born in the facility, and in 1947, at the beginning of the post-World War II "baby boom," a peak was reached with 1,776 births. As the length of stay for mothers dropped after World War II, less of the building was used for the maternity program, and St. Francis Hospital began expanding its general programs into the building. In 1963, St. Francis Hospital opened a new maternity ward in the main hospital building, and St. Ann's was converted into a nursing home.(21)

St. Ann's Maternity Hospital is historically significant and potentially individually eligible for the National Register because it was a long-time home of an important medical service in LaCrosse related to St. Francis Hospital. Many hospitals included maternity wards within their main buildings and it is somewhat unusual that an entire building was set aside for this purpose. St. Ann's Maternity Hospital provided an important service to St. Francis Hospital and allowed the new mothers to receive specialized care. Because it was an important medical facility for much of twentieth century LaCrosse, St. Ann's Maternity Hospital is an important landmark in the city.

**LaCrosse Lutheran Hospital.** In 1899, Norwegian Lutheran pastors in the LaCrosse area attended a conference for the purpose of developing the plan for a Lutheran hospital in LaCrosse. After purchasing property on South Ave., the ministers began to reach out to German Lutheran congregations to help fund the hospital building. Although fund-raising was slow, the building committee had a basement erected in 1900 and much of the rest of the building erected in 1901. More money was borrowed in 1902 to complete the building and most of it was finished by December of 1902, when the new three-story Lutheran hospital opened.(22)

During the first 20 years of operation, Lutheran Hospital was plagued with financial problems, including the building debt. The hospital also needed to maintain modern equipment and facilities to effectively compete with St. Francis Hospital. The hospital was fortunate, though, to appoint Dr. Adolph Gundersen as medical director. Gundersen was a progressive physician and surgeon who helped Lutheran Hospital develop into an important medical center. Dr. Gundersen was a specialist in appendectomies, and between 1903 and 1904, 115 such operations were performed at Lutheran Hospital, many patients being brought to LaCrosse via the nearby railroad line. Dr.

Gundersen also established a nursing school attached to the hospital.(23)

During the 1920s, the hospital became more financially stable and the hospital trustees both remodeled and expanded the building. They also completed a nurses' home for the nursing program. But the economic effects of the depression hit the hospital particularly hard, and one of the programs that had to be dropped was the nursing school. Although financial problems continued for Lutheran Hospital during the 1930s, two factors helped maintain the hospital. One factor was Dr. Gundersen, who personally paid some hospital debts and provided important medical leadership. The other factor was the affiliation of the Gundersen Clinic. Although it, too, suffered during the depression, the medical reputation of the Gundersen family kept patients coming to the hospital. The Lutheran Hospital weathered the depression and emerged during the post-World War II era as one of LaCrosse's two important medical centers of the late twentieth century.(24)

Like St. Francis Hospital, the historic resources associated with the Lutheran Hospital and attached Gundersen Clinic have been obscured by modern additions and remodeling. Only the old Lutheran Hospital Nurses' Home has retained enough integrity to be historically significant. In order to provide adequate trained staff for the new Lutheran Hospital, Dr. Adolph Gundersen established the LaCrosse Lutheran Hospital Training School for Nurses in 1903. Initially, the nursing school classes were held in the hospital and the students lived in a nearby building. After World War I, the nursing program greatly expanded and new quarters for nursing students was needed. Better housing was also need to maintain the program's accreditation. The three-story nurses' home, built at 1910 South Ave., was completed in 1923. But, the financial problems of the Great Depression of the 1930s, along with the school's failure to meet state accreditation criteria, caused the closure of the school in 1932.(25)

For its 30-year history, the LaCrosse Lutheran Hospital three-year nurses' training diploma program was a success, at least to the local hospital staff. The culmination of the program was the construction of the Lutheran Hospital Nurses' Home in 1923. Like the St. Francis Hospital nurses' training program, the Lutheran Hospital training program provided the hospital with extra personnel, while offering the students a hands-on educational experience. Because of financial problems and state requirements that the school found hard to meet, Lutheran Hospital closed its nurses' training program in 1932, and three-year diploma programs ceased to exist in the late 1960s. Because it was an important historic component of the services of Lutheran Hospital, the nurses' home, the most important building related to the nurses' training program, is historically significant and potentially eligible for the National Register of Historic Places.

## REVISED LIST OF POTENTIALLY ELIGIBLE AND LISTED PROPERTIES

<i>Name</i>	<i>Address</i>	<i>Date</i>
Masonic Temple	724 Main St.	1902
Exchange State Bank Building	800 Rose St.	1889
Y.M.C.A. Building	629 Main St.	1909
Mons Anderson House (NRHP)	410 Cass St.	1854, 1878
		YWCA:1905-1918
Luhring-Gundersen House	1231 Ferry St.	1891
		Gundersen:1897-1918
St. Francis School of Nursing	615 S. 10th St.	1941-42
St. Ann's Maternity Hospital	620 S. 11th St.	1926
Lutheran Hospital Nurses' Home	1910 South Ave.	1923

### ADDENDUM TO 13. SOCIAL ACTIVISM (SOCIAL AND POLITICAL MOVEMENTS) NOTES

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(3) "Dedication to be Sunday for new Masonic Temple," *LaCrosse Tribune*, 29 April 1977.

(4) City Directories for the City of LaCrosse, on file in the library of the State Historical Society of Wisconsin, Madison, Wisconsin.

(5) "Membership of LaCrosse Aerie of Eagles Grows to 1,178 in 50 Years," *LaCrosse Tribune*, 13 May 1955.

(6) *Ibid.*, "Eagles Mark 75th Anniversary," *LaCrosse Tribune*, 6 March 1981.

(7) Robert C. Nesbit, *The History of Wisconsin Vol. III Urbanization and Industrialization 1873-1893*, Madison: State Historical Society of Wisconsin, 1986, pp. 491, 520.

(8) "Y.M.C.A. Celebrates Golden Jubilee Coming Week," *LaCrosse Tribune*, 16 April 1933; "YMCA of LaCrosse Records 1883-1980," unpublished manuscript on file in the YMCA manuscript collections of the LaCrosse Public Library, LaCrosse, Wisconsin.

(9) *Ibid.*

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(12) "YWCA Serving Women--Touching Everyone Rooted in the History of LaCrosse," *LaCrosse Tribune*, 31 December 1986; "YWCA of LaCrosse Records 1907-1989," unpublished manuscript on file in the YWCA manuscript collections of the LaCrosse Public Library, LaCrosse, Wisconsin.

(13) *Ibid.*; Bill White, "City YMCA, YW to End Partnership on Sept. 15," *LaCrosse Tribune*, 3 September 1992.

(14) Benjamin Bryant, ed., *Memoirs of LaCrosse County*, Madison: Western Historical Association, 1907, p. 108; Stanley L. Sims, *LaCrosse Lutheran Hospital A History 1899-1979*, LaCrosse: LaCrosse Lutheran Hospital Foundation, Inc., 1981, n.p.

(15) Sims, n.p.

(16) Wyatt, pp. 6-1--6-4.

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Center, LaCrosse: St. Francis Medical Center, 1982, pp. 15-33.

(18) *Ibid.*, pp. 18-20.

(19) *Ibid.*

(20) *Ibid.*, pp. 26-27.

(21) *Ibid.*, pp. 30-31.

(22) Sims, n.p.

(23) *Ibid.*

(24) *Ibid.*

(25) *Ibid.*

## 14. TRANSPORTATION

Transportation facilities played a vital role in transforming La Crosse from a fur trading post of little consequence into Wisconsin's second major city during the 1880's. Other than Milwaukee, few Wisconsin communities had transportation facilities on a scale equal to those which emerged at La Crosse. It was La Crosse's good fortune to be a center of railroad as well as river transportation networks. La Crosse's major industrial boom occurred during 1880-1885, at a time when both rail and river networks were in competition and both enjoyed health as well as prosperity.

### Inland Waterways/Mississippi River Navigation

Steamboats brought La Crosse into existence as a community. Although fur traders and adventurers travelled about by canoe and keel boat, it was the steamer that transported emigrants and settlers to La Crosse in large numbers, shipped off the trade of the area, and carried supplies and manufactured goods to the city. The Mississippi River front, therefore, became the most important business area in the city during the steamboat's hey day. The original La Crosse steamboat landing is located at what is today Spence Park. Subsequent filling operations obliterated the landing area's integrity and separated it from the river front, however.(1)

Steamboat traffic along the upper Mississippi became a large scale business when immigrants settled the region and began constructing permanent communities in the 1840's and 1850's. Thereafter, modern transportation became a necessity of life and as settlements increased they generated more trade. When trunk railroad lines from the East arrived at the Mississippi River in the 1850's they further stimulated the development of cities by bringing more settlers, more goods, more trade, and ultimately more competition.

Individual steamship owners operated along the Upper Mississippi throughout the era 1850-1900, but it was the organized lines that dominated the transportation business at La Crosse. Indeed, La Crosse steamboat interests exerted a powerful influence along the entire Upper Mississippi. Wheat, flour, lumber, manufactured goods, and people made up their cargoes.(2)

William F. and his brother, Peyton S. Davidson, organized a passenger and cargo line at La Crosse in 1860. The next year they incorporated as the La Crosse and St. Paul Packet Company which acquired new boats, other lines, and became commonly known as the "White Collar Line" because of the distinctive white stripe below the smoke stacks of their numerous vessels. Intense competition left the Davidsons in control of a vast trade when they became the Northwestern Union Packet Company in 1866.(3)

A series of freight wars with downriver shipping interests left the Davidson's in a dominant

position when they became the St. Louis and St. Paul Passenger and Freight Line in 1881. But, the cost cutting wars left them vulnerable to the competition of railroads which by the mid-1880's had run north-south lines through the Mississippi Valley. Ultimately, the railroad ruined the steamboat trade, which diminished by the 1890's.(4) The Davidson's moved into lumbering and their operations are dealt with in the chapter on industry.

There are no structures extant which relate to the steamboat trade. The main landing at La Crosse is now land bound. The Chicago, Milwaukee, and St. Paul Railroad (CMSRR) constructed a tracked levee along the western edge of Front Street during 1874-1879 which altered the physical relationship of the area in regards to the river, and subsequent dredging and landfilling by the Corps of Engineers as well as municipal authorities added to the obliteration of the original river front between 1897 and 1902. Riverside Park resulted from those development (Map Code 102-2).(5) The Harborview Project of the 1970's (no photo), which cleared eleven acres along Front Street of old buildings, likewise, contributed to the lack of extant river oriented historical structures.(6)

Two different types of ferry boat systems joined La Crosse to the Minnesota communities of La Crescent and Grand Crossing. The first of these was a passenger and wagon ferry operation which utilized the La Crosse public landing at the foot of Main Street where Spence Park exists now (no photo). In 1854, the mule powered ferry Wild Cat began serving the public. Steam power replaced the mule one year later when the small ferry boat Honey-Eye began operating. Thomas McRoberts acquired the ferry business in 1856 and he brought a large steamer to La Crosse, which was accidentally destroyed in 1857. McRoberts replaced the vessel with one immodestly named after himself which ran until 1878, when it was replaced by the Warsaw.(7) A wagon bridge replaced the ferry in 1891. McRoberts was forced by the Wisconsin legislature to be more responsive to La Crosse's needs when they empowered municipal authorities to issue ferry operators permits in 1866, which had the effect of lowering prices.(8)

### Railroad Development

The arrival of the Milwaukee - La Crosse Railroad (eventually the Chicago, Milwaukee and St. Paul Railway) in 1858 assured La Crosse of future growth. There were problems, however. In the first place, the Milwaukee Railroad established its end of line depot (not extant) in the swamplands between North and South La Crosse in the area south of what is today Causeway Boulevard and north of the La Crosse River. The railroad, therefore, did not actually enter the main business section of the city.(9)

Goods had to be taken to or picked up at the depot. Two methods were used to accomplish this. A trestle bridge (not extant) was constructed in 1856 west of the Third Street/Mill Street (now Copeland Avenue) planked bridge on what was then called Milwaukee Street over the La Crosse

River, connecting the depot with Front Street. In 1862, railroad officials planked the causeway so that horses and wagons could move more quickly.(10) Bulk commodities, such as wheat and other grains, were shipped to the depot by steamboats during the navigation season and across the frozen river in the winter months.(11) The depot area river front was expanded to the west some ninety-two feet and a double-tracked levee of 1600 feet in length added in 1860.(12) A series of docks were extended into the Mississippi so that steamboats could land at the depot. Grain was thus unloaded from river boats, transported by hand to the depot where officials weighed it, and finally, loaded on railroad cars for shipment to the east.(13)

In 1861, the railroad built a 30' x 90' grain elevator (not extant) and expanded its warehouse capacity.(14) The docks and levee tracks were planked by 1863 so that horse drawn cars could carry bulk grain to the elevator.(15) The introduction of barges in 1870, which ferried grain east from Minnesota and railroad iron west from the Milwaukee depot for the construction of the Southern Minnesota Railroad, necessitated more rapid loading techniques. A new and larger elevator (not extant) was built in 1871 after the original was consumed by a huge blaze ignited by the burning steamer War Eagle.(16) By 1873 a system of car ferries which could transport four railway cars across the Mississippi from Grand Crossing to the Milwaukee Railroad depot came into being.(17)

The car ferry was a multi-vessel operation. One steamboat towed two car barges, a freight barge, and a fuel barge. Freight was loaded at the foot of Main Street, wheat in Grand Crossing or La Crescent, and all was transported to the Milwaukee Railroad depot. The car ferry system lasted until the 1876 railroad ridge joined La Crosse and La Crescent, Minnesota.(18)

Railroad continued to play an important and occasionally controversial role in La Crosse's development. The choice of a site to construct the railroad bridge across the Mississippi River, for instance, caused friction. As noted, the trans-shipment of goods across the river required both effort and expense. A bridge seemed logical, and a temporary one served railway needs during the winter months when navigation interests (and U. S. Congressional approval) did not need to be considered. The temporary winter bridge ran across the Mississippi immediately west of the Milwaukee Railway depot north of the La Crosse River. The route made use of a small channel island as well as Barrons Island (now Pettibone Park) before reaching Grand Crossing. When Spring came the bridge sections in the river were removed.(19) In 1872, however, the site for the temporary bridge was shifted northward to the foot of Island Street in North La Crosse, crossing the Black River to French Island thence across the Mississippi to La Crescent.(20)

The railroad, the Federal Government, and the municipality became involved in a complex struggle over the selection of a site for a permanent bridge across the Mississippi. The Milwaukee railroad finally obtained permission to cross the river at the site of the last temporary bridge, at the foot of Island Street in North La Crosse. City officials, on the other hand, had hoped for a

combination railroad and wagon bridge at the foot of Mount Vernon Street.(21)

The railroad bridge was completed in record time in 1876. The railroad bridge (Map Code 13-9) leaves Wisconsin at the foot of Island Street in North La Crosse. After one half mile of trestle work approaches, the bridge cover 1-4/5 mile with five spans over the Black River and main channel of the Mississippi River.(22) La Crosse finally built a wagon bridge to Minnesota at its own expense in 1891. The wagon bridge at Mount Vernon Street, however, collapsed in 1935. In 1939 a new automobile bridge (Map Code 100-30) went up at the foot of Cass Street, three blocks south of the original wagon bridge site.(23)

The Milwaukee Railroad, to serve the needs of city business interests, completed a double tracked levee west of Front Street from its depot north of the La Crosse River to Division Street in 1879. A depot was built east of Front on Vine Street west of Second in 1874. In 1880 the Milwaukee Railroad rebuilt the depot. The Chicago Milwaukee St. Paul Railway Depot (Map Code 79-10) is now the Freighthouse Restaurant, 107 Vine Street.(24)

By 1880 La Crosse had become the chief railroad center between Milwaukee and Minneapolis-St. Paul. The Southern Minnesota, moreover, became part of the Chicago, Milwaukee, St. Paul Railroad network, and its lines reached Dakota Territory, 306 miles west of La Crosse in 1879.(25) La Crosse became “the Gateway City” to the expanding northwest frontier.(26)

Other railroads came through La Crosse. The Chicago and North Western (CNW) consolidated a number of lines eventually constructing a network that reached St. Paul and western Minnesota. In 1874 the CNW reached Winona Junction (now Medary) on the La Crosse River northeast of North La Crosse via Madison and Baraboo. The CNW obtained lines which crossed the Mississippi River at Winona, Minnesota, and based a section of line from Onalaska into the city of La Crosse along the tracks of the Green Bay and Minnesota Railroad (Green Bay, Winona, & St. Paul; and Green Bay and Western) in 1876. The CNW entered La Crosse in 1876 and first used the Green Bay Railroad Depot on Eighth and Green Bay Street (not extant) before constructing a small depot of its own across the tracks (not extant). In 1885 the CNW built its own lines directly into La Crosse and built a large depot on Third and Vine Street (not extant). The CNW also built a switching house, called a “round house” (although it was not actually round) by 1887 on North Sixth Street south off Grove (not extant).(27)

The Green Bay Railroad also established itself in La Crosse in 1876. The city granted the company a \$75,000 bond issue to support its efforts. The Green Bay ran along the eastern edges of La Crosse, down Eighteenth Street, looping west on Green Bay Street to its depot on Ninth Street (not extant).(28)

The Chicago, Burlington, and Northern (now Chicago, Burlington and Quincy or CBQ) was the last of the major lines to enter La Crosse.(29) In some respects the CBQ doomed the steamboat

interests since its trade ran north and south along the east bank of the Mississippi, as opposed to the other lines which were predominantly east-west thoroughfares, and could thus compete directly with the ship owners. The CBQ built car shops and a large round house between Burlington and Quincy Street east of Rublee in North La Crosse during 1886 (not extant). The site of its operations, furthermore, covered an extensive area where the tracks of all the major lines crossed at the 1900 block between Sill and Gillette. Grand Crossing Station, nearby at 1601 Rublee Street, (Map Code 12-5) was known as the North La Crosse Depot and is now the Q Lunch and Burlington Freight Office. The CBQ also built two other depots. One was located at Wall and Mill Street - now Copeland Avenue - (not extant) and the other in the heart of La Crosse at Pearl and Second Street (not extant).(30)

Two other significant railroad era structures remain in La Crosse. The Amtrak Station on St. Andrew and Rose Street in North La Crosse was built in the late 1920's for the Milwaukee Road (Map Code 14-12). The other is a Chicago Milwaukee and St. Paul Railroad Round House at 300 Milwaukee Street (Map Code 12-22). The Round House was completed in mid-1884.(31)

### Horse Drawn Mass Transportation Systems

Street cars helped link the various parts of the city as well as the railroad depots. The La Crosse Street Railway Company was established by lumber barons Davidson, Hixon, Colman, and David Law in 1879. The Company ran its track along Mill Street (now Cope-land Avenue) in North La Crosse to the Washburn Saw Mill (not extant) near Windsor Street and along Third Street to the corner of Main.(32) The City Street Railway Company was organized by several investors including Batavian Bank President Van Steenwyk in 1881. Their line linked the Milwaukee Road depot on Vine along Second Street to Pearl, eastward to Fourth (with a stud from Pearl to Main), south along Fourth and Fifth Street to the Green Bay Depot. In 1885 the City Street Railway absorbed its competitor and became the La Crosse City Railway Company. In 1893 the street railways became electrified. Eventually the street railway network was extended out Market Street to Losey Boulevard, and Main Street to Twenty-Third, and out Badger to West Avenue, which it followed to La Crosse Street and out La Crosse Street to the edge of the city.(33)

### Roads

La Crosse was also connected with the surrounding territory by roads. Indian trails became thoroughfares for settlers. Stage lines sprang up. During the 1850's four stage routes were established. The line to Portage was established in 1853; Baraboo 1856; Black River Falls that same year via Roaring Creek, Douglas Mills, Burr Oak, Lewis Valley, and Onalaska; 1857 a route to Viroqua, Readstown, and Muscota was opened. The most famous road to La Crosse's history was

called the La Crosse-Onalaska Plank Road. The road runs along what is today Copeland Avenue and Third Street. It linked La Crosse and North La Crosse. The road was laid out in 1856 as a private venture and quickly became an important thoroughfare.(34)

### Airport

Work on the La Crosse Airport (no photo) was interrupted by U. S. involvement in World War II. The municipal government approved plans to build an airport on French Island during 1942-1943 to replace the grass landing strips used by airmail pilots of the 1920's. W. W. Torkelson of the Wisconsin State Planning Board heaped the La Crosse Citizens Airport Committee obtain project funding from Federal sources. Finally, in 1947, the airport was completed on the flood plain of French Island.(35)

## INDEX OF REFERENCES: TRANSPORTATION CHAPTER

Study Units: Overview Chapter; Agriculture Chapter; Architecture Chapter; Industry Chapter; Notable People Chapter

Amtrak Station, 601 St. Andrew Street (Map Code 14-12)

Chicago, Burlington and Quincy (Northern) Railroad: C. B. and Q Hotel, 1639 Prospect Street (Map Code 12-7); North La Crosse Depot, 1601 Rublee Street (Map Code 12-5); Burlington Club House, 1607 North Street (Map Code 12-3); Architecture Chapter

Davidson, William and Petyon: Overview Chapter; Industry Chapter

Hixon, Gideon: House, 429 South 7th Street (Map Code 1-8): Architecture Chapter; Industry Chapter

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

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

Riverside Park (includes Spence Park), West end of State Street (Map Code 102-2); Parks, Planning and Landscape Chapter; Overview Chapter; Architecture Chapter

Van Steenwyck G.: House, 237 South 11th Street (Map Code 3-18); Building, Batavian Bank, 319 Main Street (Map Code 21-6); Architecture Chapter; Notable People Chapter; Commerce Chapter

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## **ADDENDUM TO 14. TRANSPORTATION**

### **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 follows, in general, the original chapter, and duplicate information will be presented only when necessary.

### **Rail Lines**

During the 1850s, railroad promoters, working with small communities eager to be on a railroad line, established numerous railroad companies in Wisconsin. Most were either failures from mismanagement or lack of funding, or became a casualty of the financial panic of 1857. But, even though the effort to build railroads in Wisconsin in the 1850s was often to much too soon, by the 1860s, the financially stable lines forged ahead, and by 1865, three railroad lines were pre-eminent in the state: The Milwaukee and St. Paul Railway Company, the Milwaukee and Prairie du Chien Railway Company, and the Chicago and Northwestern Railway Company. In 1866, the Milwaukee and St. Paul acquired the Milwaukee and Prairie du Chien. By 1868, Wisconsin had 1,030 miles of railroad tracks, but almost all of its was in the southern third of the state.(1)

The trend toward the consolidation of smaller railroad companies into large corporate railroads occurred between 1860 and 1900, and three railroad companies soon dominated Wisconsin: The Chicago, Milwaukee & St. Paul (Milwaukee Road), the Chicago & Northwestern, and the Minneapolis, St. Paul, & Sault Ste. Marie (Soo Line). The big money behind these larger railroads spurred on construction of lines in the state and by 1873, railroad mileage doubled, then doubled again between 1875 and 1890. By 1900, there were 6,500 railroad miles in Wisconsin.(2)

The nineteenth century expansion of railroad lines brought prosperity to many communities, along with a near death sentence to those the railroad missed. By 1916, though, railroad construction reached a peak in Wisconsin, and although railroads remained an important transportation link until after World War II, they gradually declined after World War I. After World War II, and to the present time, railroads have been surpassed their importance by the federal and state highway system and many railroad resources have decayed, been demolished, or been sold by the railroad companies. Today, some small railroad companies have revived freight hauling in Wisconsin and are using some of the old railroad routes for this business.(3)

Although LaCrosse's location on the Mississippi River was economically advantageous in the

mid-nineteenth century, the citizens of LaCrosse still wanted railroad connections. In 1852 the LaCrosse & Milwaukee Railroad was formed to construct a line from LaCrosse to Milwaukee, but like most early railroad projects, little was accomplished until in 1858, after the company consolidated with other small lines, the railroad was completed. During the early consolidation period, this small railroad was acquired by the Chicago, Milwaukee & St. Paul Railroad and was connected with lines across the river in Minnesota. The Chicago and Northwestern Railroad made connections into LaCrosse via spur lines in 1874, and in 1885, the railroad constructed its own line into the city.(4)

The Chicago, Burlington & Quincy Railroad (Burlington Northern) was not dominant in most of Wisconsin, although it was a presence in the western part of the state. In 1884, railroad promoters announced a plan to build a railroad on the east side of the Mississippi River from Illinois to the Twin Cities. Two railroad companies applied for right-of-way rights in the city of LaCrosse and after a controversy over granting these rights, the Winona, Alma and Northern Railroad, which was acquired by the Chicago, Burlington & Northern Railroad (Burlington Northern) in 1885, was given right-of-way rights for constructing a single track along Second Street. The railroad company, however, disregarded the approval for a single track, and in 1886, it laid double tracks which were completed before the city could get an injunction. The line also constructed shops and a roundhouse in North LaCrosse at a place known as Grand Crossing, named because the three railroad lines all crossed each other at this point. In 1914, the Chicago, Burlington & Northern became known as the Chicago, Burlington & Quincy and the line was responsible for much development in North LaCrosse.(5)

Although many of LaCrosse's historic railroad depots are no longer extant, several still remain in the community. The most prominent is the old Chicago, Milwaukee, and St. Paul (Milwaukee Road) Freight Depot at 107 Vine St., built in 1880. The Milwaukee Road Freight Depot was originally a two-story cream brick building that contained railroad offices with a one-story wing for freight storage. In 1892, a large addition was added to the north wing. The Milwaukee Road used the freight depot until 1955. After two decades of private business use or vacancy, the building was renovated into a popular restaurant known as "The Freighthouse" in 1978 and it remains a restaurant today.(6)

Another historic resource related to the Milwaukee Road is the Passenger Depot at 601 St. Andrew St., opened in January of 1927. Prior to the opening of this station, the Milwaukee Road passenger depots were located in downtown LaCrosse. This new depot was built only after a number of years of lobbying by the citizens of LaCrosse for a "Union Station" that would serve all the railroad lines from a central location. The railroads were not interested in this concept, and eventually the community failed to achieve their goal. The result was that when the Milwaukee Road built a new passenger station, it was placed outside of downtown. The Milwaukee Road depot is still being used as a passenger depot today, as an Amtrak station.(7)

The third extant historic depot in LaCrosse is the Burlington Northern Depot in North LaCrosse at 1601 Rublee Rd. The first depot built for the Burlington Northern was a simple frame passenger depot probably built around 1888 at Grand Crossing, known as the Grand Crossing station. The Burlington also built a freight depot in 1886 (not extant). Like the other roads, the Burlington Northern did not like the Union Station idea, and like the Milwaukee Road, it only replaced its depot after this issue was settled. In 1929, the company began work on the Classical Revival depot that also included railroad offices, and opened the new facility in the spring of 1930. The Burlington Northern was still using this building for railroad offices into the 1980s.(8)

The two depots of the Milwaukee Road and the depot of the Burlington Northern are historically significant and either listed in or potentially eligible for the National Register of Historic Places because of their association with the historic railroad era in LaCrosse. During the second half of the nineteenth century, and the first half of the twentieth century, the railroad was the most important means of transportation in the United States. Not only did the railroads play a significant role in transporting people from place to place, but also an economic role in transporting goods to and from LaCrosse; first for the local lumber industry, then for the wheat farmers, and finally, for the diversified industries that grew in the community during the late nineteenth and early twentieth centuries. LaCrosse was an important railroad center in western Wisconsin as evidenced by the three major railroads that ran through the city. Because the railroad era was so important, and because there are so few historic railroad resources extant in the city, the Milwaukee Road Freight Depot was listed in the National Register of Historic Places, and the Milwaukee Road and Burlington Northern Passenger Depots are potentially eligible for the National Register of Historic Places.

## **Bridges**

There are two historic bridges that are significant for transportation history. One is associated with the railroad, while the other is a highway bridge. The construction of the original Milwaukee Road railroad bridge over the Mississippi River was fraught with political controversy, and when completed, it was considered an engineering triumph, as it was, at the time, the longest railroad bridge in the country. It was completely rebuilt in 1902 so that it could be modernized and carry more weight. The Cass Street bridge was built as a modern concrete bridge in 1939, replacing an older bridge that could not withstand the heavier traffic loads of the mid-twentieth century.

In 1873, the U. S. Congress authorized the Milwaukee Road to construct a railroad bridge over the Mississippi river at a particular location, but the Wisconsin legislature, after hearing from engineers that the location was unsuitable, authorized a bridge at a different location. The Governor vetoed the state measure, indicating that the state could not overrule the federal government on this matter. After a year of legal fighting between the state and federal governments, the Milwaukee Road

was authorized to pick its own location for the bridge and construction finally began in June of 1876, and the bridge was completed in November of that year. The almost two-mile bridge was constructed of iron and featured a half-mile of trestle work approaches.(9)

Although an engineering feat at the time, by 1900, the Milwaukee Road felt a new bridge was needed to carry heavier loads. Plans were made for a bridge that would carry ten times the weight of the old bridge with concrete piers replacing the old stone piers. By January of 1902, twenty-seven new concrete piers for the replacement bridge were completed by special crews from Chicago. The new concrete piers were touted as less expensive than stone and better able to withstand the extremes of the weather. By the fall of 1902, the new bridge was completed, and it is this bridge that is still extant today.(10)

The Milwaukee Road Railroad Bridge (Mississippi River) is historically significant and potentially individually eligible for the National Register of Historic Places because it is associated with the historic railroad transportation era in the city, and because it was an important achievement in modern railroad bridge construction. Because of its size, crossing the Mississippi River took engineering skill that made history both in 1876 and 1902. The construction of the concrete piers for the new railroad bridge in 1902 was a notable engineering achievement in an era when the use of stone piers was still common. However, as the twentieth century progressed, the use of concrete for all bridges would become pervasive, as it was shown to be a superior, economical, construction material. The Milwaukee Road Railroad Bridge is an important transportation landmark, built at the height of the railroad's influence in the state and at the beginning of a new era in bridge construction.

By 1939, concrete bridges were being erected throughout the state, and as automobile traffic was beginning to overtake the railroads as the most important means of transportation in the country, the construction of new highway bridges was becoming increasingly popular. Designed by state highway bridge engineer Henry Sparby, the Cass Street bridge was begun in the spring of 1937 and completed by September of 1939. Sparby was a noted bridge designer who oversaw the construction of bridges at Portage, Janesville, Kaukauna, DePere, and Wrightstown. At the time, Sparby indicated that the Cass Street bridge was the largest the state of Wisconsin had erected, and the most expensive.(11)

The new Cass Street bridge was built with the most modern engineering techniques available and meant to last well into the future. The old bridge was a 7.5 ton structure, while the new bridge was built as a 20 ton structure. The overall length of the new bridge was 2,533 feet and the width was from 45 to 68 feet. The height of the bridge was compared to a 14-story building. Funded by state and federal sources, the project employed eight contractors, primarily from Minnesota and Wisconsin. The bridge, meant to last into the future, is still being used today.(12)

The Cass Street Bridge (Cass & 3rd Sts.) is historically significant and potentially

individually eligible for the National Register of Historic Places because it is an important resource associated with modern bridge construction and because it represents the era when highway bridges were being constructed with increased automobile use in mind. Prior to modern automobile transportation, old iron and steel bridges were more than adequate for horse-drawn wagons and foot traffic. Early automobiles were light-weight and narrow, and old highway bridges could handle the load. But, by the 1930s, it was apparent that many of these old bridges needed to be reinforced or replaced in order to handle the heavier, wider, and more plentiful automobiles of the mid-twentieth century. The use of all concrete materials in bridge construction was also significant. Many smaller bridges were entirely constructed of concrete during the early twentieth century, but during the 1930s, large concrete bridges, often with classical balustrades, became popular. The Cass Street Bridge represents this important era in highway bridge construction and is a transportation landmark in the city.

## REVISED LIST OF POTENTIALLY ELIGIBLE AND LISTED PROPERTIES

<i>Name</i>	<i>Address</i>	<i>Date</i>
C M & St. P Freight Depot	107 Vine St.	1880, 1892
C M & St. P Passenger Depot	601 St. Andrew St.	1927
Chicago, Burlington & Quincy Passenger Depot	1601 Rublee Rd.	1930
Milwaukee Road Railroad Bridge	Mississippi River	1902
Cass Street Bridge	Cass & 3rd Sts.	1939

## ADDENDUM TO 14. TRANSPORTATION NOTES

(1) Barbara Wyatt, ed., *Cultural Resource Management in Wisconsin*, Madison: State Historical Society of Wisconsin, 1986, Transportation, 5-1--5-2.

(2) *Ibid.*; p. 6-1.

(3) *Ibid.*; p. 6-2.

(4) Benjamin Bryant, ed., *Memoirs of LaCrosse County*, Madison: Western Historical Association, 1907, pp. 71-73.

(5) E. H. Hoffman, "Building of Burlington Railroad to St. Paul Materially Aided in Developing Part of City," newspaper article on file in the railroad clipping files of the LaCrosse Public Library, LaCrosse, Wisconsin.

(6) Joseph Follmar, *Grand Crossings. Railroading and People in LaCrosse, Wisconsin*, LaCrosse: The 4000 Foundation, 1992, p. 35.

(7) *Ibid.*, p. 37.

(8) *Ibid.*, p. 42; "Burlington Railroad Erects Two New Depots at Cost of \$140,000; Offices will be Moved to the North Side," *LaCrosse Tribune*, 1 January 1930.

(9) Bryant, pp. 74-75.

(10) "Best in the Country," *LaCrosse Daily Press*, 22 October 1901; "Bridge Piers are Completed," *LaCrosse Chronicle*, 5 January 1902.

(11) "Construction Under Supervision of State Engineer Henry Sparby," *LaCrosse Tribune*, 21 September 1939.

(12) "Built to Stand All Anticipated Traffic Changes," *LaCrosse Tribune*, 21 September 1939; "New Bridge Construction Required Letting of 8 Separate Contracts," *LaCrosse Tribune*, 21 September 1939.

## 15. NOTABLE PEOPLE

This section is arranged alphabetically. The people mentioned in this section were strong contributors to the building of La Crosse. The list is not all inclusive and has been shortened in the interest of economy of space. The various chapters contain references to these individuals and others who helped make La Crosse an important city. If an extant structure is strongly associated with the individual, the address is indicated in parenthesis.

### Mons Anderson

Mons Anderson was born in Valdres, Norway in 1830. In 1851 he settled in La Crosse after living in Milwaukee for several years. In 1853 Anderson went into the merchandising business with W. W. Ustik. Anderson erected a large store on the corner of Main and Second Streets between 1865 and 1870 which became the second largest store (not extant) in Wisconsin. Anderson specialized in the wholesaling of clothing and other dry goods.(1) (Anderson House: 410 Cass Street, Map Code 10-37)

### Dr. Wendell A. Anderson

Wendell A. Anderson was born in Maine during 1840. He graduated from Bowdoin College and attended the New York College of Physicians and Surgeons. During the Civil War Anderson served as a surgeon with a Maryland infantry regiment. Anderson settled in La Crosse in 1866 where he practiced medicine. He became an active member of the Board of Education and the La Crosse Library Association. Anderson, a Democrat, served two terms as mayor of La Crosse (1899-1901 and 1907-1909) where he earned a reputation as a Progressive. He was instrumental in establishing a municipal park system, improving streets, favoring education and other city improvements.(2)

### Henry I. Bliss

Henry I. Bliss served as La Crosse's city engineer from 1860 to 1884. He was born in Hartford, Connecticut and graduated from Yale University in 1853. Bliss planned the Oak Grove Cemetery and the Water Works building.(3)

### Timothy Burns

Timothy Burns was born in Dublin, Ireland in 1820. He came to the United States as a child and migrated to Iowa County, Wisconsin in 1837. He became active in politics and was elected to the Territorial Assembly in 1846 and became Speaker of the State Assembly in 1848. In 1851 Burns

became Lieutenant Governor. Burns was a railroad speculator and a real estate developer. After settling in La Crosse in the early 1850's he became a city surveyor. He died while still a young man in 1853.(4)

#### Jason C. Easton

Jason C. Easton was born in Lewis County, New York in 1823. He moved West at an early age and became engaged in the banking and railroad business between 1856 and 1888. Between 1879 and 1889 Easton was one of the directors of the Chicago, Milwaukee, and St. Paul Railroad. East settled in La Crosse in 1883 and managed his extensive interests in Minnesota and in Western Wisconsin.(5)

#### Michael Funk

Michael Funk was born in Germany in 1831. He settled in La Crosse during 1865. Funk became involved in the La Crosse Steam Boiler Company after 1865 and the firm became an important local industry. In 1897 Funk joined with Albert Hirshheimer in the establishment of one of La Crosse's most important industrial enterprises, the La Crosse Rubber Mills.(6)

#### Abner Gile

Abner Gile was born in upstate New York during 1820. In 1854 Gile moved to La Crosse. He entered the lumber business, and became associated with the La Crosse Lumber Company, which was owned by C. C. Washburn. Gile became involved in the La Crosse Linseed Oil Mill, a pork packing company, and in the Batavian Bank. His elaborate residence, Pasedena, on Main Street and West Avenue is no longer extant.(7)

#### John Gund

John Gund was born in Baden, Germany in 1830. Gund arrived in the United States in 1848 and lived in Galena and Dubuque before settling in La Crosse in 1854. Gund established the first brewery in La Crosse on Front and Division Street. In 1858 Gund joined in partnership with Gottlieb Heileman in the City Brewery at 1000 South 3rd Street (Map Code 21-27). Gund withdrew from the partnership in 1872 and established the Empire Brewery (Map Code 9-15). The Empire Brewery became La Crosse's largest. It thrived until Prohibition. Upon Gund's retirement, the Heileman Corporation acquired the establishment.(8)

### Gottlieb Heileman

Gottlieb Heileman was born in Germany in 1824. He arrived in the United States in 1852 and became a baker in Milwaukee. Heileman became a partner in the City Brewery at 1000 South 3rd Street (Map Code 21-27) with John Gund in 1858. In 1872 Heileman acquired sole interest in the successful operation. Heileman died in 1878 and his wife Johanna took over some of the management functions. Heileman Company is today one of the largest beer making establishments in the United States.(9) (Heileman House: 925 South Third Street, Map Code 21-25)

### Albert Hirshheimer

Albert Hirshheimer was born in Hulbron, Wurtemberg, Germany, in 1840. He came to the United States in 1850. Hirshheimer arrived in La Crosse in 1856. In 1863 Hirshheimer purchased the Bantam and Barcly blacksmith shop and under his leadership the business thrived as the La Crosse Plow Works (not extant). Hirshheimer was active in the Board of Trade. He promoted increased school construction and other city improvements. Hirshheimer and Michael Funk established the La Crosse Rubber Mills. Upon Hirshheimer's death in 1929 the Allis-Chalmer's Corporation acquired the La Crosse Plow Works.(10)

### John M. Levy

John M. Levy was born in London during 1820. His parents were German and the family dwelt in Amsterdam for a time. In 1843 Levy came to the United States and settled in St. Louis. In 1844 he traveled to Prairie du Chien in search of trading opportunities. Levy settled in La Crosse in 1845 where he engaged in the fur trade and increasingly with the steamboat trade. Levy acquired considerable property on Front Street where he constructed a wharf and then a steamboat dock in 1851. Levy owned the Western Enterprise Hotel on Front and Pearl Street. By 1853 Levy had constructed a warehouse for his trading and jobbing operations. He later became involved in the grain commission business. Levy was elected mayor of La Crosse on three separate occasions in 1860, 1867, and 1869 always as a Democrat. Levy was involved in civic affairs, became a Mason, and supported the La Crosse Jewish Community's activities.(11) Levy resided at 761 South Fourth Street (not extant).

### Alexander D. McMillan

Alexander McMillan was born in Canada in 1825. Of Scottish descent, McMillan moved to New York in 1850 before settling in Portage during 1852. In 1854 McMillan settled in La Crosse where he became active in the lumber business. McMillan became the president of the Black River

Logging Company. He became mayor of La Crosse in 1871, and was elected to the State Legislature in 1872. McMillan constructed the McMillan Building on the corner of Main and Fourth Street (Map Code 19-10).(12)

### Nathan Myrick

Nathan Myrick was born in Westport, New York in 1818. Myrick became a fur trader operating from Prairie du Chien. He arrived in what became La Crosse in 1843, the first permanent settler. Myrick and his partner, Harmon J. B. Miller, erected a shack on Barron's Island in 1843 and the following season they constructed log houses on the Wisconsin mainland in the heart of today's downtown La Crosse. Myrick became postmaster of the tiny frontier settlement and he named the site La Crosse. In 1848 Myrick departed for other opportunities, settling in St. Paul. He continued to trade with the Indians until 1862 and thereafter became a mine speculator. Myrick made and lost great deals of money. Nothing remains extant in La Crosse today which has any association with Nathan Myrick.(13)

### Dr. D. Frank Powell

D. Frank Powell experienced the type of life in which fiction and fact became so entwined that it is not possible without additional research to separate reality from romanticized appearances. D. Frank Powell was born in Kentucky in 1847. His father was a doctor and his mother was reported to have been a beautiful Seneca Indian Chief's daughter. The family moved to New York in 1855 and upon the death of Dr. Powell moved to Chicago and Nebraska. D. Frank became a drug store clerk and sought - and apparently found - an adventurous life on the Western Plains. He became a scout, an Indian fighter, a friend of William F. Cody - Buffalo Bill - and a doctor. Powell came to La Crosse in the late 1870's and eventually established the Powell Institute (Map Code 80-22), a medical clinic which dispersed Indian remedies and patent medicines. He brought his two brothers into the business after sending them both to medical school for one year. Powell liked to use his Indian name, "White Beaver," and was elected mayor of La Crosse on four occasions 1885, 1886, 1893-1895, and 1895-1897. He was a popular individual and respected for his "medicinal" achievements and cures.(14)

### Theodore Rodolf

Theodore Rodolf was born in Switzerland. He came to the United States in 1851 and settled in Mineral Point, Wisconsin where he became involved in Democratic Party politics. Rodolf settled in La Crosse in 1853 and became the U. S. Land Office Receiver, a position he held until 1861.

Rodolf was heavily involved in real estate transactions. Rodolf became mayor of La Crosse in 1868 and was elected to the State Legislature in 1870. Rodolf constructed the Rodolf Block (Map Code 75-17) in 1868 which was a center of city social life for many years.(15)

### William A. Roosevelt

William A. Roosevelt was born in Michigan during 1833. He emigrated to La Crosse in 1855 and became a steamboat captain on the Mississippi River. Roosevelt experienced the hey day of river traffic, serving on the Mississippi from 1857 until 1868. In 1868 Roosevelt established himself in the business of selling steam pipe fitting supplies, wrought iron, and specialized steamboat parts. Roosevelt's company was a great success. W. A. Roosevelt became mayor of La Crosse in 1884. Roosevelt represents how the river trade was related to local industries, other than lumbering. Roosevelt's firm became a supplier of parts - a jobber - of regional significance.(16)  
(W. A. Roosevelt Building: 230 Front Street, Map Code 15-16)

### Gysbert G. Van Steenwyk

Gysbert G. Van Steenwyk was born in Utrecht, Holland in 1814. He was educated in Europe and became a lawyer upon his arrival in the United States in 1849. He settled in Milwaukee and was appointed State Commissioner of Immigration in 1852. Van Steenwyk became involved with early railroad projects, including the La Crosse - Milwaukee Railroad (later Chicago, Milwaukee, St. Paul Railroad). In 1861 he settled in La Crosse and organized the Batavian Bank (Map Code 21-6). Van Steenwyk became mayor in 1873 and in 1879 he was elected State Senator. Van Steenwyk was active in municipal affairs, the Board of Trade, street railways, as well as in the lumber, flour and grain milling business. The Batavian Bank under Van Steenwyk's leadership was a well managed institution with excellent credit connections in Milwaukee and in Europe. Van Steenwyk was a civic minded business leader and helped promote the growth and development of La Crosse for many years.(17) (Van Steenwyk House: 237 So. 11th St., Map Code 3-18)

### Thomas B. Stoddard

Thomas B. Stoddard was born in upstate New York in 1800. He attended both Yale and Columbia Universities. He studied law under Aaron Burr, entered politics as a Democrat and was friendly with Presidents Andrew Jackson and Martin Van Buren. Stoddard settled in La Crosse during 1851. He practiced law, was active in real estate transactions and was one of the earliest promoters of the Southern Minnesota Railroad. Stoddard envisioned a great future for La Crosse and named the community, "The Gateway City." The Southern Minnesota was absorbed by the

Milwaukee Railroad Company. Stoddard died in La Crosse before 1880. He was a visionary promoter and well liked. He became the first mayor of La Crosse in 1856. Stoddard's railroad schemes and his well connected background helped attract eastern capitalists and capital to La Crosse.(18)

### James A. Trane

James A. Trane was born in Tromso, Norway in 1857. He settled in La Crosse during 1864. Trane became an employee of W. A. Roosevelt, where he learned about steam fitting. Trane established his own plumbing and heating business in 1884-1885. Trane's son became an engineer and he entered into a partnership with his father. In 1919 the Trane Company patented a new radiator system and the successful local business became nationally, and shortly thereafter, internationally important. Trane Company expanded its La Crosse operations dramatically and during the 1940-1945 era produced fighter engine coolers, which led to air conditioner production after the war ended. Today Trane Company is one of the largest manufacturers of air conditioners in the world.(19)

### Cadwalader C. Washburn

C. C. Washburn was born in Maine during 1818. In 1839 he settled in Iowa and in Iowa and in 1842 he moved to Mineral Point, Wisconsin. Washburn worked in the field of law, teaching, real estate sales, and banking. He was elected to Congress in 1855. Washburn settled in La Crosse in 1861 where he became active in the lumber industry. When the Civil War broke out, Washburn raised the Second Wisconsin Calvary Regiment and became its Colonel. Washburn rose rapidly in rank finishing the war as a Major General - Wisconsin's highest ranking Civil War soldier. Washburn's brother, Elihu - an influential Senator from Illinois - helped promote the star of U. S. Grant and the Washburns were well set during the early post war years. C. C. Washburn was elected to Congress from the La Crosse area in 1866; he was re-elected in 1868. In 1871 Washburn became Governor of Wisconsin. Washburn's business interests outside of La Crosse centered on milling enterprises in Minneapolis, and he actually founded the present General Mills Corporation. Washburn was extremely wealthy and quite generous. When he died in 1882 he established a fund to provide La Crosse with a Public Library, donated an observatory to the University of Wisconsin, established the Minneapolis Orphan Asylum and endowed Edgewood College in Madison.(20) Washburn represents well connected capital which helped promote La Crosse growth. (Washburn House: 612 Ferry Street, Map Code 17-27; Washburn monument: Oak Grove Cemetery, La Crosse Street, Map Code 95-6)

## INDEX OF REFERENCES: NOTABLE PEOPLE CHAPTER

Study Units: All Units

Anderson, Mons: House-410 Cass Street (Map Code 10-27), Overview Chapter; Commerce Chapter; Architecture Chapter

Anderson, Dr. Wendell: Overview Chapter; Parks, Planning and Landscape Chapter; Government Chapter; Social Activism Chapter

Bliss, Henry: Parks, Planning and Landscape Chapter

Burns, Timothy: Overview Chapter; Ethnic Groups and Neighborhoods Chapter; Industry Chapter

Easton, Jason C.

Funk, Michael: La Crosse Rubber Mills (Map code 91-20); Industry Chapter; Overview Chapter

Gile, Abner: Industry Chapter

Gund, John: City Brewery (Heileman's), 1000 South 3rd Street (Map Code 21-27); Empire Brewery (Gund's), 2104-2130 South Avenue (Map Code 9-15); Overview Chapter; Architecture Chapter; Industry Chapter

Heileman, Gottlieb: City Brewery (Heileman's), 1000 South 3rd Street (Map Code 21-27); House-925 South 3rd Street (Map Code 21-25); Overview Chapter; Architecture Chapter; Industry Chapter

Hirshheimer, Albert: La Crosse Plow Works; Buildings-214 Pine Street (Map Code 79-7) and 525 North 2nd Street (Map Code 82-3); Overview Chapter; Industry Chapter; Park, Planning and Landscape Chapter

Levy, John: Overview Chapter; Architecture Chapter; Religion Chapter

McMillan, Alexander: McMillan Building, 401 Main Street (Map Code 19-10); Architecture Chapter

Myrick, Nathan: Architecture Chapter; Overview Chapter; Government Chapter; Commerce Chapter; Architecture Chapter

Powell, Dr. D. Frank: Powell Institute, 200 Main Street (Map Code 80-22); Social Activism Chapter; Industry Chapter

Rodolf, Theodore (editor La Crosse Democrat): Rodolf Block, 100 South 3rd Street (Map Code 75-17); Architecture Chapter; Ethnic Groups and Neighborhoods Chapter; Education Chapter; Social Activism Chapter

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

Van Steenwyk, Gysbert G.: Batavian Bank Building, 319 Main Street (Map Code 21-6); House-237 South 11th Street (Map Code 3-18); Commerce Chapter; Architecture Chapter

Stoddard, Thomas B.: Overview Chapter

Trane, James A.: Trane Company Building, 2313 South 16th Street (Map Code 25-3); Overview Chapter; Architecture Chapter; Industry Chapter

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2. Biographical History, pp. 275-276.
3. Ibid., p. 397.
4. Ibid., p. 489.
5. Ibid., pp. 381-382.
6. Western Historical Comany, History of La Crosse County, Wisconsin (Chicago, 1881), p. 754.
7. Biographical History, p. 170.
8. Ibid., p. 180.
9. Ibid., p. 308.
10. 1881 History, p. 761.
11. Ibid., pp. 453-454.
12. Biographical History, p. 163.
13. Ibid., p. 555.
14. Ibid., p. 587.
15. Ibid., p. 296.
16. Ibid., p. 145.
17. Ibid., pp. 349-352.
18. 1881 History, p. 457.
19. Biographical History, p. 277; Trane Company Miscellaneous Papers 1947-1973, La Crosse Area Research Center.
20. Biographical History, pp. 365-366.

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

Trane Company, Miscellaneous Papers 1947-1973, La Crosse Area Research Center. Good overview.

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but good information.

## **ADDENDUM TO 15. NOTABLE PEOPLE**

### **Introduction**

The purpose of this addendum is to provide additional information about notable people who played a role in important historical developments in the city of LaCrosse. If there are extant resources associated with these people, they are mentioned at the end of each paragraph.

### **W. W. Cargill**

William W. Cargill established one of the most important grain companies of the late nineteenth and twentieth centuries, a company still operating today. He was born in New York State in 1844 and came with his family to Janesville, Wisconsin in 1856. In 1865, Cargill went to Minnesota to establish himself as a grain dealer. In 1875, he came to LaCrosse, continuing to work in the grain business in Wisconsin, Iowa, Minnesota, and the Dakotas, building grain elevators in many locations. He was also active in other business interests in the area, including lumbering, railroads, and utilities.(1)

### **Frederick A. Copeland**

Copeland was born in 1846 in Michigan and came with his family to Baraboo, Wisconsin in 1860. After service in the Civil War, Copeland returned to Baraboo and spent three years as a retail clerk before working for a railroad line and an agricultural implement dealer. In 1871, Copeland became bookkeeper for the LaCrosse Lumber Company, owned by Governor C. C. Washburn. When Washburn died in 1882, Copeland had risen to director of Washburn's company and he profited from the lumber boom of the 1880s. Copeland had a number of other business interests, including banking and utilities. In 1909, Copeland made an important donation to the city of LaCrosse. He donated 20 acres of land that was developed into Copeland Park in 1911. Copeland Park was the first of the city's large park development projects and set the standard for twentieth century park development in LaCrosse.(2) (Copeland Park, Copeland Avenue)

### **Arthur/Albert Funk**

Arthur and Albert Funk were the sons of Michael Funk, who with Albert Hirshheimer, established the LaCrosse Rubber Mills in 1897. After Arthur Funk had studied with the man who helped the Dupont Company develop synthetic rubber, he helped his brother, Albert, convert the Rubber Mills to the exclusive production of rubber footwear in 1907. A business gamble at the time, the decision to produce rubber footwear was ultimately successful, as the rubber mills grew rapidly during the 1910s and 1920s. The LaCrosse Rubber Mills survived the Great Depression of the 1930s

and found increased success in the post-World War II era. Today, the company is one of the important employers in the city. Although Michael Funk was significant for founding the company, it was his sons, Arthur and Albert, who developed the company into the important twentieth century industry it became.(3) (LaCrosse Rubber Mills, 1407 St. Andrew St.)

### **Dr. Adolph Gundersen**

Dr. Adolph Gundersen was the most significant physician of the late nineteenth and early twentieth centuries in LaCrosse. He helped establish Lutheran Hospital and the Gundersen Clinic, two of the most important health service organizations in LaCrosse. Dr. Gundersen came to LaCrosse in 1891, after studying medicine and surgery at prestigious institutions in his native Norway and other European locations. An early promoter of the scientific method of practicing medicine, Gundersen advanced the medical profession in LaCrosse soon after his arrival. He helped found Lutheran Hospital in the early twentieth century, and almost single-handedly saved it during its early financial crises. His Gundersen Clinic, the most significant medical clinic in the city, was attached to the hospital and also helped keep the facility going. Gundersen's six physician children helped create a medical dynasty that had a significant impact on the medical services of the community well into the twentieth century.(4) (Luhring-Gundersen House, 1231 Ferry St.)

### **Egid Hackner**

Egid Hackner operated one of the most unusual industries in Wisconsin and was a noted craftsman and artist in the city. Hackner was born in Germany, and during the 1870s, he learned the artistic craft of interior church decoration. After attending art school in Munich, Germany between 1878 and 1880, Hackner came to LaCrosse where he could take advantage of the booming lumber industry to set up a small shop to produce decorative altars and church goods. In 1887, Hackner built a home and small factory and by 1910, he constructed a larger, more modern factory elsewhere in the city to produce his church goods. The Hackner company continued to operate into the post-World War II era.(5) (Egid & Julia Hackner House, 1235 Ferry St.)

### **Samuel Y. Hyde**

S. Y. Hyde was one of the leading grain dealers and businessmen in the city in the late nineteenth century. He was born in 1837 in New York State and came with his family to Berlin, Wisconsin in 1853. Hyde engaged in commercial grain buying and other retailing in Minnesota from around 1860 to 1878, when he came to LaCrosse. He continued as a grain dealer in LaCrosse, with interests in the wheat belt of Minnesota and North and South Dakota, through his company, the S. Y. Hyde Elevator Company. Hyde was also a director of the Batavian Bank and had business interests in

tobacco companies, flour mills, and western lumber companies before retiring around 1910.(6) (S. Y. Hyde House, 1224 King St.)

### **John James**

John James is significant because he developed a small foundry in LaCrosse into a regional industry when other small shops in Wisconsin were closing, and his products helped make the milling and shipping industries of the area successful. John James was born in England in 1841 and as a young man became involved in a West Indian trading company in Liverpool. After a successful 17-year career with that company, in 1874, John, and his brothers Abram and Alfred, came to LaCrosse. John James purchased an interest in the Pioneer Foundry and in 1878 he and his brothers became sole owners. The foundry manufactured machinery for milling and shipping and was successful well into the twentieth century. John James retired from the business in 1902.(7) (Smith-James Foundry, 100 King St.)

### **Joseph W. Losey**

Joseph W. Losey was one of the leading civic-minded citizens of LaCrosse in the late nineteenth century. He was born in 1834 in Pennsylvania and came to LaCrosse in 1856 to study law with a local. He was admitted to the bar in 1857, elected district attorney in 1859, and in 1860, he was elected city attorney. While city attorney, Losey also had an active private law practice. He was most recognized for his civic work, both as a politician and as a private citizen. As a long-time member of the city council, Losey helped establish an early water system for fire protection, helped the Burlington Northern Railroad secure its right-of-way through the city, headed the effort to beautify the Oak Grove Cemetery, and helped establish Myrick Park. He also supported the establishment of the pleasure drive on the eastern edge of the city now known as Losey Blvd. The Losey Memorial Arch was erected in Oak Grove Cemetery to honor Joseph Losey's public works.(8) (Losey Memorial Arch, 1407 LaCrosse St.)

### **A. W. Pettibone**

A. W. Pettibone was born in Vermont in 1827 and came to LaCrosse in 1854, where he began a lumber business that he operated until 1866. He moved to Missouri where he was more successful in lumbering, then returned to LaCrosse in 1884 and invested in lumber mills in Illinois and Merrill, Wisconsin. Pettibone is, perhaps, best known for his initiation of the parks movement in LaCrosse. Prior to 1900, LaCrosse had only a few small parks for city recreation. In 1900, Pettibone acquired and began to develop Barron Island for public park use. He reached an unprecedented agreement with the city of LaCrosse to jointly operate the facility with the city eventually receiving

full ownership of the grounds. Pettibone invested a significant amount of his own money improving the park, and after the city acquired it, they renamed the island Pettibone Park and continued to improve the grounds. Pettibone Park was the catalyst for the movement to establish public parks in LaCrosse.(9) (Pettibone Park, Barron Island)

#### **John A. Salzer**

John A. Salzer was born in Germany in 1823 and came to the United States in 1846. He became a minister of the German Methodist Church and served as pastor of congregations in Iowa and Wisconsin before coming to LaCrosse in 1866. In 1869, he retired from the ministry to devote his time to a nursery and seed business he had begun . During the 1870s, the business grew rapidly and eventually Salzer put out a large seed catalog. In 1886, the company became the John A. Salzer Seed Company, which Salzer headed until his death in 1892. Under the leadership of his grandson, Henry Salzer, the Salzer Seed Company grew into a large and successful business, culminating with the construction of an office building in 1917. Unfortunately, Salzer's historic greenhouses are not extant, but the office building is extant and has been renovated.(10) (Salzer Seed Company Building, 1205 South 7th St., Henry Salzer House, 1634 King St.)

#### **John Torrance**

John Torrance was one of the typical industrialists of LaCrosse during the nineteenth century. He was born in Scotland in 1833 and learned a foundry machinist's trade in Glasgow before coming to the United States in 1852. He worked in machine shops in New York State, Kentucky, and Minnesota before coming to LaCrosse in 1859. He was employed until 1862 in a local foundry, then began his own foundry business with Archibald Gould. In 1865, his shop burned and he took positions in several other small foundries until 1876, when he and his son established another foundry and machine shop.(11) (John Torrance House, 726 Cameron Ave.)

#### **Matthew Uhl**

Matthew Uhl was a nineteenth century physician who was responsible for one of the most unusual historic buildings in LaCrosse. Uhl was born in Germany in 1808 and graduated with a medical degree from a German university in 1831. He practice medicine in Germany until 1851, when he came to the United States. He practiced medicine in New York City until 1865, when he came to LaCrosse. He left LaCrosse to live in Indianapolis between 1868 and 1878, then returned to the community where he continued to practice medicine.(12) (Matthew Uhl Row Houses, 609-615 Main St.)

## ADDENDUM TO 15. NOTABLE PEOPLE NOTES

- (1) Benjamin Bryant, ed., *Memoirs of LaCrosse County*, Madison: Western Historical Association, 1907, pp. 264-265.
- (2) *Biographical History of LaCrosse, Monroe, and Juneau Counties, Wisconsin*, Chicago: Lewis Publishing Company, 1892, pp. 237-239.
- (3) Donald Affolter, "Firm Finds Footwear is Step in Right Direction," *LaCrosse Tribune*, 19 July 1979.
- (4) Stanley Sims, *LaCrosse Lutheran Hospital A History 1899-1979*, LaCrosse: LaCrosse Lutheran Hospital Foundation, Inc., 1981, n.p.
- (5) Egid Hackner, "Records and Reminiscences," *LaCrosse County Historical Sketches*, Series 7, September, 1945, pp. 1-17.
- (6) Bryant, p. 318.
- (7) *Ibid.*, pp. 319-320.
- (8) *Ibid.*, pp. 339-340.
- (9) *Biographical History*, p. 139.
- (10) *Ibid.*, pp. 158-159.
- (11) C. W. Butterfield, *History of LaCrosse County, Wisconsin*, Chicago: Western Historical Company, 1881, p. 801.
- (12) *Ibid.*, p. 803.

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# Survey Results



Photo by Joan Rausch, 1996

South 17th Street  
Cass and King Street Historic District



## CHAPTER IV

### SURVEY RESULTS

Using the information obtained during the 1983-1984 La Crosse Intensive Architectural-Historic Survey, a survey report was prepared by the principal investigator Joan Rausch with background thematic research presented in the summary chapters of La Crosse history by Dr. Richard Zeitlin, consulting project historian. The intensive survey report describes project objectives and methodology and includes background architectural and historical research as well as the survey results and recommendations. As a result of the background historical research, the written local history has been summarized up to contemporary times. In addition, a bibliography of historical sources specific to the city of La Crosse has been compiled. Copies of the complete report are held by the Historic Preservation Division, State Historical Society of Wisconsin, and the La Crosse City Planning Department. A summary of the Intensive Survey Report illustrated by photographs of La Crosse history and architecture was prepared by Joan Rausch, principal investigator, with a historical overview by Richard Zeilin, project historian, for the survey publication, Historic La Crosse, An Architectural and Historic Record.

While conducting the La Crosse Intensive Architectural and Historical Survey, the architectural historian and the historian identified approximately 2,625 sites of architectural and historical interest built for the most part prior to 1935 within the city limits of La Crosse. Information on the specific sites may be obtained from the individual intensive survey form (See sample form in Appendix) completed for each site or in some instances, within this document (See indexes of important structures). The intensive survey form and index card with accompanying photograph of each site surveyed is located in the files of the Historic Preservation Division at the State Historical Society of Wisconsin or in the files of the City Planning Department at La Crosse City Hall. The survey confirmed that La Crosse possesses a wealth of historic resources that has been previously unrecognized outside the city and unappreciated within the city. Of the total sites surveyed, 166 were judged to have architectural and historical merit or significance, mostly on a local level with a few sites such as the Governor C. C. Washburn House identified as having significance on a state level. Intensive research was carried out and noted on the intensive survey forms of the architecturally and historically significant and important structures selected by the project architectural historian and historian. Significant sites were determined based on an evaluation according to the National Register criteria as previously cited in the survey methodology chapter. Generally significant sites may be viewed as sites deserving more investigation as property potentially eligible for the National Register of Historic Places.

## Individual Significant and Important Buildings and Sites

The following buildings in the city of La Crosse have been determined to have architectural merit or are associated with important historic events or figures. Further information about these structures and the remainder of the structures included in the La Crosse Intensive Survey can be found on the intensive survey form completed on each site. The significance of a structure may change if the structure is appropriately (or inappropriately) restored or otherwise detered or if additional architectural or historic significance is determined through subsequent research.

<u>Street Address</u>	<u>Map Code</u>	<u>Name of Structure, Construction Date</u>
832 Avon Street	14-29	St. John the Baptist Church, 1872
1201 Avon Street	12-14	Immanuel Lutheran Church, 1907
1102 Caledonia Street	14-7	St. James Catholic Church, 1900-1901
1120 Caledonia Street	14-6	St. Clara's Convent, 1893
1213 Caledonia Street	14-4	Commercial Building
1220 Caledonia Street	14-2	Horner Building, 1900
726 Cameron Avenue	17-34	John Torrance House, 1885
400 Carr Street	88-12	La Crosse Boiler Company
<u>Cass Street</u>		
410 Cass Street	10-37	Mons Anderson House, 1854, 1878
432 Cass Street	18-13	U.W. Weather Bureau Station, 1904(1907)
503-505 Cass Street	81-29	Doerflinger Apartments, 1931
724 Cass Street	18-11	St. Pual's First Universalist Church, 1865
714 Cass Street	10-36	Cyphus Martindale House, 1854
950-952 Cass Street	9-5	Bentley-Wheeler House, 1884, 1892
1019 Cass Street	11-1	Cottage
1024 Cass Street	2-25	James Vincent House, 1885
1127 Cass Street	62-15	John Bayer House, 1925
1212 Cass Street	2-24	Philo M. Gelatt, 1917
1222 Cass Street	2-22	Daniel McMillan House, 1914-1915
1304 Cass Street	62-17	Henry Gund House, 1917
1326 Cass Street	11-5	Joseph M. Hixon House, 1903
1327 Cass Street	11-6	Easton-Copeland House, 1887, 1909
1402 Cass Street	19-19	E. C. Dailey House, late 1880's
1414 Cass Street	19-20	Henry Esperson House, 1886-87
1419 Cass Street	2-21	Jessie Holway House, 1891-1892
1434 Cass Street	2-19	W. W. Withee House, 1897
1431 Cass Street	2-20	Charles Michel House, 1892
1601 Cass Street	62-20	English Evangelical Church, 1924
1732 Cass Street	62-27	John Rehfuss House, 1916
2027 Cass Street	2-12	House
2501 Cass Street	40-10	Albert Arenz House, 1918
2607 Cass Street	40-4	John Felton House, 1927
1418 Charles Street	13-12	Erik Rynning House, 1891
20 Copeland Avenue	17-5	Standard Oil Building
522 Copeland Avenue	93-16	John O'Neil Building, 1877
716 Copeland Avenue	12-25	St. Elias Syrian Orthodox Church, 1917

1960 Denton Street	15-3	Longfellow Junior High School, 1939
947 Division Street	64-27	Adam Kroner House, 1875
2537 Edgewood Place	16-7	Ronaeo Denzer House, 1940
<u>Ferry Street</u>		
612 Ferry Street	17-27	Rublee-Washburn House, 1856
939 Ferry Street	17-29	House
1231 Ferry Street	16-24	Dr. Adolph Gundersen House
1234 Ferry Street	16-25	R. W. Morris House
1235 Ferry Street	16-23	Egid Hackner House, 1886
230 North Front Street	15-16	W. A. Roosevelt Building, 1916
400 South Front Street	97-20	Listman Mill
South Front Street	100-28	Cargill Grain Elevators, 1920
416 South Front Street	15-18	Cargill Grain Elevator, 1904
506 South Front Street	81-35	La Crosse Can Company
1452 George Street	12-31	Trinity Evangelical/Trinity Lutheran Church, 1889
Gillette & Caledonia St.	102-19	National Gauge & Equipment Company
906 Gillette Street	82-29	La Crosse Fire Station #4, 1940
Grandad Park Road	102-18	Grandad Park, 1909
1307 Hayes Street	12-2	Roosevelt School, 1923
<u>King Street</u>		
100 King Street	15-19	John James Foundry, 1871
119 King Street	79-27	City Waterworks Building, 1880, 1895
600 & 608 King Street	79-26/79-24	Mc Donald Apartments, 1904
721 King Street	18-17	First Methodist Church, 1886
928 King Street	9-8	George Ray House, 1885, 1902
929 King Street	9-7	S. S. Burton House, 1861, 1870
1105 King Street	3-6	W. A. Sutor House, 1898
1224 King Street	3-1	House
1408 King Street	2-35	C. J. Felber House, 1913
1420 King Street	61-17	J. A. Elliot House, 1937
1431 King Street	2-3	Frank Hixon, 1892, 1909
1504 King Street	61-18	Dr. Gunnar Gunderson, 1927/1928
1634 King Street	49-31	Henry Salzer House, 1912/1913
1762 King Street	2-31	Thomas Reynolds House, 1923
1721 King Street	10-33	Argyle Scott House, 1918/1919
1925 King Street	2-29	Dr. Robert Flynn House, 1925
<u>La Crosse Street</u>		
1129 La Crosse Street	20-9	Concordia Hall, 1891
1407 La Crosse Street	20-8	Oak Grove Cemetery Greenhouse, 1893
1407 La Crosse Street	95-6	Oak Grove Cemetery
1407 La Crosse Street	20-6	Losey Memorial Arch, Oak Grove Cem.
1409 La Crosse Street	20-7	Cemetery Sexton's House (Oak Grove Cemetery)
La Crosse Street	95-15	Myrick Park
La Crosse Street	95-8	La Crosse Waterworks Building (Myrick Park), 1911

1648 Liberty Street	82-23	R. E. McKenzie Building, 1922
117 Losey Blvd., North	95-14	Frank J. Hoeschler House, 1936
127 Losey Blvd., South	74-29	Will Ott House, 1925
131 Losey Blvd., South	74-27	William Kroner House, 1927/1929
519 Losey Blvd., South	15-34	Our Lady of Sorrows Chapel, 1891
1420 Madison Street	16-11	Frank Schwalbe House, 1914
1532 Madison Street	22-17	Will Ott House, 1900
1601 Madison Street	22-18	Fred Cutter House, 1903
 <u>Main Street</u>		
200-212 Main Street	80-22	Benjamin Healy Block, 1872-1878
307-309 Main Street	78-25	Bliss and Sill Building, 1885
318-320 Main Street	21-4	Hotel Linker, 1925
319 Main Street	21-6	Batavian Bank, 1887-1888
400 Main Street	19-11	William Doerflinger Dept. Store, 1903
401 Main Street	19-10	Alexander McMillan Building, 1885-86
407-409 Main Street	78-32	La Crosse City Hall, Fire Station and Jail, 1869
413-421 Main Street	19-9	Newburg Building, 1917
414 Main Street	19-12	John Rehfuss Building, 1894
426 Main Street	19-13	E. R. Barron Building, 1891
507-509 Main Street	19-6	O. J. Oyen Building, 1912
531-535 Main Street	19-5	J. B. Canterbury Building, 1889
609-615 Main Street	19-4	Mathew Uhl Row Houses
629 Main Street	79-5	Y.M.C.A., 1908
724 Main Street	60-36	Masonic Temple, 1901
831 Main Street	11-7	Christ Episcopal Church, 1898
901 Main Street	11-2	Russell-Solberg House, 1870; 1884
1004-1006 Main Street	60-33	Levi Strass House, 1860
1025 Main Street	3-11	Calvin Manuel House, 1872
1222 Main Street	18-36	Jacob Scholl House, 1885
1304 Main Street	11-3	Stephen Gantert House, 1891
1511 Main Street	18-28	Frank Sisson House, 1916
1522 Main Street	60-21	House
1530 Main Street	18-27	P. H. Kapellen House, 1910-1916
1603 Main Street	60-19	Otto Loeffler House, 1910
2010 Main Street	4-22	Marcus Spettel House, 1923
2014 Main Street	60-8	Louis Lautz House, 1919
2028 Main Street	18-22	House
2205 Main Street	59-33	Flood House, 1928-1930
2425 Main Street	59-22	Vincent Kidder House, 1924
912 Market Street	17-26	Maria Angelorum Chapel, St. Rose Convent, 1902-1906
912 Market Street	17-25	St. Rose Convent, 1924
300 Milwaukee Street	12-22	Milwaukee Railroad Round House, 1883
1315 South Park Street	36-10	Leo Hall, 1898
 <u>Pearl Street</u>		
201 Pearl Street	81-8	George Zeisler Building, 1886
205-209 Pearl Street	81-7	Vincent Schwarz Building, 1874, 1887
213 Pearl Street	81-4	John Voegle Building, 1868

215 Pearl Street	81-3	John Voegle Building, 1866
300-302 Pearl Street	21-17	F. Doerre Building, 1879
304 Pearl Street	81-13	John Walter Building, 1878, 1930's
306-312 Pearl Street	81-12	George Metzger Building, 1892
323 Pearl Street	80-25	Gund Building, 1885
Pettibone Island	22-22	Pettibone Park, 1890
Pettibone Park	99-30	Pettibone Park Gazebo, 1901
Pettibone Park	99-30	City Bath House, 1925
Pettibone Island	100-31	Adolf Gundersen Cottage, 1918
214 Pine Street	79-7	La Crosse Plow Company, 1902
Riverside Park	NR-144	U. S. Fish Control Laboratory, 1924
800 Rose Street	20-30	Exchange State Bank & Masonic Temple, 1887
1639 Prospect Street	2-7	Goddard Hotel, 1888, 1891
1601 Rublee Street	12-5	North La Crosse Burlington Depot, 1932
601 St. Andrew Street	14-12	Milwaukee Railroad Station Depot, 1920's
1407 St. Andrew Street	91-20	La Crosse Rubber Mills, 1916, 1923
1910 South Avenue	84-23	Lutheran Hospital Nurses, Home, 1923
2104-2130-2219 South Avenue	-15/16/17	Gund Brewery, 1898
<u>State Street</u>		
State Street, West End	102-2	Riverside Park, 1911
1125 State Street	20-17	House
1339 State Street	1-19	John Hughes House, 1893
1724 State Street	SF4-19	La Crosse Normal School (Main Hall - WSU-La Crosse), 1908
1724 State Street	SF4-15	Wittich Hall (WSU-La Crosse), 1916
2019 State Street	15-7	Albert Klick House, 1918
2417 State Street	57-28	Guy Beach House, 1926
107 Vine Street	79-10	Chicago, Milwaukee & St. Paul Freight Depot, 1880
830 Vine Street	22-10	F. R. Hickisch Grocery Store & Residence, 1891
145 West Avenue, North	3-3	First Church of Christ Scientist, 1922
207 West Avenue, North	3-2	C. L. Colman House, 1883-84
400 West Avenue, South	20-3	First Evangelical Lutheran Church, 1904
630 West Avenue, South	17-17	St. Johns Reformed Church, 1925
1814 West Avenue, South	29-7	Miller Broom Company
716 Windsor Street	14-31	St. James Catholic Elementary School, 1941
936 Winnebago Street	68-34	St. Wenceslaus Catholic Church, 1914
1413 Winnebago Street	68-16	House
<u>2nd Street</u>		
525 North 2nd Street	82-3	La Crosse Plow Company Building
111 South 2nd Street	82-4	C & J Michel Building, 1887
113 South 2nd Street	82-5	Pamperin Cigar Company, late 1870's
604 South 2nd Street	82-8	Segelke-Kohlhaus Factory, 1898
610 South 2nd Street	82-9	Segelke-Kohlhaus Company, 1913

810 South 2nd Street	82-12	Egid Hackner Altar Factory
903 South 2nd Street	82-14	George Zeisler House, 1855-1860
<u>3rd Street</u>		
122-126 North 3rd Street	3-25	Atkinson Building
128 North 3rd Street	75-27	Meason Building, 1883
100 South 3rd Street	75-17	Rodolf Building, 1868; 1870; 1878
110 South 3rd Street	2-6	Gantert Furniture Building, 1874, 1885
115 South 3rd Street	2-2	C & J Michel Building, 1892
120 South 3rd Street	75-20	P. Wehrer's Building, 1874
127-129 South 3rd Street	2-5	Charles Solberg Building, 1870; 1876
710 South 3rd Street	18-1	C & J Michel Brewery, 1907
401 South 3rd Street	75-36	Thorstad Building, 1884
410 South 3rd Street	10-34	Squire Burnett House, 1857
925 South 3rd Street	21-25	Gottlieb & Johanna Heileman House, 1880
1000-1100 South 3rd Street	21-27	Heileman Brewery, 1859
<u>4th Street</u>		
115-123 North 4th Street	21-1	Rivoli Building, 1920
125 North 4th Street	77-34	Wisconsin Telephone Company Building, 1901, 1920
112 South 4th Street	77-29	Hotel Linker Annex, 1922
121 South 4th Street	77-21	Odd Fellow Temple, 1887
116 South 4th Street	77-28	Tillman Brothers Furniture, 1889
120 South 4th Street	77-27	Bodega, 1876
135 South 4th Street	77-10	Doerre Bulding, 1890
201 South 4th Street	77-7	Doerre Block, 1884-1886
203 South 4th Street	77-5	Jens Lienlokken Bank, 1891
207 South 4th Street	77-4	C. F. Klein Building, 1892
435 South 4th Street	21-29	The Tribune Building, 1938
804 South 4th Street	76-21	C. Burkhardt Cottage, 1867
901 South 4th Street	17-8	St. John's German Reformed Church, 1866
<u>5th Avenue</u>		
115 South 5th Avenue	21-31	Hoeschler Building, 1930
201-205 South 5th Avenue	21-22	The Exchange Building, 1940
721 South 5th Avenue	40-34	August Kutzborsky House
729 South 5th Avenue	40-32	Charles Kutzborsky House
1026 South 5th Avenue	40-19	Cottage
<u>6th Street</u>		
304 North 6th Street	78-20	La Crosse Vocational School, 1923
608 North 6th Street	71-34	Cottage, 1884
429 North 7th Street	1-8	Gideon Hixon House, 1859; 1870's
525 South 7th Street	17-28	First German Methodist Episcopal Church, 1895
1205 South 7th Street	31-35	John Salzer Seed Company Building, 1918
102 North 8th Street	43-9	Washburn School, 1921

729 South 8th Street	22-7	Andrew Gilbertson House, 1875
1203 South 8th Street	16-37	House
101 South 9th Street	22-11	Tuteur-Powell House
323 North 9th Street	43-26	House, 1859
510 South 9th Street	44-13	Abraham Lincoln School, 1924
112-114 South 10th Street	20-22	N. Withee House
221 South 10th Street	9-9	W. W. Crosby House, 1886
237 South 10th Street	9-4	Laverty-Martindale House, 1869
615 South 10th Street	44-30	St. Francis School of Nursing, 1941
221 South 11th Street	3-16	Dr. H. H. Chase House, 1913
223 South 11th Street	3-14	Henry Wohlhuter, 1913
237 South 11th Street	3-18	McCullough-McCord-Von Steenwyk House, 1884
315 South 11th Street	62-14	Aquinas High School, 1928-1930
608 South 11th Street	3-19	Bishop's House, 1877
620 South 11th Street	66-4	St. Anne's Maternity Hospital, 1926
111 North 13th Street	46-37	House
111 South 13th Street	19-26	House
137 South 13th Street	19-29	House
1333 South 13th Street	15-15	Holy Trinity Church, 1892
1417 South 13th Street	36-7	Holy Trinity School, 1907
126 South 15th Street	48-13	L. C. Colman House, 1899,1906
2516 South 15th Street	23-26	House
203 South 16th Street	48-30	Kingston Court Apartments, 1924/1925
2313 South 16th Street	25-3	Trane Company Plant
217 South 17th Street	49-30	Ed Schwalbe House, 1921
223 South 17th Street	2-13	Frank Schwalbe, Jr. House, 1920/1921
229 South 17th Street	49-49	Peter Valier House, 1922-23
238 South 17th Street	15-2	Ed Bartl House, 1913
241 South 17th Street	15-24	Ben Ott, 1921/1923
325 South 17th Street	2-14	House
228 South 17th Place	50-24	Henry Seiger House, c. 1923
323 South 20th Street	52-57	House and Carriage House
120 North 24th Street	57-12	Leighton Oyen House, 1928
North La Crosse	13-9	Milwaukee Railroad Bridge, Rebuilt early 1900's

City of La Crosse Sites Currently Listed in The National Register of Historic Places

<u>Street Address</u>	<u>Map Code</u>	<u>Name of Structure, Construction Date</u>
410 Cass Street	10-37	Mons Anderson House, 1854
119 King Street	79-27	La Crosse Waterworks Building

1532 Madison Street	22-17	Will Ott House, 1900
200-212 Main Street	80-22	Healey's Block, 1870's
Riverside Park	NR-144	U. S. Fish Control Laboratory, 1924
107 Vine Street	79-10	Milwaukee Road Freight Depot, 1880
125 North 4th Street	77-34	Wisconsin Telephone Company, 1901
429 North 7th Street	1-8	Gideon Hixon House, 1859
237 South 10th Street	9-4	Lavery-Martindale House, 1860's
221 South 11th Street	3-16	H. H. Chase House, 1912-13
223 South 11th Street	3-14	Henry Wohlhuter House, 1912-13

### **Historic Districts in the City of La Crosse**

As a result of the architectural and historical survey of La Crosse, boundaries were delineated for one potential commercial historic district, one industrial historic district and two potential residential historic districts. United by historical factors and a sense of cohesive architectural integrity, structures or sites in a geographically definable area may be nominated to the National Register of Historic Places as a district. Within these historic districts, properties are referred to as contributing, or non-contributing. Architecturally or historically significant structures in the district may be potentially eligible for the National Register on their own merit. Contributing structures help create the environment of the district while non-contributing structures detract from the character of the district.

All of these districts and the classification of individual buildings within the district are preliminary evaluations. Actual nominations to the National Register of Historic Places would require further research and close cooperation with the Historic Preservation Division of the State Historical Society of Wisconsin.

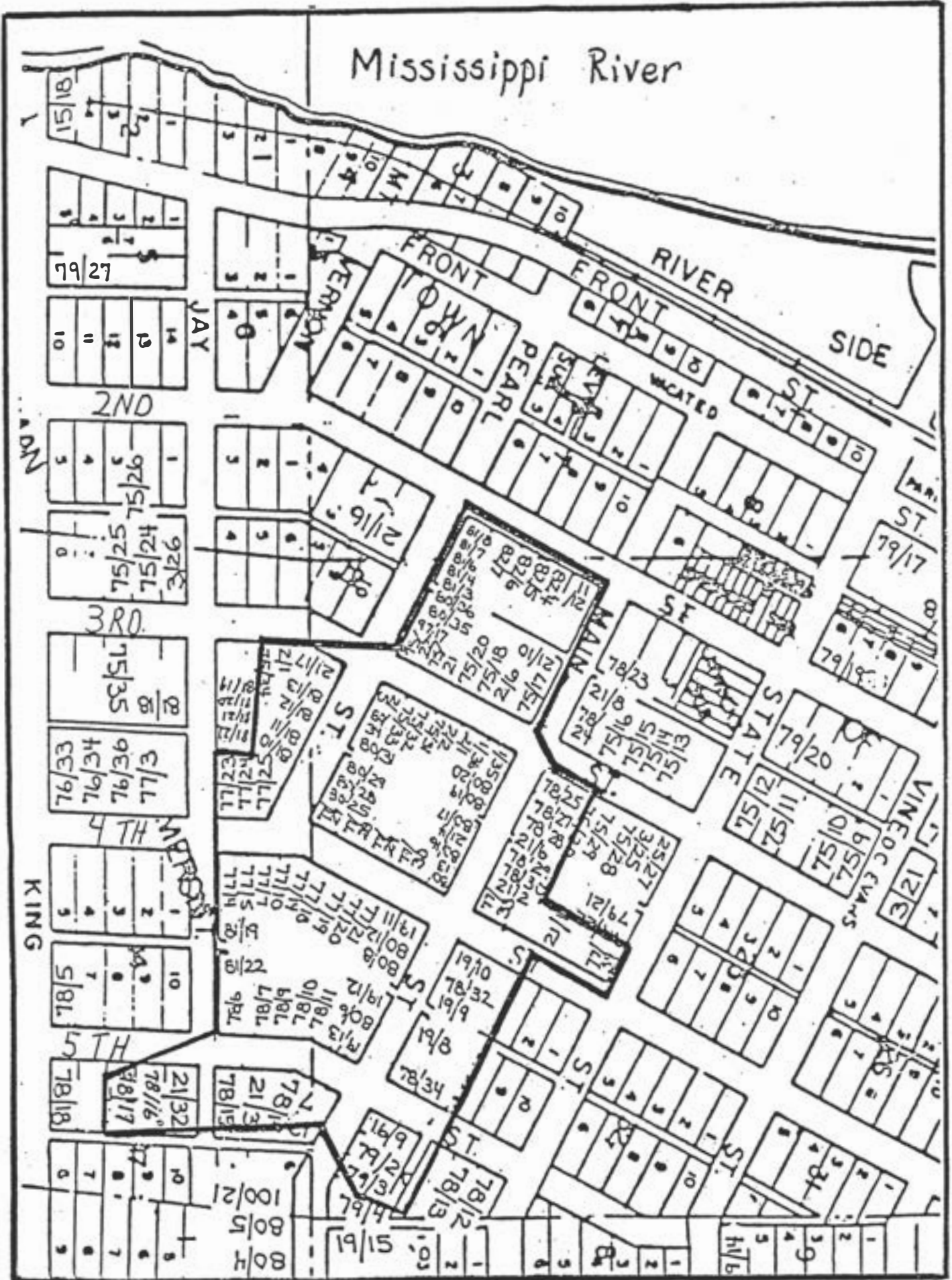
### **Proposed La Crosse Commercial Historic District**

The proposed La Crosse Commercial Historic District is a unique assemblage of 19th century and early 20th century commercial structures unified by a common function to supply the Minnesota and Dakota Territory and the Black River Pinery in the 19th century and the tri-state region in the 20th century. Characterized by historic 19th century architectural styles and early modern 20th century styles, the physical environment visually suggest a specific historic time period extending from the late 1860's to the late 1930's. Very few intrusions detract from this historic character created by the historic buildings built within a period of about 80 years. The proposed Commercial Historic District is a significant collection of historic commercial architecture in the city of La Crosse which has for the most part retained its original form, use, and architectural characteristics.

#### **Description**

The proposed La Crosse Commercial Historic District is located within the traditional commercial area of La Crosse that extends east, uphill from the Mississippi River to 7th Street, bounded by State Street on the north and King Street to the South (See District map, p. 466). The structures within the district are densely packed, narrow, two-story brick commercial structures interspersed by several three, four, and up to eight-storied buildings. Within this 19th and early 20th century environment are a total of 93

# Mississippi River



PROPOSED COMMERCIAL HISTORIC DISTRICT

commercial structures including 21 architecturally and historically significant representatives of La Crosse's history and architecture.

Beginning with the fire laws first enacted in 1857, necessitated by the many serious fires in the commercial district, the more substantial commercial structures were constructed mainly of brick. Exhibiting a more expensive alternative to wood, only the Batavian Bank built in 1887 at 319 Main Street (Map Code 21-6) and the 1885 McMillan Building at 401 Main Street (Map Code 19-10) are representatives of stone construction, once an important building method in 19th century La Crosse. The early 20th century alternative to wood construction, concrete, was used in the Hoeschler Building at 115 South 5th Avenue in 1930 (Map Code 21-31) and the Exchange Building at 201-205 South 5th Avenue in 1940 (Map Code 21-32).

In addition to the predominance of smaller Italianate styles popular when La Crosse began its active period of development, the proposed commercial district is dominated by structures influenced by the Romanesque Revival in the later years of the 19th century. Significant brick interpretations of the style such as the Tillman Brothers Furniture Building at 116 South 4th Street (Map Code 77-28) and the E. R. Barron Building at 426 Main Street (Map Code 19-13) visually dominate the 19th century and early 20th century character of the proposed commercial district. The early 20th century development influenced by the Chicago style and 20th century scaled down historic Revival styles occurred mainly on South 5th Avenue with three structures: the 1920 Rivoli Building on North 4th Street (Map Code 21-1), the 1925 Linker Hotel at 318 Main Street (Map Code 21-4), and the Newburg Building of 1917 on Main Street (Map Code 19-9), constructed to replace or enlarge older buildings. Smaller structures influenced by the Italianate commercial style and the vernacular commercial types form a cohesive architectural design particularly on Pearl Street, South Third Street, and South Fourth Street. Typically, these small retail buildings are brick structures of two or three stories with narrow facades. The adjacent Leinlokken Bank (Map Code 77-5), the Doerre-Tausche Building (Map Code 77-7) and the Doerre Building (Map Code 77-10) on South Fourth Street are representatives of this 19th century architectural character.

Although generally the architectural integrity of the commercial structures remains, the varied continual use of the structures over the years has resulted in the removal of many 19th and early 20th century store fronts. Only 19 intrusions mar the historic architectural character of the proposed commercial historic district. The Y-shaped area created by the intersection of Pearl Street and South 4th Street has retained the strongest 19th century architectural character of the entire proposed La Crosse Commercial Historic District. New stucco exteriors and metal screen facades have been the source of most of the damage to the architectural fabric of the district.

## Architectural Development

Containing half of the significant commercial structures in La Crosse, the proposed Commercial Historic District represents the architectural development of the city from its earliest extant brick vernacular 19th century commercial structure, the John Voegle Building on Pearl Street in 1866, (Map Code 81-3) through the early modern period when the last historic structure, the Exchange Building on 5th Avenue (Map Code 21-32) was built in 1940. Based on the evidence presented by the extant structures, the Italianate style was the most prevalent influence in La Crosse in the 1870's when the buildings first grew in size and complexity as the demand for retail and office space grew and when economic wealth was sufficient to support it. One of the three most architecturally significant examples of the commercial Italianate style is the Solbert Building constructed in 1870 at 127-129 South 3rd Street (Map Code 2-5) while two remaining representatives - the Healy Block at 200-212 Main Street (Map Code 80-22) and the Pamperin Cigar Company Building at 113 South 2nd Street - were built in the late 1870's.

The architectural character of the commercial district began to change during the boom years 1880-1905. Although the commercial architecture continued the earlier Italianate fashion, the extant commercial structures reflect a definite taste for the Romanesque Revival styles and for late 19th century eclecticism. As early as 1885-1886, Alexander McMillan had an office building of a massive Romanesque design constructed at 4th and Main (Map Code 19-10). The year after the McMillan Building was completed, Solon Spencer Beman, a prominent Chicago architect, design the Batavian Bank at 319 Main

Street (Map Code 21-6) in a Richardsonian Romanesque style. Soon after the construction of the Batavian Bank and of the McMillan Building, commercial designs of local architects began to show the effects of Richardsonian 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. Dominated by colossal round arches that are echoed in the smaller arcade across the upper story, the upper story of the former furniture company building has retained the bay window and cast iron of the original structure although the storefront has been altered.

During the late 1880's and 1890's, many of the larger commercial structures were the designs of the local architects Stoltze and Schick. Best described as architects of eclectic styles, Stoltze and Schick designed the John Rehfuss Building in 1894 at 412 Main Street (Map Code 19-12), using similar stylistic devices as those used in their C & J Michel Building at 115 South 3rd in 1892 (Map Code 2-2). The red sandstone trimmed red brick Rehfuss Building exhibits a projecting cornice influenced by the late Italianate style, two-story oriels associated with the Queen Anne style, a row of small round arched windows of the Romanesque Revival style and brick pilasters of a classical Revival style.

When the move toward classical designs was underway in America in the 1890's and early 20th century, the Wisconsin Telephone Company Building designed by H. J. Esser of Milwaukee in 1900 was constructed on the corner of 4th and State (Map Code 77-34) in 1901. Exhibiting terra-cotta ornament moulded in classical designs, a projecting cornice and rusticated base, the Telephone Company Building is one of the few survivors of the Neo-classic style.

Between 1890 and 1915, the development of modern building technology contrasted with the historic Revival styles. Dependent on historic styles for ornament, the brick Doerflinger Store at 400 Main Street (Map Code 19-11) was designed in the Chicago commercial style by local architects, Schick and Roth in 1904. After the city recovered from the economic depression caused by the collapse of the lumber industry between 1905 and 1910, the trend towards "modern" construction established by the erection of the Doerlinger Store continued. The new concrete material was used to create the smooth surface texture essential to the Art Moderne style in the architecturally significant representative of the style in the commercial district. Smooth concrete facing a curved corner and bands of plain windows are used to give a streamlined quality to the 1940 Exchange Building at 201-205 South 5th Street (Map Code 21-32).

## Historical Development and Significance

La Crosse was first established as a commercial center in 1841 when Nathan Myrick began his fur trading post. From that time forward the city played an important regional commercial role. La Crosse's excellent transportation facilities including both rail and steamboat lines helped attract customers from the surrounding area and from district levels to the city, especially before 1930.

Commerce at La Crosse consisted of more than general retailing. Indeed, during the 1870-1900 period important wholesale establishments arose which marketed products to the growing frontier communities in southern Minnesota and the Dakotas. Jobbers in such fields as hardware, general merchandise, tobacco products, liquor, furniture, groceries, lumber, industrial fittings, grain merchandising, agricultural seeds, as well as in financial services became successful at La Crosse.

The city of La Crosse grew eastward from the banks of the Mississippi River. The river front was the heart of the early settlement and along its banks were located major transportation merchandising, grain and commodity handling facilities, lumber mills, ship building yards, and several important early industrial establishments. As the river front grew crowded with industrial, transportation oriented structures and mills, the commercial service sector of the local economy moved slightly to the east, adjacent to but not competing for space with the more industrial and bulk oriented shippers and producers who came to dominate the Front Street area between 1870 and 1906. The dividing lines between strictly commercial districts and those that were industrial in nature was never clearly or neatly defined, however.

La Crosse was a boom town between 1870 and 1890. Development took place without reference to plans or orderly growth patterns. Residential areas were pushed haphazardly east and south as property adjacent to the waterfront and the growing commercial area just east of Front Street developed.

The heart of the La Crosse commercial district runs from the Mississippi River to Seventh Street, north to State Street and south to King Street. The area was (and is) sufficiently compact in size to allow easy access to multiple commercial facilities by 19th century citizens from near and far. In the pre-automotive age, adjacent facilities were necessary adjuncts to commerce life.

As time went by the commercial nature of the district noted above became fixed. Only now, with the development of auto dependent shopping malls is the commercial district's local pre-eminence being challenged. There exists in the La Crosse Commercial District dozens of buildings associated with the whole range of city service functions. In terms of historical significance the Batavian Bank and the Pamperin Cigar Company Building are the most important since they were large and important establishments during the period of La Crosse's greatest importance, which ended by 1930.

### List and Classification of Structures Located in the La Crosse Commercial Historic District

(Legend: C - Contributing Structure N- Non-Contributing Structure)

All identified buildings are architecturally or historically significant structures.

<u>Street Address</u>	<u>Map Code</u>	<u>Name of Structure, Date</u>
<u>South 2nd Street</u>		
C - 111 South 2nd Street	82-4	
C - 113 South 2nd Street	82-5	Pamperin Cigar Company Building, 1870's
C - 125 South 2nd Street	82-6	
C - 129 South 2nd Street	82-7	
<u>South 3rd Street</u>		
N - 100 South 3rd Street	75-17	
C - 105 South 3rd Street	1-35	
C - 107-109 South 3rd Street	1-36	
C - 110 South 3rd Street	2-6	
C - 111 South 3rd Street	2-1	
C - 115 South 3rd Street	2-2	
C - 118 South 3rd Street	75-18	
C - 119 South 3rd Street	75-31	
C - 122 South 3rd Street	75-21	
C - 123 South 3rd Street	75-32	
C - 125 South 3rd Street	75-33	
C - 127-129 South 3rd Street	2-5	Charles Solberg Building, 1870
C - 126-128 South 3rd Street	75-22	
C - 213-215 South 3rd Street	2-1	
C - 217-221 South 3rd Street	75-34	
<u>South 4th Street</u>		
N - 114 South 4th Street	77-29	
C - 115-119 South 4th Street	77-22	
C - 116 South 4th Street	78-28	Tillman Brothers Furniture Store, 1889
C - 118 South 4th Street	78-9	
C - 122 South 4th Street	78-7	
C - 123 South 4th Street	78-15	
C - 124 South 4th Street	78-6	
C - 133 South 4th Street	77-14	
C - 203 South 4th Street	77-5	Lienlokken Bank, 1891

C - 207 South 4th Street	77-4	
<u>North 4th Street</u>		
C - 107-109 North 4th Street	77-33	
C - 115-123 North 4th Street	21-1	Rivoli Building, 1920
C - 125 North 4th Street	77-34	Wisconsin Telephone Co. Bldg., 1901
<u>South 5th Avenue</u>		
C - 111 South 5th Street	78-14	
N - 112 South 5th Street	78-11	
C - 115 South 5th Street	21-31	Hoeschler Building, 1930
C - 116 South 5th Street	78-10	
N - 118 South 5th Street	78-9	
N - 122 South 5th Street	78-7	
N - 123 South 5th Street	78-15	
C - 124 South 5th Street	78-6	
C - 201-205 South 5th Street	21-32	Exchange Building, 1940
C - 207 South 5th Street	78-16	
C - 211 South 5th Street	78-17	
<u>Jay Street</u>		
C - 323 Jay Street	77-23	
C - 413-417 Jay Street	81-19	
C - 423-425 Jay Street	81-22	
<u>Main Street</u>		
C - 200-212 Main Street	80-22	Healy Block, 1872-1878 (N.R.H.P.)
N - 218-222 Main Street	21-10	
C - 307 Main Street	78-25	
N - 308 Main Street	80-20	
N - 310 Main Street	80-19	
C - 311 Main Street	78-27	
C - 312 Main Street	80-17	
N - 313 Main Street	78-28	
C - 318 Main Street	21-4	Linker Hotel, c. 1925
C - 319 Main Street	21-6	Batavian Bank, 1887-1888
N - 322 Main Street	80-16	
N - 325 Main Street	78-29	
C - 327 Main Street	78-30	
N - 328 Main Street	80-13	
C - 329-333 Main Street	21-2	
C - 400 Main Street	19-11	Doerflinger Building, 1903
C - 401 Main Street	19-10	McMillan Building, 1885-1886
N - 410 Main Street	80-12	
N - 412 Main Street	80-8	
C - 413-421 Main Street		
C - 414 Main Street	19-12	John Rehfuss Building, 1894
C - 423-429 Main Street	78-33	
N - 422 Main Street	80-6	
C - 425 Main Street	19-8	
C - 426 Main Street	19-13	E. R. Barron Building, 1891
C - 431 Main Street	78-34	

C - 500 Main Street	19-7	
C - 507 Main Street	19-6	O. J. Oyen Building, 1912
C - 509 Main Street	79-2	
C - 511 Main Street	79-3	
<u>Pearl Street</u>		
C - 201 Pearl Street	81-8	George Zeisler Building, 1886
C - 207-215 Pearl Street	81-7	
C - 211 Pearl Street	81-6	
C - 213 Pearl Street	81-4	John Voegle Building, 1868
C - 215 Pearl Street	81-3	John Voegle Building, 1866
C - 219 Pearl Street	80-36	
N - 221 Pearl Street	80-35	
N - 222 Pearl Street	97-17	
C - 302 Pearl Street	21-17	
C - 304 Pearl Street	81-13	John Walter Building, 1878; 1930's(storefront)
C - 306-312 Pearl Street	81-12	
C - 309-311 Pearl Street	80-31	
C - 317 Pearl Street	80-29	
C - 318 Pearl Street	81-11	
C - 321 Pearl Street	80-27	
N - 322 Pearl Street	81-10	
C - 323 Pearl Street	80-25	Gund Building, c. 1885

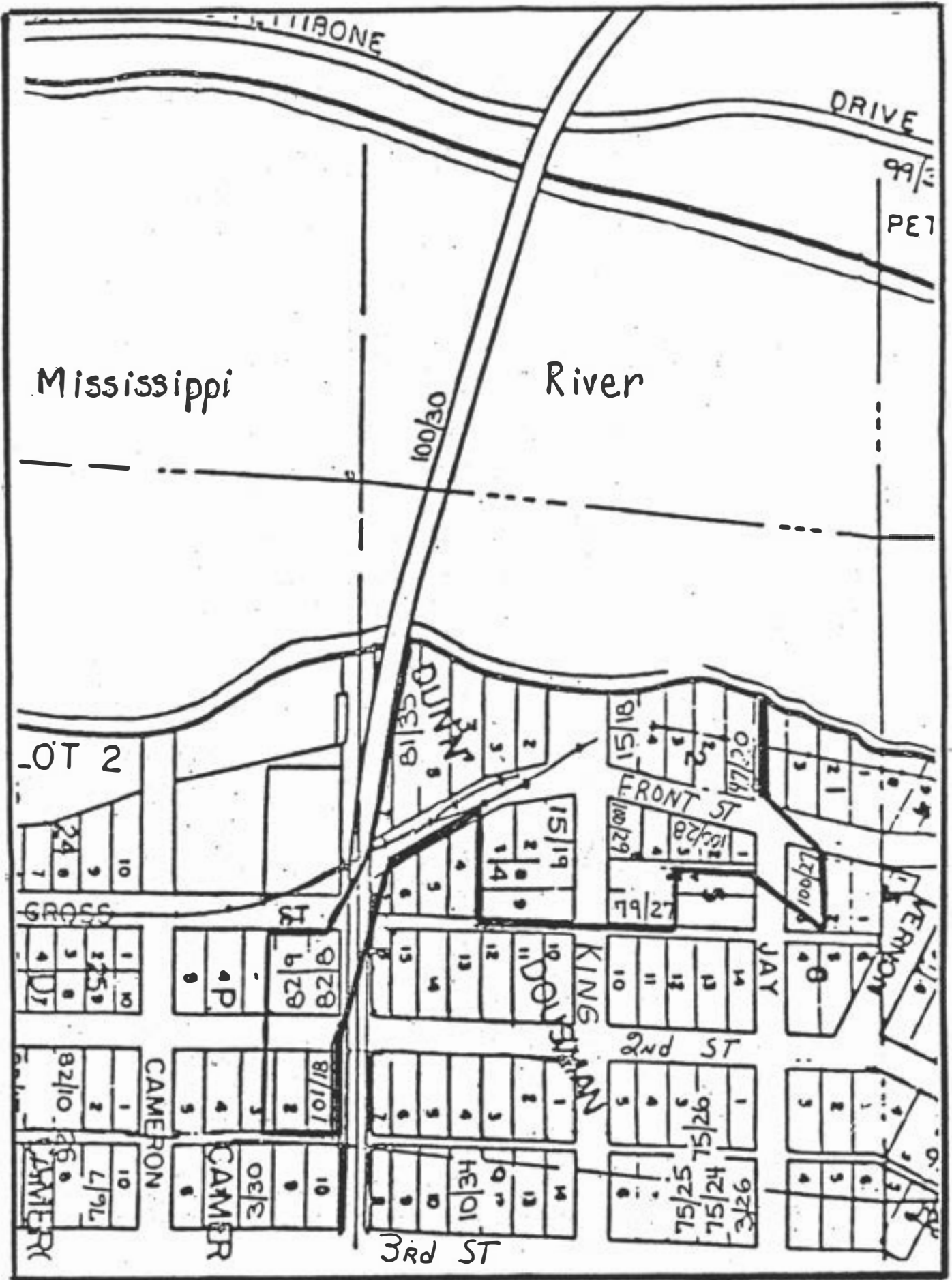
### Proposed La Crosse Waterfront Historic District

Tied directly to the expansive railroad and steamboat transportation industry of La Crosse, the industrial community of the city functioned as one of the most important industrial centers in the state of Wisconsin until the mid-20th century. The proposed Waterfront District contains a collection of significant architectural representatives of this industrial activity found along the waterfront from the earliest period of the history of La Crosse. Representative of a 50-year period of architectural development, the structures in the proposed district show industrial construction ranging from the 19th century red brick utilitarian factory building complete with smoke stack and engine house to those of 20th century concrete construction. Although not nearly the equal of the waterfront activity found in La Crosse's historic past, the proposed Waterfront Historic District appears to be the only part of the waterfront in south La Crosse to continue to ship and receive goods directly from the barges on the Mississippi River.

### Description

Although not many historic structures remain in the original industrial area along the riverfront, eight of the eleven historic structures clustered near the corner of Front and King Streets along the waterfront have retained sufficient architectural integrity to be the cornerstones of a small industrial district (see District Map, p. 472). The area is characterized by irregularly sited 19th century brick industrial and utility buildings, and 20th century concrete and metal covered warehouse structures. The area is given a vertical emphasis by the multiple brick elevators of the Cargill Company (Map Code 15-18) on the waterfront contrasted by the later reinforced concrete Cargill elevators built across the street in 1920 (Map Code 100-28).

The oldest most significant structure of the proposed Waterfront Historic District is the red brick Smith Foundry constructed in 1871 at 100 King Street (Map Code 15-19). The foundry later called the



John James Foundry has retained the smoke stack and engine house while the remains of the Listman Mill on Front Street (Map Code 97-20) also exhibits the smoke stack essential to historic industrial operations. Adding to the historic environment, part of the large factory complex built by the Segelke-Kohlhaus Company at Second and Cass Streets (Map Code 82-8, 82-9, 101-8) at the turn of the century has remarkable integrity including metal walkways connecting the east and south warehouses to the main factory buildings. Only the metal covered former Farm Service Elevator (Map Code 100-27) and a concrete block garage structure (Map Code 100-29) were built later in the 20th century.

Of all the historic structures in the district, only the Cargill Elevators (Map Code 100-28 & 15-18) continue to function today as in the past. The Foundry (Map Code 15-19) is presently used for a building supply business, the City Pumphouse (Map Code 79-27) as a center for Western Wisconsin Regional Arts and the other structures in the proposed district are used for storage and office space.

## Architectural Development

The few remains of large 19th century companies such as the Cargill Company (Map Code 100-28; 15-18) and the Listman Mill (Map Code 97-20) can only suggest the great historic industrial past of La Crosse's Waterfront Historic District. The proposed district represents La Crosse's industrial development from the district's earliest structure, the Smith Foundry, better known as the John James Foundry (Map Code 15-19) built in 1871 at 100 King Street to the last grain elevator (Map Code 100-28), built by the Cargill Company in 1920.

Although architectural representatives from the early era of the history of La Crosse are practically non-existent, the city is fortunate to have retained the John James Foundry (originally the Smith Foundry) at 100 King Street (Map Code 15-19). Exhibiting the multipaned segmental arched windows typically found in utilitarian structures of the 19th century, the brick exterior is further characterized by full-length brick piers while stone keystones accent the window arches.

When the Segelke-Kohlhaus complex at 2nd and King burned in 1897, the new factory was constructed at 604 South 2nd Street (Map Code 82-8) in 1898. Constructed in several parts as the need arose, the architecturally and historically significant brick structure exhibits the segmental multi-paned windows and service doors of the late 19th century utilitarian structure. Originally 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 surfaces.

The only structure in the proposed industrial district to exhibit the characteristics of a particular architectural style, the Waterworks Building at 119 King Street (Map Code 79-27) was originally constructed as a one-story Romanesque Revival structure in 1880 and remodeled to include a second story in 1890. The earliest remaining civic structure with architectural integrity, the structure is historically significant as the first water pumping station to service fire hydrants. This structure was placed on the National Register of Historic Places in 1979.

Included in the proposed Waterfront Historic District are the only structures of the Cargill Company to remain in La Crosse. The Cargill Elevators represent the change to "modern" construction materials. The earlier brick Cargill Elevators (Map Code 15-18) contrast with the reinforced concrete elevators (Map Code 100-28) constructed across the street in 1920.

The only structure that can be viewed as non-contributing in the proposed industrial district is the concrete block structure at the corner of King and Front Streets (Map Code 100-29). Other significant structures are the Segelke-Kohlhaus warehouses (Map Codes 101-8, 82-9), the Listman Mill (Map Code 97-20), and the La Crosse Can Company (Map Code 81-35).

## Historical Development and Significance

A number of factors stimulated the industrial development of La Crosse. Chief among these was the advantageous nature of the Mississippi River steamboat landing site on Front Street. The steamboat was responsible for the early settlement and survival of the city. Transportation mechanisms at La Crosse were exclusively focused on the river until 1858 when the Milwaukee Railroad entered the city. But even

the railroad focused on the river, building docks, grain elevators, developing water oriented track facilities, and trans-shipment mechanisms. La Crosse by 1860 was a rail-water trans-shipment center of regional importance. The city became the gateway to southern Minnesota and the Dakotas.

In addition to modern systems of transportation focused on the river front, La Crosse became a lumber milling center. That industry also focused its activities along the Black and Mississippi River where numerous lumber mills operated between 1865 and 1906. The mills consumed labor, supplies of all types, as well as the services and products of local foundries, machine shops, and blacksmiths. Other lumber related businesses also became established on the river front. Door and sash manufacturing and ship building were important offshoots of the industry, as was furniture making.

La Crosse became an important grain shipping and flour milling center after 1860. By the 1880's grain shipping and flour milling had become the second most important industry in the city, after lumber milling. Four mills and grain elevators were prominent features of the La Crosse river front environment.

The Front Street area, therefore, was the center of the La Crosse industrial economy until the demise of steamboating during the 1980's and the local lumber industry by 1906. The Smith Foundry (John James Foundry), the Listman Flour Mill, the Segelke-Kohlhaus Company are all reminders of the river focus of 19th century La Crosse.

The city's Pumphouse was also dependent upon the river. La Crosse drew its municipal water from the Mississippi until the second decade of the present century.

The waterfront district declined in importance after 1906. The extensive clearing of waterfront structures by municipal authorities in the 1970's obliterated much of the district's original character. The waterfront area along Front Street is now geared to tourism, boating, recreation, and convention facilities.

### List and Classification of Structures Located in the Proposed La Crosse Waterfront Historic District

(Legend: C - Contributing Structure N - Non-Contributing Structure)

All identified buildings are architecturally or historically significant structures.

<u>Street Address</u>	<u>Map Code</u>	<u>Name of Structure, Date</u>
<u>South 2nd Street</u>		
C - 600 Block, east side	101-18	
C - 604 South 2nd Street	82-8	Segelke-Kohlhaus Factory, 1898
C - 610 South 2nd Street	82-9	Segelke-Kohlhaus Warehouse, 1913
<u>Front Street</u>		
C - 400 Front Street	97-20	Listman Mill
C - Between King & Jay Streets, Front Street	100-28	Cargill Grain Elevators, 1920
C - Between King & Jay Streets, Front Street	15-18	Cargill Grain Elevators
C - 506 Front Street	81-35	La Crosse Can Company
<u>Jay Street</u>		
C - 115 Jay Street	100-27	
<u>King Street</u>		
C - 100 King Street	15-19	John James Foundry, 1871
N - King & Front Streets, N.W. Corner	100-29	
C - 119 King Street	79-27	City of La Crosse Pumphouse, 1880, 1895 (N.R.H.P.)

## Proposed Cass and King Streets Historic District

The residential architecture located in the proposed Cass and King Street Historic District represents the development of architectural styles from the 1860's through 1940 in the city of La Crosse. Architecturally, the Cass and King Streets district exhibits a variety of historic styles including Italianate, Victorian Queen Anne, Neo-classical, English Tudor, Spanish Colonial-Mediterranean, and Romanesque Revival styles as well as the new "modern" style of the early 20th century, particularly in the form of the Prairie School house. The grouping of many excellent representatives of these styles along with less notable builder interpretations of the styles in the proposed residential district identifies the area as a significant representative of historic architecture in La Crosse. Reflective of the early commercial and industrial success of La Crosse, the houses were built by the lumber barons in the 19th century and by the wealthy industrialists and merchants of the early 20th century. The proposed Cass and King Streets Residential Historic District has been residential from the earliest period of development.

### Description

Located on the strip of flat prairie between the Mississippi River and the tall bluff to the east, the Cass and King Streets Historic District is divided into rectangular blocks lined by trees. Cass Street, the most prominent street in the district in terms of social status and visual effect, has maintained its original generous width with large spacious lots. In contrast to Cass Street, State Street exhibits a narrow street visually dominated by tall narrow houses placed close together. Created when the old High School was demolished in recent years, Weigent Park is the only open green area in the district. (See Map page 476).

Architecturally, the proposed Cass and King Streets district exhibits a variety of historic styles including Italianate, Victorian Queen Anne, Neo-classical, English Tudor, Spanish Colonial-Mediterranean, and Romanesque Revival styles. An exceptionally strong area of Prairie School influenced houses on 17th Street and 17th Place extends the period of significance of the residential historic district to the second decade of the 20th century. Of the 200 residences located in the proposed residential historic district, approximately one-half are significant representatives of La Crosse's architecture and history.

Brick and frame construction is characteristic of the proposed district. Only one representative of early stone construction, the Holway House at 1419 Cass Street (Map Code 2-21) is located within the district boundaries. The Vincent House at 1024 Cass Street (Map code 2-25) and the Hughes Houses at 1339 State Street (Map Code 1-19) are fine examples of early brick construction in La Crosse.

A full range of La Crosse's architectural styles spanning 60 years from the earliest period to the early 20th century contributes to the exceptional character and high quality of the proposed historic district. Residential architecture in the district from the earlier period of La Crosse's history is represented by the Italianate influenced frame Laverty-Martindale House at 237 South 10th Street (Map Code 2-4) constructed in 1869, which has maintained the bracketed roof, cupola, verandah and fence typical of the mid-19th century house in La Crosse.

Late 19th century construction is represented by exceptional Victorian Queen Anne structures such as the Will Ott House at 1532 Madison Street (Map Code 22-17). Historic styles in the early 20th century add to the character of the proposed district in the form of elaborate Colonial Revival styles such as the Gund House at 1304 Cass Street (Map Code 62-17) or the Tudor-Elizabethan styled Gunna Gundersen House by Otto Merman at 1504 King Street (Map Code 61-18). Contrasting with the historic styled architecture, the large number of Prairie School architecture in the proposed historic district makes an exceptional contribution to the character of the district. The Schwalbe Houses at 217 and 223 South 17th Street (Map Code 49-30, 2-13), the McMillan House at 1222 Cass Street (Map Code 2-22), and the Gelatt House at 1212 Cass Street (Map Code 2-24) by local architect Otto Merman are among the best Prairie School examples in the district. Also in the district are Prairie School houses by Percy Bentley including his earliest design, the Bartl House at 238 South 17th Street (Map Code 15-2).

Although there are some less fashionable vernacular 19th century cottages of brick and frame construction, the area is a microcosm of fashionable residential architecture in La Crosse. The historic residences of the Cass and King Street Historic District have maintained exceptional architectural integrity giving a definite historic character to their prominent neighborhood. Very few intrusions mar the historic



PROPOSED CASS AND KING STREETS HISTORIC DISTRICT

environment of the proposed district. Only four structures, two churches, one church hall and one nursing home, break the continuity of residential structures in the district. Very few “modern” structures intrude on the historic environment of the proposed Cass and King Streets Residential Historic District.

## Architectural Development

The architectural development of the Cass and King Streets Residential Historic District occurred, for the most part, over a period of approximately 65 years. Developing too late for the Greek Revival period of architectural styles in America, the earliest known houses in the historic residential district were influenced by the Italianate Revival style, although a small Gothic styled cottage of undetermined date is located at 1019 Cass Street (Map Code 11-1). Exhibiting the bracketed eaves of the Italianate style, the S. S. Burton House built at 929 King Street (Map Code 9-7) in 1861 and the Lavery-Martindale House constructed in 1869 at 237 South 10th Street are exceptional frame interpretations of the style. The brick Jacob Scholl House built in 1885, (Map Code 18-36) demonstrates the Italianate style continued to influence residential architecture in La Crosse in the later 19th century. In the same period, the polychromatic style of the Victorian era influenced the James Vincent House, designed by Chicago architect W. L. Carroll in 1884, located at 1024 Cass Street (Map Code 2-25).

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. Many are important or significant structures in the proposed Cass and King Streets Historic District. Designed by local architects Schick and Stoltze in 1891, the Stephen Gantert House at 1304 Main Street (Map Code 11-3) is a classic example of the Victorian Queen Anne style employing a three-story tower, multiple gables, multiple forms, and multiple surface textures to create the irregularity of the style. Other significant representatives of the Queen Anne influence include the Withee House at 1434 Cass Street (Map Code 2-19), the Will Ott House at 1532 Madison Street (Map Code 22-17), the W. W. Crosby House at 221 South 10th Street (Map Code 9-9) and the Wheeler House at 950-952 Cass Street (Map Code 9-5).

Architecture of the early 20th century in the proposed historic district was dominated by Period Revival styles and by the new “modern” Prairie School house. A major force in the architectural character of the city, fine examples of Prairie houses were built in the district in the second and third decades of the 20th century. Several of the notable representatives of Prairie School architecture were designed by local architects Percy Bentley and Otto Merman. The most significant Prairie House in La Crosse is located in the proposed district at 1634 King Street, which was designed by Percy Bentley and Otto Merman in 1912. Constructed the next year for Henry Salzer, a local seed merchant, the Salzer House (Map Code 49-31) exhibits the typical horizontal emphasis created by the broad hipped roof and the band of windows compressed between the heavy roof and stuccoed ground floor. By the time Bentley moved permanently from La Crosse, Merman assumed the practice and continued to design Prairie houses including the Ben Ott House at 241 South 17th Street (Map Code 15-24).

Co-existing with the “new modern” architecture in the early 20th century, historical classical Revival styles and English Tudor styles in the proposed residential historic district were followed by the Period Revival architecture era from 1910 to 1930. The most impressive English Tudor-Elizabethan styled house in the proposed district, the Joseph M. Hixon House designed by Handy and Cady of Chicago in 1903 is located at 1326 Cass Street (Map Code 11-5). Handy and Cady returned to remodel the Frank Hixon House at 1431 King Street (Map Code 2-3) into a fanciful “quaint” English styled house with Arts and Crafts details. A favorite Period Revival style of local builders, the Tudor-Elizabethan style influenced the Gunnar Gundersen House at 1504 King Street (Map Code 61-18) designed by Otto Merman and Herbert Skogstad in 1927.

The traditional Colonial Revival style was an alternative to the English styles and the Prairie School House in the proposed residential district in the early decades of the 20th century. Increasingly drawn to the Colonial Revival after his Prairie School era in La Crosse, Bentley designed the centrally planned American Colonial Revival styled house at 1721 King Street (Map Code 10-33) for Angyle Scott in 1918. The traditional American Colonial style also influenced the facade of the house built for the Gund family at 1304 Cass Street c.1917; however, the rear garden facade exhibits a much less formal

manner, accomod-ating the changes brought by the new 20th century informal life style.

Other Period Revival styles in the proposed district include the Mediterranean style as in the John Bayer House designed by Otto Merman in 1925 at 1127 Cass Street (Map Code 62-15) and the Georgian Revival style exhibited in the Elliot House built at 1420 King Street (Map Code 61-17) in 1937. Less fashionable houses are interspersed in the district in the form of builder interpretations of prevalent styles such as the frame Prairie School house at 228 South 17th Place (Map Code 50-24).

Few structures have been built in the last fifty years in the proposed Cass and King Streets Residential Historic District. Several contemporary styled houses exist in the district including the houses at 1411 King Street (Map Code 100-8) and 216 South 15th Street (Map Code 100-16).

## Historical Development and Statement of Significance

The Cass and King Street district has long been one of the better residential areas in La Crosse. Located close enough to the commercial heart of the city to be within convenient walking or short horse back ride distance, the district became the site of many fine homes.

It is difficult to discuss particular stages of development in this district. It seems always to have attracted fine residences, several, such as the Lavery-Martindale House (1869) and the S. S. Burton House (1861) are among the earliest extant residences in the city.

Members of distinguished local families such as the Gunds, the Hixons, the Holways lived in the district. Banker Gysbert G. Von Steenwyck and industrialist Philo Gelatt did too. The area has long been associated with the more well to do element.

The Cass-King Street Historic District represents the wealthy neighborhood of La Crosse. Its character has been chiefly preserved by wealthy residents who purchased or built expensive homes from 1860-1940. The common thread or historical theme running through the area's history is wealth. In that sense, it represents a clearly definable area and illustrates a well-known fact of life, that wealthy citizens generally live in proximity to other wealthy citizens.

## List and Classification of Structures Located in the Proposed Cass and King Streets Residential Historic District

(Legend: C - Contributing Structure N - Non-Contributing Structure)

Identified houses are significant structures in the district.

<u>Street Address</u>	<u>Map Code</u>	<u>Name of Structure, Date</u>
<u>Cass Street</u>		
C - 950-952 Cass Street	9-5	J. E. Wheeler House, 1891
C - 1004 Cass Street	97-24	
C - 1016 Cass Street	18-7	
C - 1024 Cass Street	2-25	James Vincent House, 1885
C - 1019 Cass Street	11-1	
C - 1127 Cass Street	62-15	John Bayer House, 1925
C - 1212 Cass Street	2-24	Philo Gelatt House, 1917
C - 1222 Cass Street	2-22	Daniel McMillan House, 1914
C - 1304 Cass Street	62-17	Henry Gund House, c. 1917
N - 1305 Cass Street	98-8	
C - 1327 Cass Street	11-16	
C - 1326 Cass Street	11-5	Joseph M. Hixon House, 1903
N - 1404 Cass Street	97-26	
N - 1415 Cass Street	97-27	
C - 1414 Cass Street	19-20	
C - 1420 Cass Street	19-19	E. C. Dailey House, late 1880's

C - 1419 Cass Street	2-21	Jessie Holway House, 1892
C - 1434 Cass Street	2-19	W. W. Withee House, 1897
C - 1431 Cass Street	2-20	
C - 1501 Cass Street	96-31	
N - 1511 Cass Street	101-3	
C - 1515 Cass Street	100-37	
C - 1529 Cass Street	62-19	
C - 1601 Cass Street	62-20	
C - 1602 Cass Street	97-34	
C - 1611 Cass Street	62-21	
C - 1724 Cass Street	62-24	
C - 1728 Cass Street	62-25	
C - 1732 Cass Street	62-27	
N - 1733 Cass Street	98-3	

### King Street

C - 929 King Street	9-7	S. S. Burton House, 1861
C - 928 King Street	9-8	George Ray House, 1885, 1902
C - 1215 King Street	61-15	
N - 1220 King Street	98-9	
C - 1224 King Street	3-1	
C - 1230 King Street	2-36	
C - 1402 King Street	61-16	
N - 1411 King Street	100-8	
C - 1408 King Street	2-35	C. J. Felber House, 1913
C - 1420 King Street	61-17	
C - 1431 King Street	2-3	Frank P. Hixon House, 1909
C - 1504 King Street	61-18	
N - 1509 King Street	98-7	
C - 1514 King Street	61-19	
C - 1522 King Street	61-20	
C - 1525 King Street	61-22	
C - 1528 King Street	61-21	
C - 1612 King Street	61-25	
N - 1616 King Street	98-6	
C - 1634 King Street	49-31	Henry P. Salzer House, 1912-1913
C - 1702 King Street	2-31	
C - 1721 King Street	10-33	Argyle Scott House, 1918-1919
C - 1713 King Street	2-30	
C - 1734 King Street	98-4	

### Madison Street

C - 1436 Madison Street	64-12	
N - 1510 Madison Street	97-32	
C - 1512 Madison Street	22-14	
C - 1518 Madison Street	22-15	
C - 1520 Madison Street	22-16	
C - 1532 Madison Street	22-17	William Ott House, 1900
C - 1601 Madison Street	22-18	Fred Cutter House, 1903

### Main Street

C - 1222 Main Street	18-36	Jacob Scholl House, 1885
N - 1223 Main Street	98-18	
C - 1304 Main Street	11-3	Stephen Gantert House, 1891

C - 1404 Main Street	60-23
C - 1414 Main Street	60-22
C - 1428 Main Street	18-31
C - 1504 Main Street	18-29
N - 1508-1510 Main Street	98-15
N - 1516 Main Street	98-16
C - 1522 Main Street	60-21
C - 1530 Main Street	18-27

P. H. Kapellen House, 1910

State Street

C - 1217 State Street	1-24
C - 1228 State Street	19-25
C - 1229 State Street	1-23
C - 1302 State Street	59-5
C - 1301 State Street	1-22
C - 1309 State Street	19-23
C - 1308 State Street	59-4
C - 1315 State Street	
C - 1319 State Street	98-21
N - 1324 State Street	98-22
C - State Street	58-13
C - 1333 State Street	58-12
C - 1328 State Street	1-20
C - 1334 State Street	59-3
C - 1339 State Street	1-19

John Hughes House, 1893

West Avenue, South

C - 145 West Avenue, South	3-3
C - 207 West Avenue, South	3-2

First Church of Christ Scientist, 1922

Lucius Colman House, 1883-1884

South 10th Street

C - 221 South 10th Street	9-9
C - 222 South 10th Street	20-25
C - 224 South 10th Street	20-26
N - 226 South 10th Street	101-7
N - 234 South 10th Street	101-6
C - 237 South 10th Street	9-4
C - 238 South 10th Street	44-35

W. W. Crosby House, 1886

Laverty-Martindale House,(N.R.H.P.),1869

South 11th Street

C - 221 South 11th Street	3-16
C - 223 South 11th Street	3-17
N - 232 South 11th Street	97-25
C - 237 South 11th Street	3-18

Dr. H. H. Chase House,(N.R.H.P.), 1913

Henry Wohlhuter House,(N.R.H.P.), 1913

McCollough-McCord-Van Steenwyck  
House, 1884

South 13th Street

C - 110 South 13th Street	19-28
C - 111 South 13th Street	19-26
C - 120 South 13th Street	47-2
C - 126 South 13th Street	47-3
C - 121 South 13th Street	19-27
N - 130 South 13th Street	98-10
N - 134-136 South 13th Street	98-11

C - 137 South 13th Street	19-29
C - 141 South 13th Street	47-4
C - 138 South 13th Street	19-30
C - 144 South 13th Street	19-31
C - 147 South 13th Street	47-5

North 13th Street & South 14th Street

C - 111 North 13th Street	46-37
C - 121 North 13th Street	46-36
C - 109 South 14th Street	96-30
N - 124 South 14th Street	98-14
C - 116 South 14th Street	19-22
C - 128 South 14th Street	19-21
N - 131 South 14th Street	98-17
C - 133 South 14th Street	47-22
C - 134 South 14th Street	47-21
N - 142 South 14th Street	98-13
N - 200 South 14th Street	98-12
C - 210 South 14th Street	47-23
C - 218 South 14th Street	47-24

South 15th Street

C - 114 South 15th Street	48-14
C - 121 South 15th Street	48-15
C - 126 South 15th Street	48-13
N - 133 South 15th Street	98-17
C - 208 South 15th Street	2-33
N - 216 South 15th Street	100-16
C - 217 South 15th Street	48-11
C - 221 South 15th Street	48-10
N - 225 South 15th Street	100-17
C - 231 South 15th Street	48-9
C - 237 South 15th Street	48-8
C - 314 South 15th Street	48-7
C - 400 South 15th Street	48-6
C - 404 South 15th Street	48-5
N - 406 South 15th Street	97-28
N - 416 South 15th Street	97-29
N - 420 South 15th Street	97-30
N - 426 South 15th Street	97-31

L. C. Coleman House, 1899, 1906

South 16th Street

C - 203 South 16th Street	48-30
C - 216 South 16th Street	16-6
C - 217 South 16th Street	48-31
C - 220 South 16th Street	16-5
N - 223 South 16th Street	97-36
C - 226 South 16th Street	16-4
C - 227 South 16th Street	48-32
N - 230 South 16th Street	97-35
C - 319-321 South 16th Street	48-33
C - 323 South 16th Street	48-34
C - 327 South 16th Street	48-35
C - 403 South 16th Street	48-36

N - 407 South 16th Street	97-33	
C - 411 South 16th Street	16-2	
<u>South 17th Street</u>		
C - 145 South 17th Street	49-32	
C - 217 South 17th Street	49-30	Edward Schwalbe House, 1921
N - 220 South 17th Street	49-28	
C - 223 South 17th Street	2-13	Frank Schwalbe House, 1921
C - 229 South 17th Street	49-29	Peter Valier House, 1922-1923
C - 232 South 17th Street	49-27	
C - 238 South 17th Street	15-2	Edward C. Bartl House, 1913
C - 241 South 17th Street	15-24	Ben Ott House, 1923

South 17th Place

C - 208 South 17th Place	50-18	
C - 209 South 17th Place	50-19	
C - 215 South 17th Place	50-20	
C - 217 South 17th Place	50-21	
C - 220 South 17th Place	50-22	
N - 221 South 17th Place	98-5	
C - 225 South 17th Place	50-23	
C - 228 South 17th Place	50-24	Henry Seiger House, c. 1923
C - 231 South 17th Place	50-26	
C - 232 South 17th Place	50-25	
C - 236 South 17th Place	50-27	

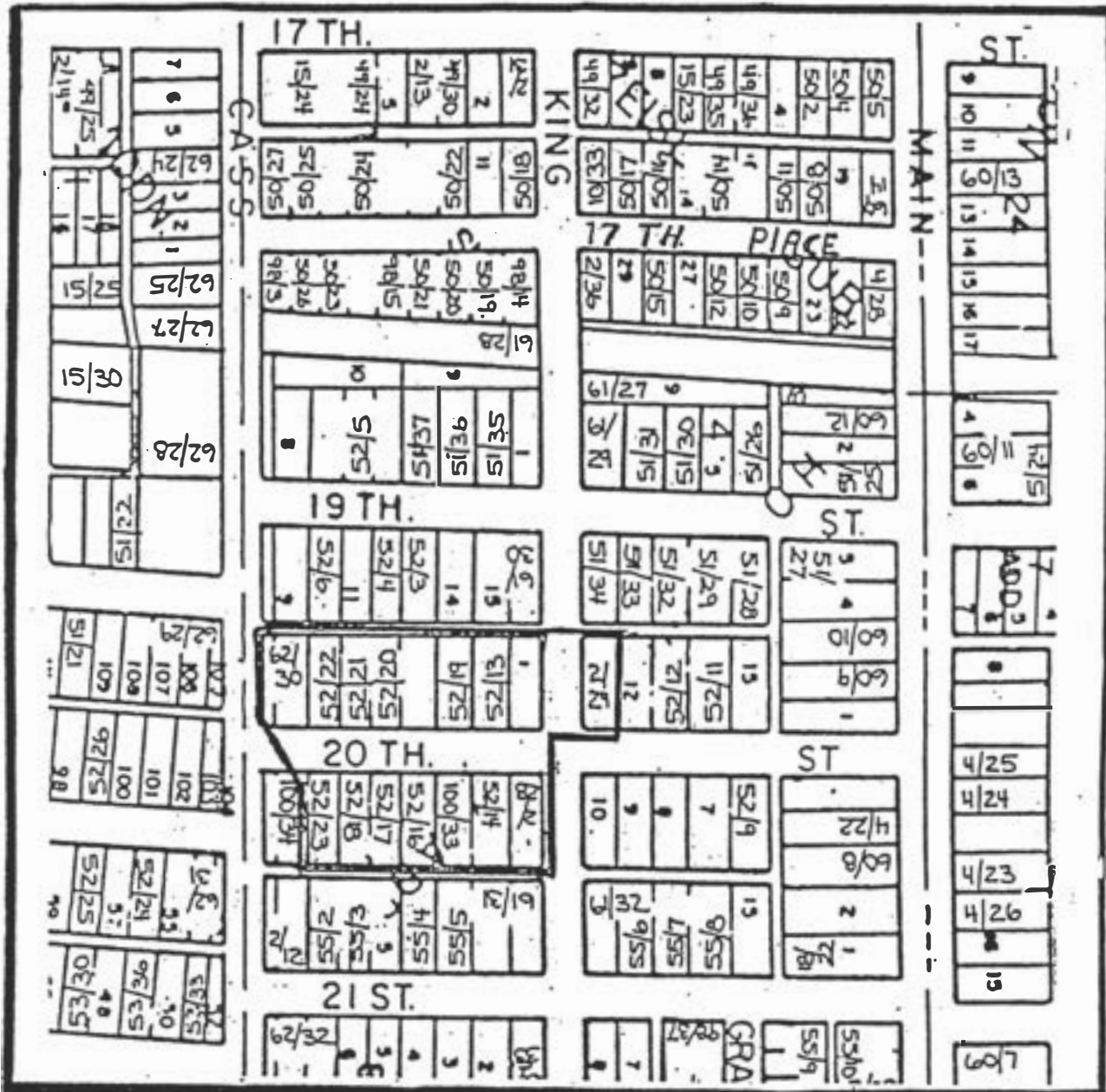
Proposed 20th Street Historic District

Although only one of the structures within the proposed 20th Street Residential Historic District is a significant example of architectural styles of the second and third decades of the 20th century in La Crosse, the collection as a whole is a significant representative of less elaborate 20th century residential architecture in La Crosse. Unified by a period of construction, the proposed residential historic district presents a fitting contrast to the larger proposed Cass and King Street Residential District representative of fashionable or “high style” historic residential architecture in La Crosse.

Description

The proposed 20th Street Residential Historic District is located between King and Cass Streets on one of the few brick streets remaining in the city. Occupying a site on the flat prairie between the Mississippi River and the bluff, the proposed district contains 15 residences, all of which contribute to the architectural character of the district. (Map, page 483)

Constructed during the period of prosperity in the second decade of the 20th century and in the late third decade of the 20th century in La Crosse, the district contains examples of the bungalow style, the Prairie house, and less elaborate interpretations of the Revival styles. Typical of the more modest La Crosse architecture in general, the proposed district is characterized by a number of red brick bungalows of exceptional architectural integrity. Although adjacent blocks are characterized by similar architecture, the high degree of architectural and site integrity causes the proposed 20th Street Residential District to stand out from its immediate neighborhood.



PROPOSED 20TH STREET HISTORIC STREET

## Architectural Development

Typical of “common”, less elaborate residential architecture, the proposed 20th Street Historic District represents residential architecture in the early decades of the 20th century in La Crosse. Because the time frame is so limited, architectural development cannot be shown in the usual manner. The Art Schwalbe House at 204 South 20th Street (Map Code 52-13) built c.1925, is among the earliest structures in the district. A red barrel-tile roof, wrought iron balcony and a rounded arched entrance door gave the Schwalbe House a Spanish Colonial-Mediterranean character. In the same year, the red brick bungalow characterized by leaded glass windows was built for Lewis Thompson at 234 South 20th street (Map Code 52-22). The only significant example of 20th century architecture in the district, the Prairie house at 1925 King Street (Map Code 2-29) also was built in the mid 1920's. Exhibiting a red barrel-tile roof, leaded and stained glass windows and brick quoins on the stuccoed second story, the unusual Prairie House is a good example of the late Prairie School house in the mode often used by the local builder-contractor. Most of the remaining houses in the district were constructed after the Depression in the 1930's. During this period, bungalows at 219 (Map Code 52-16), 224 (Map Code 52-20), and 230 (Map Code 52-21) South 20th Street were built and Colonial Revival influenced houses were constructed at 209 (Map Code 52-14) and 229 (Map Code 52-18) South 20th Street.

### Historical Development and Statement of Significance

The 1920s was the most generally prosperous decade in La Crosse's history. Based upon activities which had brought La Crosse to a position of regional prominence such as small and large scale manufacturing, grain storage and flour milling, excellent railroad transportation, and the jobbing trade. La Crosse citizens thrived during the decade. Credit was reasonably priced and generally available so even though wages remained low, an expansionary economic climate characterized La Crosse during the 1920s.

As a result, the 1920s witnessed one of the largest building booms in La Crosse's history. Some 175 homes, on average, were built each year of the decade. Expansion took place along the eastern margins of the city, which were largely undeveloped and especially on the prairie.

The 20th Street district was one of the residential areas which developed in the 1920s. Many citizens of moderate means took advantage of the positive economic climate and had homes constructed for themselves and their families.

The prosperity of the 1920s was built upon an insecure foundation. Wages were low, no unemployment defenses existed, unions were ineffectual, no employees sponsored retirement or other benefit programs existed. As a result, when the first wave of the Great Depression struck, it caught many La Crosse citizens unprepared for the long struggle that lay ahead. The war regenerated the local economy which largely stagnated during the 1930s.

The 20th Street residential district represents the 1920's boom time in La Crosse. Its integrity and well-maintained structures reinforce the historical nature of the district.

### List and Classification of Structures Located in the Proposed 20th Street Residential Historic District

(Legend: C - Contributing Structure N - Non-Contributing Structure)  
Identified houses are significant structures in the district.

<u>Street Address</u>	<u>Map Code</u>	<u>Name of Structure, Date</u>
<u>Cass and King Streets</u>		
C - 1927 Cass Street	62-30	
C - 1925 King Street	2-29	Dr. Robert Flynn House
C - 2004 King Street	2-28	

20th Street

C - 204 South 20th Street	52-13
C - 209 South 20th Street	52-14
C - 215 South 20th Street	100-33
C - 218 South 20th Street	52-19
C - 219 South 20th Street	52-16
C - 223 South 20th Street	52-17
C - 224 South 20th Street	52-20
C - 229 South 20th Street	52-18
C - 230 South 20th Street	52-21
C - 234 South 20th Street	52-22
C - 235 South 20th Street	52-23

## ADDENDUM TO 8: SURVEY RESULTS

Following the intensive survey of the City of La Crosse, Architectural Researches, Inc. presented this survey report written by the project historian Carol Lohry Cartwright and the project architectural historian and principal investigator Joan Rausch. The Intensive Survey Report describes project objectives and methodology, and includes background research as well as the survey results and recommendations. The information compiled and the results of the present intensive survey carried out in 1995-96 are recorded as addendums to the chapters written by 1983 intensive survey team, project historian Dr. Richard Zeitlin and project architectural historian and principal investigator Joan Rausch. Copies of the La Crosse Intensive Survey are held by the City of La Crosse, the State Historical Society of Wisconsin and the La Crosse Public Libraries.

The objective of the Intensive Survey conducted in 1983 and the update in 1995 was to identify properties potentially eligible for listing in the National Register of Historic Places. During the course of the 1995 Survey, approximately 525 properties of historical and architectural interest identified during the reconnaissance phase of the survey were added to the 2,625 La Crosse properties listed previously in the State Historical Society of Wisconsin inventory. Most of the properties were added to the SHSW inventory as a result of the 1983 Intensive Survey. The additional properties included those built between 1935 and 1950 that have reached the prerequisite 50 years of age since the 1983 Survey. Photographs and index cards of all the new properties were prepared for the SHSW inventory file. Photographs were taken of all properties that have been altered since the 1983 Survey.

The reconnaissance survey showed 202 properties included in the previous 1983 Survey have been demolished. Of these, 159 were residential properties and 30 were commercial and industrial and 13 miscellaneous buildings. The majority of the houses were located in the areas impacted by the expansion of the facilities of the Western Wisconsin Technical College and of the University of Wisconsin-La Crosse and by the addition of private student housing units constructed nearby. The City's two health care institutions similarly have impacted their respective neighborhoods. More importantly, the following properties identified as potentially eligible for listing in the National Register of Historic Places in 1983 have been demolished: St. John the Baptist Church at 832 Avon Street, Listman Mill at 400 South Front Street, La Crosse Can Company at 506 South Front Street, Oak Grove Cemetery Sexton's House at 1409 La Crosse Street, the Mc Kenzie Building at 1648 Liberty Street, the Milwaukee Road Round House at 300 Milwaukee Street, Gund Brewery Malt House at 2104 South Avenue, Gund Brewery Office Building, Segelke-Kohlhaus Factory at 604 South 2nd Street, George Zeisler House at 903 South 2nd Street, Squire Burnett House at 410 South 3rd Street, Burkhardt Cottage at 804 South 4th Street, Cottage at 1026 South 5th Avenue and Washburn School at 102 North 8th Street. In addition, the W.A. Sutor House at 1105 King Street was dismantled and moved from the city. The small potential Waterfront Historic District located in the area of King and South Front Streets has been altered by the demolition of three contributing

properties and is no longer potentially eligible for the NRHP.

Intensive research was conducted on 197 properties determined to be potentially eligible for listing in the National Register of Historic Places. The evaluation of properties as significant or potentially eligible was based on the criteria published by the National Register of Historic Places. In addition, three historic districts potentially eligible for listing in the NRHP were identified during the 1995 Survey. The Cass-King Street Residential Historic District, which is comprised of the Cass-King Street and the 20th Street Historic District identified in the 1983 Survey includes 287 properties. Many of the individually eligible residential properties are located in this district. In addition, two residential historic district, the 23rd-24th Street Historic District and the Edgewood Place Historic District that have become eligible for listing in the National Register of Historic Places since the 1983 Survey, were outlined as a result of the 1995 Survey. Information and maps of the districts follow. Intensive research was conducted on all the properties located in the historic districts. The Commercial Historic District identified in the 1983 survey effort was added to the NRHP in 1994 and, as a result, was not researched further during the present intensive survey [see district map in Appendix]. The historically and architecturally significant properties located in the downtown Commercial Historic District are not listed individually in the following list of potentially eligible and listed properties.

### **Potentially Eligible and Listed Properties**

During the 1995 Intensive survey, the following buildings, sites, structures and objects were determined to be potentially eligible for listing in the National Register of Historic Places for historical or architectural significance. Potentially eligible buildings must be 50 years of age, display historic integrity and meet the published criteria of the National Register of Historic Places. The NRHP criteria are listed in the Methodology Chapter. Sites reported as “City Historic Sites” do not necessarily meet the criteria for listing in the National Register of Historic Places.

The significance of a historic resource may change if the property is inappropriately altered or rehabilitated. Other properties may become potentially eligible in the future when they are restored and rehabilitated. Also, subsequent research may show other surveyed properties are potentially eligible or may determine the existence of previously unidentified historic resources. Properties already listed in the NRHP are so noted.

<u>Street Address</u>	<u>Map Code</u>	<u>Name of Property/Construction Date</u>
823 Adams Street	16-33	August Heideman House, 1876
1201 Avon Street	14-23	Immanuel Lutheran Church, 1907-08
<u>BARRON ISLAND</u>		
Barron Island	100-31	Adolf/Helga Gundersen Cottage, 1918

**PETTIBONE PARK**

Barron Island	138-10	Pettibone Park, 1900
Barron Island	22-22	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	N.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, Remodeled-1927
1601 Cass Street	62-20	English Evangelical Lutheran Church, 1924-25
2027 Cass Street	2-12	John/Esther Desmond House, 1922
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
1803 Charles Street	13-17	A.C. Carter House, 1890 (Determination of Eligibility- 1986)

**COPELAND AVENUE**

20 Copeland Avenue	17-5	Standard Oil Building, 1915; Addition-1927
522 Copeland Avenue	93-16	American House, 1877; Addition-1887
716 Copeland Avenue	12-25	St. Elias Syrian Orthodox Church, 1911-12
Copeland Park	154-5	Copeland Park, 1909-10

1310 Denton Street	15-6	Strassers Tavern, 1889 (City Historic Site-1995)
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
2537 Edgewood Place	16-7	Romeo/Florence Denzer House, 1940
1723 Farnam Street	15-14	Joseph Wiltinger House, 1929
<u>FERRY STREET</u>		
612 Ferry Street	17-27	F.M. Rublee-C.C. Washburn House, 1856-57; Addition-1886 (City Historic Site, 1995; County Historic Site, 1994)
1231 Ferry Street	16-24	O. Luhring-Dr. Adolph Gundersen House, 1891
1235 Ferry Street	16-23	Egid/Julia Hackner House, 1887; Addition-1917
<u>FRONT STREET</u>		
230 North Front Street	15-16	W.A. Roosevelt Building, 1916 (NRHP-1984)
416 South Front Street	15-18	Listman Mills Grain Elevators, 1907
415 South Front Street	100-28	Kansas Flour Mills Company Elevators, 1920
1452 George Street	12-31	Bethel Lutheran Church, 1889-99
906 Gillette St.	82-29	La Crosse City Fire Station No. 4, 1940
Grandad Bluff Park Road	102-18	Grandad Bluff Park, 1912
Grandad Bluff Park Road	102-17	Grandad Bluff Park Shelter, 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
<u>KING STREET</u>		
100 King Street	15-19	Smith- James Foundry, 1870-71; Addition- 1893
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)
929 King Street	9-7	B.F. Montgomery-S.S. Burton House, 1861; Addition: 1869
1224 King Street	3-1	S.Y. Hyde House, 1897-98
1230 King Street	2-36	Arthur/Jean Farnam House, 1922-23
1408 King Street	2-35	C.J./Helen Felber House, 1912-13
1420 King Street	61-17	John/Virginia Elliott House, 1936
1431 King Street	2-3	Frank/Alice Hixon House, 1893, 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
<u>LA CROSSE STREET</u>		
1129 La Crosse Street	20-9	Concordia Hall, 1891 (City Historic Site-1995)
<u>OAK GROVE CEMETERY</u>		
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
1407 La Crosse Street	95-3	Gund Memorial, 1924
1407 La Crosse Street	94-37	S.D. Cargill Monument, 1887
1407 La Crosse Street	94-36	Easton Memorial, 1888
1407 La Crosse Street	95-5	Hixon Family Monument
<u>MYRICK PARK</u>		
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
<u>LOSEY BOULEVARD</u>		
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	144-24	Catholic Cemetery of La Crosse, Early 1850s; Addition: 1885
519 Losey Boulevard South	15-34	Our Lady of Sorrows Chapel, 1891 (NRHP-1986)
519 Losey Boulevard South	95-20, 144-25	Catholic Cemetery Grottos/Stations of the Cross, 1898-1908
<u>MADISON STREET</u>		
1420 Madison Street	16-11	Frank Schwalbe House, Jr., 1914
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)
1601 Madison Street	22-18	Fred Cutler House, 1902
<u>MAIN STREET</u>		
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)
1025 Main Street	3-10	Calvin Manuel House, 1871
1304 Main Street	11-3	Stephen Gantert House, 1890
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/Anna Capellen House, 1903-04
1603 Main Street	60-19	Otto/Ida Loeffler House, 1909
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 House, 1895
2028 Main Street	18-22	R.E./Esther McKenzie House, 1923
2205 Main Street	59-33	Byron Fay House, 1929
2425 Main Street	59-22	William Kidder House, 1924-25
912 Market Street	17-26	Maria Angelorum Chapel, 1901-1906
Mississippi River	13-9	Milwaukee Railroad Bridge, 1902
1315 South Park Street	36-10	Leo Hall (Holy Trinity), 1898
214 Pine Street	79-7	La Crosse Plow Company Building, 1902
1639 Prospect Street	12-7	Goddard Hotel, 1888; Addition-1891-92
<u>RIVERSIDE PARK</u>		
Veterans Memorial Drive	NR-144	U.S. Fish Control Laboratory, 1924-1925 (NRHP-1981)
<u>ROSE STREET</u>		
800 Rose Street	20-30	Exchange State Bank & Masonic Temple, 1887
933 Rose Street	20-35	John J. Callahan House, 1894 (NRHP-1995; City Historic Site-1995)
1601 Rublee Street	12-5	North Side Burlington Railroad Station & Office Building, 1929
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
<u>STATE STREET</u>		
101 State Street	79-17	Funke Candy Factory, 1898; Addition-1908
1309 State Street	19-23	Louis A. Miller House, 1885
1328 State Street	1-20	John Schilling House, 1890-91
<u>LA CROSSE NORMAL SCHOOL</u>		
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
<u>VINE STREET</u>		
107 Vine Street	79-10	Chicago, Milwaukee & St. Paul Freight Depot, 1880; Addition-1892 (NRHP-1982)
830 Vine Street	22-10	F.R. Hickish Grocery Store & Residence, 1889
<u>WEST AVENUE</u>		
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
<u>Numbered Streets</u>		
525 North 2nd Street	82-3	Allis-Chalmers Company Plant, 1937-38 Segelke-Kohlhaus Company Office/Glazing Department Building, 1899; Addition-1912
610 South 2nd Street	82-9	
719 South 3rd Street	18-1	C. and J. Michel Brewing Company, 1907 (City Historic Site-1995: Rescinded-1995)
925 South 3rd Street	21-25	Gottlieb/Johanna Heilemann House, 1875-76
228 South 5th Avenue	78-5	Fraternal Order of Aerie No. 1254 Eagles Club, 1934-35
721 South 5th Avenue	40-34	August Kutzborsky House, 1903
729 South 5th Avenue	40-32	Charles Kutzborsky House, 1903
304 North 6th Street	78-20	La Crosse Vocational School, 1923-24, Addition-1929
608 North 6th Street	71-34	Jacobus House, 1876 (Determination of Eligibility-1991; City Historic Site- 1995)
429 North 7th Street	1-8	Gideon Hixon House, 1859; Additions- 1870, 1881 (NRHP-1974; City Historic Site-1995)
525 South 7th Street	17-28	German Methodist Episcopal Church, 1895
1205 South 7th Street	31-35	John Salzer Seed Company Building, 1917
230 North 8th Street	43-4	J.M. Holley House, 1870; Addition-1890 (City Historic Site-1995)
143-149 South 8th Street	18-18	H. Epserson-A.M. Pettibone House, 1876 (City Historic Site-1995)
729 South 8th Street	22-7	Andrew Gilbertson House, 1885

101 South 9th Street	22-11	Isaac Tuteur -Steinam-Powell House, 1858
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
222 South 10th Street	20-25	Dr. R.M. I. Kinnear House, 1914
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)
237 South 11th Street	3-18	McCulloch-McCord-Van Steenwyck House, 1876; Restored-1978
315 South 11th Street	62-14	Aquinas Catholic High School, 1927-28; Additions: 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
507 North 12th Street	20-11	Rediske Cobbler Shop, c.1889; Moved-1900 (City Historical Site-1995)
117 South 13th Street	19-26	John A. Miller House, 1895
1333 South 13th Street	15-15	St. Nicholas (Holy Trinity ) Church, 1892
1333 South 13th Street	36-6	Holy Trinity Rectory, 1895
1417 South 13th Street	36-7	Holy Trinity School, 1909; Addition-1939
109 South 14th Street	96-30	Percy Wiggenhorn House, 1905
2516 South 15th Street	14-35	Joseph Jerka Cottage, 1899
203 South 16th Street	48-30	Kingston Court Building Apartments, 1924
2313 South 16th Street	25-3	Trane Company Plant No. 2, 1930; Additions-1936
215 South 17th Place	50-20	Henry Gundlach House, 1926
217 South 17th Place	50-21	Charles Loveland House, 1927
220 South 17th Place	50-22	John/Clara Tubbesing House, 1923
South 17th Place	174-1	Brick Street, Between Main and Cass Streets, 1924 (City Historic Site-1995)
217 South 17th Street	49-30	Edwin/Marjorie Schwalbe House, 1920-21
223 South 17th Street	2-13	Frank/Lucinda Schwalbe, Jr. House, 1921
229 South 17th Street	49-29	Peter/Margaret Valier House, 1922-1923
238 South 17th Street	2-11	Edward/Flora Bartl House, 1913
241 South 17th Street	2-14	Ben/Jessie Ott House, 1921-23
204 South 20th Street	52-13	Art/Kate Schwalbe House, 1923

South 20th Street	167-30	Brick Street, Between Main and Cass Streets 1924 (City Historic Site-1995)
120 North 24th Street 447 North 24th Street	57-12 99-16	Leighton/Faye Oyen House, 1928 Charles/Margaret Loveland House, 1938
6104 STH 35	23-3	Emmanuel Markle House, 1897 (NRHP -1991)

### **City of La Crosse Historic Districts**

Three residential historic districts were identified during the 1995 Intensive Survey. The boundaries of the districts were delineated by the project architectural historian Joan Rausch in consultation with Jim Draeger of the Division of Historic Preservation of the State Historical Society of Wisconsin. National Register Historic Districts are comprised of structures, buildings or sites in a geographical definable area that are united by historical factors and a sense of cohesive architectural integrity. Within these historic districts, properties are referred to as contributing or non-contributing. Contributing properties create the environment of the district while non-contributing properties detract from the character of the district.

### **CASS AND KING STREET RESIDENTIAL HISTORIC DISTRICT**

The Cass and King Street Historic District is potentially eligible under National Register of Historic Places Criterion C because it is an assemblage of significant late 19th and early 20th century houses unified by their location along city streets in La Crosse's most prestigious residential neighborhood. The district is architecturally significant as the most outstanding concentration of fashionable late 19th and early 20th century residential architecture in the City of La Crosse. Many of the buildings are designed by La Crosse's most prominent architectural firms. The buildings constructed in the district beginning in the mid-1880s are excellent representatives of the residential styles and construction preferred by La Crosse's most prominent industrialists, professionals, businessmen and middle class families. The wide variety of residential historic styles represented in the historic district include Italianate, Romanesque Revival, Queen Anne, Classical and Georgian Revival, Colonial Revival, Tudor Revival, and Spanish-Colonial/Mediterranean Revival. Excellent examples of the early modern Prairie School style characterize much of the historic district. The period of significance extends from the mid-1880s when the first house in the district was constructed until the end of the historic period in 1946.

#### General Description

The proposed Cass and King Street Residential Historic District is a residential area located on the flat prairie between the Mississippi River on the west and the tall bluffs to the east [see District map, pp. 495-496]. The area is divided into city blocks that are lined with trees. Cass Street and King Street, the two most prominent streets in the district, are wide streets characterized by large spacious lots while State Street is narrow and houses are built on long narrow lots. Weigert Park in the 1500 block of Cass Street, which was created in the 1960s when Central High School was demolished, is the only green space in the district.

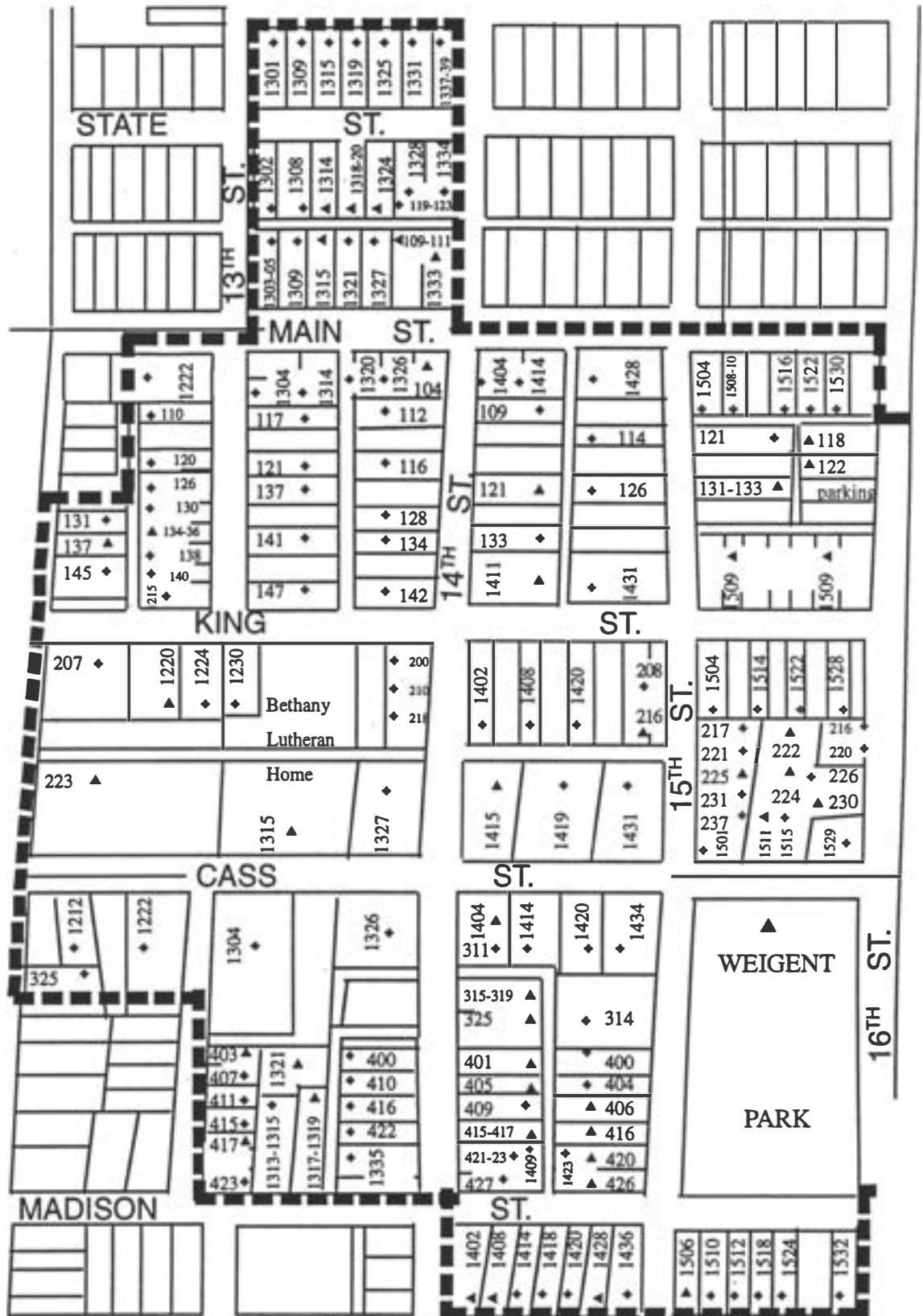
# CASS-KING STREET

Historic District

City of La Crosse Wisconsin

La Crosse Intensive Survey

1995



## LEGEND

- Boundary
- 120 Address Number
- Non-contributing
- Contributing



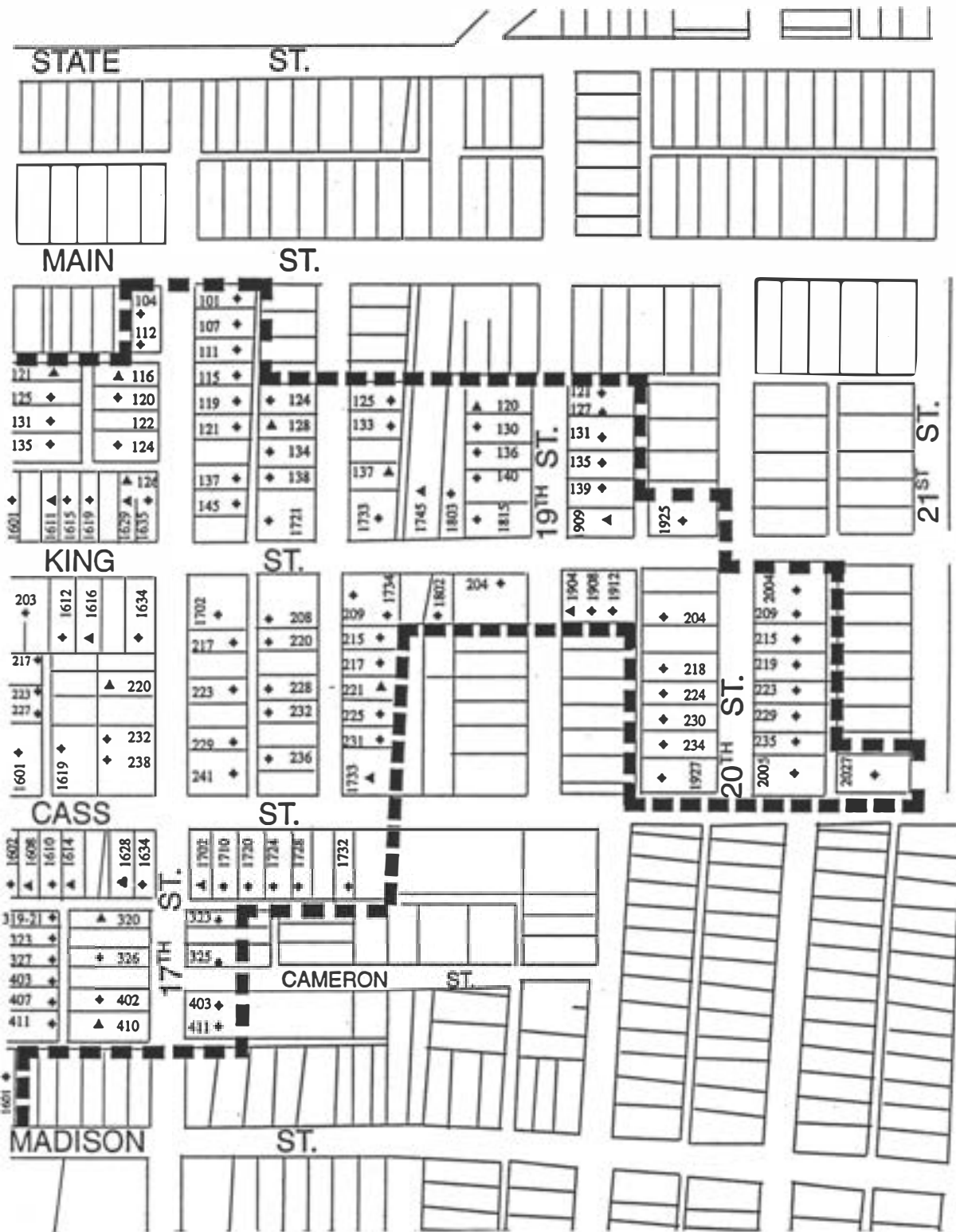
# CASS-KING STREET

Historic District

City of La Crosse Wisconsin

La Crosse Intensive Survey

1995



## LEGEND

Boundary

120 Address Number

▲ Non-contributing

◆ Contributing

Of the 287 properties located in the proposed Cass and King Street Historic District, 44 are architecturally significant representative of architecture. Many of the best examples of La Crosse's residential architecture contribute to the architectural character of the district. The Cass and King Street Historic District represents La Crosse residential architecture from the late 19th century through the early 1940s. The full range of historic architectural styles is represented including Italiante, Romanesque Revival, Queen Anne, Classical and Georgian Revival, Colonial Revival, Tudor Revival, and Spanish-Colonial/Mediterranean Revival. Fine examples of early modern architecture are among the most prominent of the early 20th century house built in the district.

Brick and frame construction are the primary exterior construction materials in the district while stucco and stone is less visible. The roofs are generally covered by asphalt shingles although several houses continue to display their original tile roofs. While the earliest houses in the district were built in 1884-1885, most of the construction occurred in the early 20th century. Very few modern buildings intrude upon the historic environment of the proposed district. Of the 287 properties, 66 are non-contributing buildings and sites. All of the properties are residential except four are churches, one is a church hall and one is a park.

### Significant Properties

The following inventory of the district contains a brief description of each architecturally or historically significant building along with the names of the architect or builder, if known, and the original owner. The names of buildings owners, the architects and builders, and dates of construction was determined through research of the City of La Crosse Tax Records from 1867-1918, La Crosse City Directories, La Crosse City Water Department Records commencing in the 1890s and a survey of early newspaper accounts. Architectural firm commission records provided addition information.

1. Philo/Mattie Gelatt House, 1212 Cass Street (2-24), 1917. This brick and frame two-story Prairie School styled house displays a low pitched hip roof and flanking wings. Bands of casement windows featuring leaded glass in geometric designs and a large front-facing chimney further characterize this Prairie School design by local architect Otto Merman.
2. Daniel/Mary MacMillan House, 1222 Cass Street (2-22), 1914. This irregular, two-story brick Prairie School house displays a low pitched hip roof and overhanging eaves and bands of windows. This house was designed by architect Otto Merman for his friend Dan MacMillan while he was in partnership with Percy Bentley. Merman designed an addition and the porte cochere in 1918.
3. Henry/Eleanora Gund House, 1304 Cass Street (62-17), 1918-1919. This Colonial Revival, two-story frame house features a symmetrical five-bay facade and a tile covered gable roof. This large house, designed by Chicago architects Howard and Shaw, is characterized further by gabled roof dormers, eight over eight windows, a classically detailed side lighted entrance, and a small pedimented porch supported by Tuscan columns.
4. Joseph M. Hixon House, 1326 Cass Street (11-5), 1901-1902. This two-story, brick and stucco, irregular house features a hip roof, intersecting gabled wings and a short octagonal entrance tower. This Elizabethan-Tudor Revival "manor" house is ornamented by half-timber framing, leaded glass windows, tall brick chimneys and an arched entrance. It was designed by Handy and Cady, prominent architects from Chicago, and constructed by local contractor James Stormondt.
5. Easton-Copeland House, 1327 Cass Street (11-6), 1886-87, Remodeled - 1909. This two-story frame and stucco house is characterized by a steep gable roof that features shed and gabled dormers. This Elizabethan-Tudor Revival styled house is characterized further by open porches, leaded glass windows, tall chimneys and projecting two-story entrance bay with arched windows. This house, completely

“modernized” for Frederic Copeland in its present style in 1909, originally was designed for Lucian Easton in 1886 by local architect William Parker.

6. N. B./Jessie Holway House, 1419 Cass Street (2-21), 1891. This Romanesque Revival styled mansion features Richardsonian Romanesque styled solid stone elevations, round arches and round buttresses and Queen Anne styled conical roofed towers. This exceptionally well preserved house, designed by the prominent La Crosse architectural firm Stoltze and Schick, was constructed by the local contractors, the Gross Brothers.

7. E.C. Dailey House, 1420 Cass Street (19-19), 1889. This gabled, two-story frame house is ornamented by a bracketed pedimented front gable, stained glass, and corner tower. The Classical Revival influenced two-sided porch and porte cochere are characterized by multiple, short classical columns placed on masonry bases. This Queen Anne styled house was designed by La Crosse architects Stoltze and Schick early in their partnership and erected by Davis, Sorensen and Co.

8. Charles/Louise Michel, 1431 Cass Street (2-20), 1892; Remodeled-1927. This cream brick, two-story house is characterized by multiple hip roofs, conical roofed front tower, roof dormers and rectangular front porch with arched openings. This house, designed as a red brick house by Stoltze and Schick in 1892, was “modernized” in its present Classical Revival influenced style for the Michel family in 1927. The interior continues to display features of the 1892 house.

9. W.W. Withee House, 1434 Cass Street (2-19), 1897. This picturesque patterned brick interpretation of the Queen Anne style is characterized by a tall hipped roof and two conical-roofed slender round towers, a short round tower on the east elevation and gabled dormer flanked by a tall brick chimney. The Withee house is further ornamented by Classical Revival stylistic details including short columns on the railing of the long front porch, Palladian styled front dormer window, and ornamented cornices. This exceptional house was designed by local architects Stoltze and Schick and erected by contractor James Stormant.

10. English Lutheran Church, 1601 Cass Street (62-20), 1924-1925. This late Gothic Revival church features a red tile covered gable roof, Gothic styled pointed arched windows and buttresses and a short tower topped by a pyramidal roof flanking the west elevation. This church was designed by the local architectural firm of Merman and Skogstad.

11. John /Esther Desmond House, 2027 Cass Street (2-12), 1922. This two-story, brick and stucco Prairie School house is characterized by the overhanging low-pitched hip roof, the horizontal band of windows and the flanking wings typical of the style. It is further characterized by the sloping or battered foundation apparent on the front elevation.

12. S.Y. Hyde House, 1224 King Street (3-10), 1897-1898. This two-story, Georgian Revival styled frame rectangular house displays a hip roof and symmetrical front elevation characterized by two-story capped pilasters on the ends and a projecting entrance bay, outlined by small capped pilasters and topped by a pedimented, gambrel roofed dormer. It is characterized further by a rounded open porch supported by classical columns and a side lighted entrance. This turn of the century house, built by Hyde for his daughter, was designed by local architects Stoltze and Schick and erected by contractor C.A. Bartz.

13. Arthur/Jean Farnam House, 1408 King Street (2-36), 1922-1923. This two-story, brick Prairie School house is characterized by the low-pitched hip roof and the horizontal bands of windows typical of the Prairie style. It features a hip roofed two-story porch along the east elevation. The house is ornamented only by an arched door hood.

14. C. J./Helen Felber House, 1408 King Street (61-17), 1912-1913. This two-story brick and frame house features the low-pitched, overhanging hip roof and the horizontal bands of windows typical of the Prairie School style. Brick piers outline the front entrance bay and divide the brick lower story into recessed bays. This outstanding example of the Prairie School house was designed, along with an

elaborate garden at the rear, by La Crosse's avant-garde Prairie School architect Percy Bentley.

15. John/Virginia Elliot House, 1420 King Street (61-17), 1936. This two-story, red brick, late Neo-Classical Revival house displays a symmetrical front elevation articulated by molded masonry window heads over six over six windows, a frontispiece featuring a broken pediment and a sidelighted door. This large Period Revival house is embellished further by a pedimented portico resting on colossal Corinthian columns and ornamented cornices.

16. Frank /Alice Hixon House, 1431 King Street (2-3), 1892-93; Remodeled-1905. This two-story, "quaint" English Tudor styled, stucco covered house features a steep gable roof topped by gable roofed dormers with stucco fronts recessed between shingles side elevations. The Hixon house is characterized further by an octagonal entrance tower topped by a gabled, large stucco and shingle covered dormer, exposed rafters ends at the level of the second floor, an open gabled entrance porch, tall chimneys and diamond pane leaded glass windows. The house is surrounded by a stucco and brick wall with a large wrought gate and gardens. This picturesque house, designed originally in 1892 by architect Cady of Milwaukee, was extensively remodeled in the fashionable English Tudor style also by architect Cady in partnership with Handy, at which time the firm was located in Chicago. The significance of this house was diminished by the replacement of the distinctive green tile roof with asphalt shingles.

17. Dr. Gunnar A. Gundersen House, 1504 King Street (61-18), 1927-1928. This eclectic Tudor Revival stucco covered, two-story house is characterized by multiple gabled wall dormers with wide multi-paned windows breaking through the ends of the multi-gabled roof. The simple stucco surfaces are ornamented by false-half timbering on the east elevation, a bay window on the front elevation, an arched door and leaded glass windows. A steep cross gable constructed of stone serves as the entrance. This Tudor Revival house was designed by Otto Merman while in partnership with Herbert Skogstad.

18. Henry Salzer House, 1634 King Street (19-31). 1912-1913. This long, rectangular, two-story, stucco covered Prairie School house, constructed of one foot thick hollow tile, displays the low-pitched hip roof with large overhanging eaves and long bands of windows on the upper and lower stories used to create the horizontal, low to the ground quality typical of the style. The Salzer house, which originally was ornamented by tan stucco, dark brown trim and a green shingled roof, is further characterized by large buttresses or piers supporting the porch roofs over the front and rear entrances, porches on the north and south ends of the house and leaded glass windows. This exceptional Prairie School house was designed by Percy Bentley in 1912 and erected by local contractor Frank Schwalbe, Sr. for \$19,000.

19. Thomas/Elizabeth Reynolds House, 1702 King Street (2-31), 1922. This brick Prairie School house displays the low-pitched hip roof as well as the bands of windows that is essential to the style. Typically, a west one-story porch and an east two-story porch flank the main block. This well-preserved house is further characterized by stucco panels on the upper story and the porch and an arched one-bay entrance. The Reynolds house is among the best of the residential designs of the local architectural firm, Parkinson and Dockendorff, who are noted for their public building designs.

20. Argyle/Jessie Scott House, 1721 King Street (10-33), 1918. This Colonial Revival, frame, two-story house, which is characterized by a gabled roof and a symmetrical five-bay front elevation, has non-traditional flush boards separated to create strong horizontal shadow lines that read as capped clapboards. It is characterized further by six over six windows, a side lighted entrance ornamented by a classical entablature resting on capped half columns and a shallow, one-bay, pedimented porch also resting on capped columns. A brick end chimney and a one-story porch characterize the east elevation. The Scott house was designed in 1918 by Percy Bentley, in partnership with Otto Merman.

21. Dr. Robert Flynn House, 1925 King Street (2-29), 1925. This Prairie School styled, two-story brick and stucco house displays the low-pitched hip roofs and the bands of windows that are typical of the style. This unusual interpretation of the Prairie School style is further characterized by an Mission or Italian Renaissance red tile roof, brick quoins contrasting with the stucco on the upper story, a hipped roofed

front porch over the centrally located entrance and leaded glass windows. This well preserved Prairie School house was designed by local architect and contractor Ori Sorensen of Sorensen and Sorensen.

22. Frank Schwalbe, Jr. House, 1420 Madison Street (16-11), 1914. This brick and stucco, two-story Prairie School house is characterized by a low-pitched intersecting hip roof with wide overhanging eaves, a broad flat chimney, bands of windows and simple box shapes. The house, designed to fit the long narrow lot with the narrow side facing the street, features the entrance into the main block and exceptional leaded glass casement windows featuring geometric designs. This well-preserved house was designed by Otto Merman for his friend and contractor Frank Schwalbe, Jr.

23. A.S. Dunham House, 1512 Madison Street (22-14), 1899-1900. This Queen Anne styled, two-story, frame house displays a hip roof with front and side cross gables. An open full-length front porch with a second story pedimented gable roof and a turreted lower roof adds to the irregularity typical of the style. This house is further ornamented by spindle work, decorative shingles in the gable ends, leaded glass, cresting and finials on the roof ridge. The Dunham house, which was restored in the early 1990s, was designed by local architect Andrew Roth and constructed by contractor Frank Schwalbe, Sr.

24. Adolph Kohlhaus House, 1518 Madison Street (22-15), 1897. This two-story, frame, Queen Anne house is characterized by a hip roof with multiple front and side cross gables and an elegant front porch with a second story balustrated roof and a turreted lower roof, all of which facilitate the irregularity of surface and form typical of the style. This house, restored in the mid-1980s, is ornamented further by extensive spindle work, a Palladian styled window in the east gable, stained glass windows, decorated and pedimented gable ends, and bracketed cornices. The house features interiors by the Segelke-Kohlhaus Company. The Kohlhaus house was designed by local architects Stoltze and Schick and erected by contractor Frank Schwalbe, Sr.

25. Frank Schwalbe, Sr. House, 1524 Madison Street (22-16), 1897-98. This two-story, frame Queen Anne styled house displays a hip roof with multiple front and side cross gables, a full-length, one-story front porch and a side porch, all contributing to the irregularity of form and surface essential to the style. The front porch is ornamented further by spindle work, a decorated pediment over the entrance and multiple porch columns placed on the porch rail. Decorative shingles ornament the gable ends. This house, which was restored in the early 1990s, was constructed by the owner, contractor Frank Schwalbe.

26. Will Ott House, 1532 Madison Street (22-17), 1897. This Queen Anne styled, two-story, frame house is distinguished by irregular massing of the hip roofed, gabled and round forms. This picturesque house is characterized by a round three-story tower on the east end of the front elevations, a two-story tower on the west end and front and side cross gables. It is ornamented by Classical Revival stylistic details including a Palladian window in the front gable, decorated cornices, Ionic columns on the porch rail and a decorated pediment over the porch. It features decorative shingles on the towers and a variety of window treatments. This ornate house, designed by architects Stoltze and Schick, was listed in the NRHP in 1980.

27. Fred G. Cutler House, 1601 Madison Street (22-18), 1902. This Neo-Classical Revival, two-story, frame house displays a hip roof that incorporates the full length porch. This turn of the century house is characterized further by colossal columns with Ionic capitals and paneled bases that support the two-story porch, eight pedimented gabled roof dormers, corner boards and window cornices. The projecting entrance bay features an entrance accented by a classical entablature resting on capped pilasters and a side lighted door topped by a classical styled fan light.

28. Stephen Gantert House, 1304 Main Street (11-3), 1890. This elaborate Queen Anne, three-story, frame house is characterized by a multi-gabled roof with multiple cross gables, a three-story tower, a highly decorative chimney and a variety of surface and gable decoration that provide the irregularity of form, surface and massing essential to the Queen Anne style. The porch, which curves around the tower, features spindle work, clustered colonettes and a decorated pediment over the entrance. A third-story

porch with arched spindle work and an oriel window on the front elevation, as well as, stained glass add to the wealth of decoration. This exceptional house was designed by La Crosse architects Stoltze and Schick and erected by contractor C.A. Bartz.

29. Peter/Anna Capellen House, 1530 Main Street (18-27), 1903-1904. This Queen Anne styled, two-story brick and frame house features a tall hip roof, a shingled upper story, and a two-story corner tower. It is characterized further by roof and wall dormers, an open porch and a side lighted entrance. This house was constructed by the local contractor Albert Gutzke.

30. Louis A. Miller House, 1309 State Street (19-23), 1885. This irregular, two-story, Queen Anne styled frame house is characterized by a tall hip roof, multiple cross gables and a round corner turret with a conical roof. This house is characterized further by decorative shingles in the gable ends, roof dormers, decorative brackets on the cut-away bay and an open spindle porch and porte cochere supported by paneled columns.

31. John Schilling House, 1328 State Street (1-20), 1890-91. This Queen Anne styled two-story, house displays a gable roof with multiple cross gables and turret. It is ornamented by decorative shingles in the gable ends and on the turret, and decorated barge boards. This house is further characterized by a full-length, spindle front porch with a gable roofed second story and a recessed porch with a round arches opening in the east gable.

32. First Church of Christ Scientist, 145 West Avenue South, (3-3), 1922. This light brick Neo-Classical church features a rectangular main block characterized by a pedimented classical temple front with a balustraded portico on a raised podium supported by multiple Ionic columns. This small temple styled building is further characterized by wide plain cornices along the top of the elevations topped by plain parapets. The entrance is ornamented by a projecting cornice and architrave trim and engaged pilasters with Ionic capitals at the rear of the portico. The Church of Christ Scientist was constructed according to a design created for Christian Scientist churches by the prominent Chicago architect S.S. Beman.

33. John A. Miller House, 117 South 13th Street (19-26), 1895. This Queen Anne Revival styled, two-story frame house displays the multi-gabled and cross gabled forms as well as the surface irregularity typical of the Queen Anne style. Decorative shingles in the gable ends, scroll brackets on the cut-away bays, gable ornaments, and a variety of window shapes create the characteristic surface irregularity in this contractor-builder interpretation of the Queen Anne style. A one-story, partially screened, wrap-around porch features spindle work, a decorated pediment over the entrance and a turreted roof supported by carved posts.

34. Percy Wiggenhorn House, 109 South 14th Street (96-30), 1905. This two-story brick and stucco, early 20th century Tudor house displays half-timbering over the entire upper story; a steep, front-facing, stuccoed cross gable articulated by half-timbering, tile covered roof and flat Tudor arched window openings on the lower story. It is characterized further by a hip roof, roof dormer, an off-set entrance and a stucco covered front porch with Tudor arched windows. This unusual example of the Tudor style was designed by local architect Wells Bennett and erected by contractor Frank Schwalbe, Sr. for a cost of \$4,276.

35. Kingston Court Building Apartments, 203 South 16th Street (48-30), 1924. This two-and-one-half story, 95 x 76 foot, apartment building is a U-shaped complex with the main entrance through the center court into the main block. This early 20th century apartment building displays remnants of the historic styles popular at the time of construction. The plain brick surfaces are characterized by a large round arched window over the entrance ornamented by a plain entablature and side lighted door that suggest Classical Revival influence while the corbeled cornices under tile covered roofs placed over the center bay of each front-facing wing as well as the parapeted walls suggest the Spanish Colonial style. This solid brick apartment building was constructed by the Lovis Fleisher Company of Minneapolis.

36. Edwin/Marjorie Schwalbe House, 217 South 17th Street (49-30), 1920-1921. This two-story, brick Prairie School house displays a main block covered by intersecting flat hipped roofs with overhanging eaves and one-story flanking wings or porches. This Prairie house is further characterized by a band of windows directly under the eaves, a broad flat chimney on the south end, and an integral, off-set one-story entrance with a segmentally arched door into the center block. This house was designed by local architect Otto Merman for a member of the Frank Schwalbe and Sons family of general contractors, who undoubtedly erected the house.

37. Frank/Lucinda Schwalbe, Jr. House, 223 South 17th Street (2-13), 1921. This two-story, brick Prairie School house displays the characteristic flat intersecting hip roofs with wide overhanging eaves, a broad chimney in the center of the roof and bands of windows on the upper and lower stories. The entrance block of this asymmetrical house is characterized by a north side bay window and an entrance porch with a round arched door outlined by brick voussoirs. This Prairie School house is ornamented by detailing with a vertical emphasis and leaded glass windows in geometric patterns. This Schwalbe house also was designed by local architect Otto Merman and erected by Frank Schwalbe and Sons, general contractors.

38. Peter Valier House, 229 South 17th Street (49-29), 1922-1923. This eclectic, two-story brick house features the intersecting flat hip roofs with overhanging eaves and the broad flat chimney associated with the Prairie style. It is further characterized by blind arches over a variety of windows on the lower story and a wrought iron balcony above the entrance under the French doors on the second floor. The side lighted entrance is recessed into the front facing wing. French door on the lower story of the front elevation is balanced by an inset screened porch on the end of the north wing. A brick porte cochere on the north elevation and leaded glass windows further characterize this substantial brick house.

39. Edward/Flora Bartl House, 238 South 17th Street (2-14), 1913. This two-story stucco and frame house is characterized by a flat hip roof with wide overhanging eaves, a horizontal band of windows as well as wrap-around corner windows on the second floor above the lap board covered piers and angled stair tower. A broad, flat chimney and a one-story porch at the front of the main block further characterize this early Prairie house. The Bartl house designed by avant garde architect Percy Bentley is one of his most innovative works, synthesizing vernacular sources with the "new" Prairie style. Although this house was designed in 1910, it was not constructed until 1913.

40. Ben/Jessie Ott House, 241 South 17th Street (2-14), 1921-1923. This two-story stucco covered Prairie School house displays the flat hipped roof with overhanging eaves and asymmetrical form typical of the style. The detailing of the stucco surfaces emphasizes the horizontal row of windows placed directly under the eaves. The front facing block is balanced by the north wing and carport. The entrance is located off to the side into the rear block. The Ott house is characterized further by leaded glass windows in geometric designs and a broad flat chimney. This house was designed in 1921 by local architect Otto Merman.

41. Henry Gundlach House, 215 South 17th Place (50-20), 1926. This two-story brick and stucco house displays the flat hip roof with wide overhanging eaves, the bands of windows, the box shape and the full length front porch that is typical of the vernacular form of the Prairie School house. This well preserved house is further characterized by leaded glass windows in a geometric design.

42. Charles Loveland House, 217 South 17th Place (50-21), 1927. This two-story brick and stucco house, which is similar in design to the adjacent vernacular Prairie School house at 215 17th Place, displays a flat hip roof, wide overhanging eaves, bands of windows, and a box shape extended by a full length front porch. This well preserved house is further characterized by a broad flat chimney and leaded glass windows in a geometric design.

43. John/Clara Tubbesing House, 220 South 17th Place (50-22), 1923. This two-story brick and frame vernacular Prairie School house is characterized by a flat hip roof with broad overhanging eaves and

narrow window band on the shingled upper story as well as a broad flat chimney. The brick front elevation is recessed between brick piers located at the ends of the house and in the center of the front facade, which also supports the porch roof.

44. Art/Kate Schwalbe House, 204 South 20th Street (52-13). 1923. This two-story Spanish Colonial Revival house features plain stucco clad elevations characterized by long multi-pane windows on the lower story, wrought iron balcony beneath the second-story glass doors above the entrance, wrought iron railing around the entrance court, and a contrasting red tile roof. This Period Revival house is further characterized by a one-story wing featuring an arched passageway off the hipped roof, two-story block on the north elevation and a one-story south wing set off with an enclosed court along its front elevation. The entrance into a projecting bay on the north end of the front elevation features a round arched door emphasized by a panel of stonework. This Period Revival house was constructed by Art Schwalbe's general contracting company.

### Architectural Development

The earliest houses in the Cass and King Street Historic District were constructed in the Queen Anne style during La Crosse's boom period beginning in the 1880s and lasting until the end of the lumber era at the turn of the century. The Victorian Queen Anne style was the most popular style in La Crosse, as well as, in most of the United States. The best of the significant Queen Anne styled houses in the proposed district were designed by the prominent La Crosse architectural firm of Stoltze and Schick. The Stephen Gantert House at 1304 Main Street (11-3) is a classic example of the Queen Anne style employing multiple gables, multiple forms, and multiple surfaces textures and ornament to create the irregularity of surface, massing and plan that is essential to the style. Other significant representative of the Queen Anne are the E.C. Dailey house at 1420 Cass Street, the Withee house at 1434 Cass Street (2-19), and the Will Ott house at 1532 Madison Street (22-17). All of these elaborate Queen Anne houses were designed by Stoltze and Schick.

The architecture of the Cass and King Street Historic District in the early 20th century was created in the Period Revival styles and in the concurrent "early modern" Prairie School style and Bungalow style. The Prairie School was a major force in the district in the second and third decade of the 20th century. Most of the notable Prairie School houses were designed by La Crosse architects Percy Bentley and Otto Merman. Among the best examples of the Prairie School style is the stucco covered house designed in 1912 by Percy Bentley and his draftsman Otto Merman at 1634 King Street (49-31) for Henry Salzer, a local seed merchant. The Salzer house displays the characteristic flat hipped roof with overhanging eaves and band of windows used to emphasize the horizontal character of the Prairie style. When Bentley permanently moved from La Crosse, Merman assumed the practice and continued to design Prairie styled houses. Three of the Prairie houses designed in the early 1920s by Merman after Bentley's departure are located on South 17th Street: Edwin Schwalbe house at 217 South 17th Street (49-30), the Frank Schwalbe, Jr. house at 223 South 17th Street and the Ben Ott at 241 South 17th Street (15-24). The numerous vernacular Prairie School house built by local contractor-builders give a unique character to the Cass-King Street Historic District. A significant group of vernacular Prairie School houses are located on South 17th Place. These simple box shaped houses rely on a flat hip roof with overhanging eaves, a narrow band of windows on the upper story and a porch to suggest the Prairie style.

A great number of bungalows were built in the Cass and King Street Historic District, as well as throughout the city in the second and third decades of the 20th century. The most common bungalow mode in La Crosse presented the broad gable to the street with the porch in front, which fit the typical long narrow La Crosse lot. A significant group of bungalows are located on South 17th and 20th Streets. The gabled, brick bungalow built for Wilhelmina Kutzborsky at 111 South 17th Street (50-2) in 1920, characterized by leaded glass windows, an open porch and roof dormers, is typical of the many bungalows built in the city.

The historic Classical Revival and Tudor Revival styles co-existed with the new “early modern” trend in the early 20th century in the proposed Cass and King Historic District, followed by the Period Revival styles of the 1920s and 1930s. The Joseph M. Hixon house at 1326 Cass Street (11-5) , designed in 1901 by Chicago architects Handy and Cady, is the most impressive Tudor Revival house in the district. Handy and Cady returned to remodeled the Frank Hixon house at 1431 King (2-3) into a “quaint” English Tudor styled house with Arts and Crafts details in 1905. A few years later, yet another old mansion, the Easton house at 1327 Cass Street (11-6) was refurbished in the Tudor Revival style and embellished by stylistic details inspired by the Arts and Crafts movement. The Period Revival interpretations of the Tudor Revival was the most popular style constructed by the builders in the city in the 1920s. The rural French influence is apparent in the Period Tudor Revival house designed by Merman and Skogstad in 1927 for Dr. Gunnar Gundersen at 1504 King Street (61-18).

The Classical and Colonial Revival styles, although not as popular as the Tudor Revival and the Prairie School styles, influenced a large number of the houses in the district in the early 20th century. Percy Bentley, who was drawn to the Colonial Revival style after his Prairie School era in La Crosse, designed the Colonial Revival house at 1721 King Street (10-33) for Argyle Scott in 1918. The traditional Colonial style influenced the large house built for the Henry Gund family at 1304 Cass Street in 1918. A less formal garden facade at the rear of the house reflects the change to a more informal life style that began in the early 20th century. The Period Revival continued to influence the architecture of the historic district in the second and third decades of the 20th century. The Classical Revival, which had become the most popular historic style by the mid-20th century, ornamented the red brick house built for John and Virginia Elliott in 1936 at 1420 King Street (61-17). The Spanish Colonial Revival was used to characterize the house the general contractor Art Schwalbe built for himself at 204 South 20th Street in 1923.

### Historical Background

The Cass-King Historic District developed into the most prestigious residential neighborhood in LaCrosse during the nineteenth and early twentieth centuries. Most of the community’s civic, business, and industrial leaders lived in the neighborhood, and the lavish homes they built and/or lived in made the area a showplace. The neighborhood developed east of LaCrosse’s downtown commercial district, and over the years, became increasingly dense as more homes filled in vacant and subdivided lots in the district. Although the district was the most important historic residential neighborhood in LaCrosse, there was little building activity until the mid-1880s, when the prosperity of the lumbering era began to transform LaCrosse from a sleepy shipping and commercial town into an important lumbering city.

Fur traders stopped at the area called “Prairie LaCrosse” during the early 1800s, but it was not until 1840 that a fur trader established a trading post there. That trader did not stay, but in 1841, Nathan Myrick established another trading post on Barron Island (Pettibone Park). In 1842, Myrick built a log cabin at what is today Front and State Streets, becoming the first permanent settler in LaCrosse. Like most pioneers, Myrick was the first postmaster, and he shortened the name of the settlement to LaCrosse in 1843. A few more settlers came to LaCrosse between 1842 and 1850, but because Native Americans were not removed from the area until 1849, little mass settlement in the area occurred.

During the 1850s, LaCrosse began to boom. The fertile agricultural lands nearby began to attract settlers who looked to the community for mills and stores. The settlement’s location along the Mississippi River was advantageous and the community profited from an excellent steamboat landing site. The pineries of northwestern Wisconsin also attracted people who wished to exploit them, although this exploitation did not reach fruition until the 1880s. During the 1850s, mills, stores, and small industrial shops were erected in LaCrosse to serve the shipping, agricultural, and lumbering interests of the area and a railroad connection was completed by 1858. The population of the community reflected this business boom as the city grew from 573 residents in 1853 to almost 4,000 residents in 1860.

Rapid growth continued in LaCrosse during the 1860s and 1870s as retailing, lumber and grist milling,

brewing and other small industries, shipping, and railroads provided jobs in the community. In particular, during this period, lumber milling was a growth industry and between 1870 and 1880, the saw mills in LaCrosse tripled their production. The lumber industry spawned other related industries, from millwork factories to foundries that made lumber cutting and milling machinery. Between 1860 and 1880, the city's population increased by over 10,000 residents to 14,505. Most of these people lived in neighborhoods that radiated east, northeast, and southeast from LaCrosse's downtown commercial district. Some of the most prominent citizens began living in an area near Cass, King, Madison, Main, and State Streets between downtown and 10th Street. As the city continued to grow in the 1880s, this neighborhood began to rapidly expand into a prestigious residential community that extended along the same east-west streets all the way to 17th Street, the bulk of which is located in the Cass-King Street Historic District.

During the 1880s, historic growth in LaCrosse reached its zenith as the lumber industry of the city processed millions of board feet of lumber per year. The growth in the lumber industry attracted more retailing and manufacturing and the prosperity of the community drew more people. Between 1880 and 1890, the city's population increased to 25,090 residents. Many of these residents were part of the growing upper and middle classes who built primarily large houses in the Cass-King Historic District. Between 1883 and 1890, about 30 houses were built in the district primarily along Cass and State Streets between 12th and 14th Streets. Most of the owners of these houses were middle or upper-class, including merchants, administrators, and people associated with lumber milling.

The majority of the houses in the Cass-King Street Historic District were constructed between 1890 and 1930, with about the same number of buildings erected each decade. During the 1890s, houses were built along all of the east-west streets of the district from 12th to 17th Streets and north and south of these streets along the first few blocks of the numbered streets. Like the 1880s, the people who built homes in the district during the 1890s were upper and middle-class families from the commercial and manufacturing businesses of the city. For example, two members of the prominent Colman family built houses in the district in the 1890s, Lucius and Lenora Colman (126 S. 15th St.) and Harry and Boletta Colman (114 S. 15th St.). Lucius Colman was the President of the C. L. Colman Lumber Company and Vice-President of the National Bank of LaCrosse. Harry Colman was Secretary of the C. L. Colman Lumber Company.

Other families building homes in the district during the 1890s were involved in important manufacturing interests in the city. Frank Smith (Frank and Etta Smith House, 1522 Main St.) was the president of the Smith Manufacturing Company. Adolph Kohlhaus (Adolph and Bertha Kohlhaus House, 1518 Madison St.) and Will Ott (Will Ott House, 1532 Madison St.) were managers at the Segelke and Kohlhaus wood products company. The Michel family (Michel House, 1431 Cass St.) operated one of the early and important breweries in nineteenth century LaCrosse. John P. Salzer (John P. and Helen Salzer House, 133 S. 14th St.) was vice-president of the Salzer Seed Company, a company that had a thriving mail-order seed business.

Merchants were another large group that constructed homes in the district during the 1890s. They included John Medary (John and Frances Medary House, 200 S. 14th St.), owner of a leather goods shop; William Doerflinger (William and Louise Doerflinger House, 142 S. 14th St.), of Doerflinger's Department Store; John Dengler (147 S. 13th St.), tobacco and cigar dealer; J. M. Bradbury (1619 Cass St.), livery owner; S. W. Anderson (Samuel and Minnie Anderson House, 208 S. 15th St.), vice-president of the Mons Anderson real estate company; Stephen Gantert (Stephen and Sophia Gantert House, 1304 Main St.), furniture store owner; Bernt Johnson (Bernt and Laura Johnson House, 1724 Cass St.), paint store owner; and Odin Oyen (124 S. 17th St.), paint and artist supply store owner and noted local interior decorator. Professionals men who built houses in the district during the 1890s included banker W. W. Withee (1434 Cass St.), accountant a. S. Dunham (1512 Madison St.), federal court clerk Alfred Harrison (Alfred and Etta Harrison House, 1333 Main St.), investment broker Frank Hixon (Frank and Alice Hixon House, 1431 King St.), attorneys Charles Schweizer (Charles and Emma Schweizer House, 116 S. 14th St.), Ray Reid (1309 Main St.), John Esch (who also served as congressman) (117 S. 13th St.), and John J. Fruit (also judge and U. S. Attorney) (John J. and Marian Fruit House, 134-36 S. 13th St.).

Many contractors or builders constructed homes in the district during its historic era. Some of these contractors lived in the houses for a time before selling them, while others remained for extended periods of time. During the 1890s, two builders constructed houses that they lived in for a number of years. Contractor Frank Schwalbe (1524 Madison St.) resided in his home between 1897 and around 1920. Carpenter Christian Hansen (404 S. 15th St.) lived with his wife, Margrethe, in the district between 1892 and around 1920. His wife continued to live in the house until around 1930.

The decade of the 1890s established a precedent for the Cass-King Street Historic District, one that would last throughout its development through the 1920s. That is, a neighborhood of upper and middle-class homes of families with ties to important commercial and manufacturing interests in the city. Although the city's economy grew more slowly during the 1890 to 1920 period, the Cass-King neighborhood continued to grow as the prosperity of the lumber era carried over for the upper and middle-class families who built the fashionable homes of the district.

During the first decade of the twentieth century, the district continued to expand and fill in with more new homes. Like the previous two decades, most of the houses were built by middle and upper class families with ties to leading businesses in the community. In the manufacturing area, new homes were built for Fred Smith (Fred and Elsie Smith House, 1325 State St.), vice-president of the Smith Manufacturing Company; Joseph Hixon (1326 Cass St.), president of the Listman Mill Company and his own investment brokerage; George Zeisler (1321 Main St.), vice-president of the Heileman Brewing Company; Alfred James (Alfred and Jessie James House, 1619 King St.), operator of the James Foundry; Percy Wiggenhorn (109 S. 14th St.), manager of the Pamperin and Wiggenhorn Cigar Company; Frank Funke (Frank and Thekla Funke House, 137 S. 13th St.), president of the Funke Candy Company; and Max Platz (Max and Louise Platz House, 314 S. 15th St.), a business executive with several LaCrosse companies.

Professional men and their families also built homes in the district during the first 10 years of the twentieth century. They included George Burton (George and Belle Burton House, 1428 Main St.), president of the National Bank of LaCrosse; Alfred Bosshard (Alfred and Martha Bosshard House, 326 S. 17th St.), assistant cashier of the National Bank; Peter Capellen (Peter and Anna Capellen House, 1530 Main St.), credit officer; John Holley (John and Mabelle Holley House, 217 S. 15th St.), cashier of the State Bank of LaCrosse; Orlando Holway (Orlando and Deliah Holway House, 134 S. 14th St.), real estate dealer and vice-president of the Exchange State Bank; Andrew Lees (Andrew and Charlotte Lees House, 120 S. 17th St.), attorney; and Bernhard Dockendorff (Bernhard and Cora Dockendorff House, 407 S. 13th St.), architect. Merchants who built homes between 1900 and 1910 in the district included Gottlieb Kroner (Gottlieb and Clara Kroner House, 1634 Cass St.), of Kroner Hardware; William Hurtgen (William and Ella Hurtgen House, 120 S. 13th St.), of Advanced Bedding Company; William Goodrich (William and Margaret Goodrich House, 1611 King St.), manager of the LaCrosse Telephone Company; and C. N. Dunham (1510 Madison St.), china shop owner.

During the 1910s, the Cass-King District began to take on a slightly different appearance. Although the district was still spacious, during this period, the remaining vacant lots were beginning to be filled in, often with smaller houses, and large lots were further subdivided for additional housing. The 1920s saw a continuation of this trend until by 1930, the district took on much of its current appearance. Another change was in the type of families building homes in the neighborhood. Many families still had upper-class business ties, but increasingly, more of the houses were constructed for middle-class families and their size reflected this trend.

Some of the prominent individuals who constructed homes in the district during the 1910s included Henry Gund (Henry and Eleanora Gund House, 1304 Cass St.), president of the Gund Brewing Company; Argyle Scott (Argyle and Jessie Scott House, 1721 King St.), president of the LaCrosse Box Company; Philo Gelatt (Philo and Harriett Gelatt House, 1212 Cass St.), president of the Northern Engraving Company; Louis Pamperin (Louis and Olga Pamperin House, 1728 Cass St.), of the Pamperin Cigar Company; Daniel MacMillan (Daniel and Mary MacMillan House, 1222 Cass St.), president of the National Gauge and Equipment Company; Joseph Felber (Joseph and Thora Felber House, 139 S. 19th St.), dry goods

merchant; Charles Felber (Charles and Helen Felber House, 1408 King St.), president of the E. R. Barron Company and vice-president of the Gateway Lumber Company; James Hogan (James and Grace Hogan House, 104 S. 17th St.), president of the J. J. Hogan Wholesale Grocery Company; and Otto Bosshard (325 S. 14th St.), attorney.

During the 1920s, LaCrosse experienced another business growth period and its population grew by another 10,000 people. The increase in population meant an increase in new housing, particularly in neighborhoods close to downtown or other workplaces. The city erected a series of new schools and entrepreneurs expanded old factories or erected new factories. The growth was short-lived, though, as the Great Depression of the 1930s disrupted the city's economy. World War II and the post-war economic boom brought prosperity back to LaCrosse, although during the last 20 years, there have been many changes in the economy of the city as it has become more diversified into educational, small and medium-sized industrial, commercial, and recreational sectors.

In the Cass-King Historic District, the trend toward densification begun in the 1910s continued in the 1920s. The popularity of the Prairie, Craftsman, and Bungalow styles, and in particular, the popularity of the Prairie Style in LaCrosse, resulted in smaller, more compact housing being built in the 1910s and 1920s, as the streetscapes of the district were filled in. Some of the prominent businessmen who built homes in the district during the 1920s included Kenneth Salzer (Kenneth and Jeannette Salzer House, 236 S. 17th Pl.), vice-president of the Salzer Seed Company; Emil Erickson (Emil and Hulda Erickson House, 232 S. 17th Pl.), vice-president of the Trane Company; Albert L. Miller (Albert and Eda Miller House, 402 S. 17th St.), president of the Miller Broom Company; Peter Valier (Peter and Margaret Valier House, 229 S. 17th St.), manager of the LaCrosse and Southeast Railroad Company; Charles Callaway (Charles and Jennie Callaway House, 121 S. 17th St.), president of the Callaway-Johnson Candy Company; and Arthur Farnam (Arthur and Jean Farnam House, 1230 King St.), president of the Star Knitting Company.

Two churches were also built in the district during this period, the Holy Trinity English Lutheran Church (1601 Cass St.) and the First Church of Christ, Scientist (145 West Ave., South). And, in 1925, the Kingston Court Apartment Building was constructed in the district, representing a new type of residential construction in the neighborhood. During the early twentieth century, many people desired a residential location as close to downtown or their place of work as possible. Because space in these areas was beginning to be limited, apartment buildings were constructed, since they could house more people on a lot than a single-family house. Although apartment buildings and row houses were common in big cities in the nineteenth century, in Wisconsin's medium-sized and small communities, they were not common until the early twentieth century, when increased population and increased housing demands made them economical to construct.

During the 1930s, only about a dozen new buildings were erected in the district due to the poor economic conditions that slowed down new construction and because most of the available space to build on was already taken. About 20 new buildings were constructed in the district during the 1940s, again, primarily because there were few new lots available. A few more buildings were constructed between 1950 and the present time, primarily to replace razed or fire-damaged buildings, and they included a retirement home and three small, modern apartment buildings.

Since World War II, the Cass-King Historic District has seen some changes. Many of the large, older homes have been divided into apartments and some have deteriorated. Many other buildings have seen alterations, including the removal of historic details and the application of artificial siding. While many of the houses in the district are still owner-occupied, single-family dwellings, many other houses are rented to one or more families. And, these families are from a wide range of economic classes in the community. But, as a whole, the Cass-King Historic District still retains the general appearance and ambience of an historic neighborhood that was the most fashionable in the city in the late nineteenth and early twentieth centuries.

List and Classification of Properties Located in the Proposed Cass and King Streets Residential Historic District

Legend: (C) - Contributing Property

(N) - Non-contributing Property

Street Address/ Map Code

Name of Property/ Construction Date

Cass Street

(C) 1212 Cass Street (2-24)	Philo/Harriet Gelatt House, 1917
(C) 1222 Cass Street (2-22)	Daniel/Mary MacMillan House, 1914
(C) 1304 Cass Street (62-17)	Henry/Eleanora Gund House, 1918
(N) 1315 Cass Street (98-8)	Bethany on Cass Lutheran Home, 1956
(C) 1326 Cass Street (11-5)	Joseph M. Hixon House, 1901-02
(C) 1327 Cass Street (11-6)	Easton-Copeland House, 1886-87; Remodeled: 1909
(N) 1404 Cass Street (97-26)	Ben B. Healy House, 1887
(C) 1414 Cass Street (19-20)	Henry Esperson House, 1887
(N) 1415 Cass Street (175-4)	Reinhart House House, 1996
(C) 1419 Cass Street (2-21)	N.B./Jessie Holway House, 1891-92
(C) 1420 Cass Street (19-19)	E.C. Dailey House, 1889
(C) 1431 Cass Street (2-20)	C.F./Louise Michel House, 1892; Remodeled: 1927
(C) 1434 Cass Street (2-19)	William W. Withee House, 1897
(N) 1500 Cass Street (160-6)	Babe Weigent Park
(C) 1501 Cass Street (96-31)	Max/Kathleen Jewett House, 1927
(N) 1511 Cass Street (101-3)	Herbert Proksch House, 1946; Additions: 1962, 1983
(C) 1515 Cass Street (100-37)	Archie/Elsie Prechel House, 1941
(C) 1529 Cass Street (62-19)	Hugo/Martha Protz House, 1932
(C) 1601 Cass Street (62-20)	English Lutheran Church, 1924-25
(C) 1602 Cass Street (97-34)	Walter/Florence Moers House, 1936
(N) 1608 Cass Street (163-21)	Otto/Emma Brown House, 1936
(C) 1610 Cass Street (163-22)	Ardon/Myra Gordon House, 1939-40
(N) 1614 Cass Street (163-23)	Emmet Sheehan House, 1935-36
(C) 1619 Cass Street (124-15)	J.M. Bradbury House, 1892
(N) 1628 Cass Street (124-16)	Marie Kroner House, 1948
(C) 1634 Cass Street (62-22)	Gottlieb/Clara Kroner House, 1909
(N) 1702 Cass Street (166-28)	C. Marboe House, 1916
(C) 1710 Cass Street (163-19)	W. Leroy Yerly House, 1925
(C) 1720 Cass Street (163-20)	Fred Engen House, 1909
(C) 1724 Cass Street (62-24)	Bernt/Laura Johnson House, 1890
(C) 1728 Cass Street (62-25)	Louis/Olga Pamperin House, 1915-16
(C) 1732 Cass Street (62-27)	John/Virginia Rehfuss House, 1916-17
(N) 1733 Cass Street (98-3)	James/Sara Lamb House, 1923
(C) 1927 Cass Street (62-30)	Harry/Edna Hummel House, 1927
(C) 2005 Cass Street (100-34)	Peter Lynch House, 1940
(C) 2027 Cass Street (2-12)	John/Esther Desmond House, 1922

King Street

(C) 1215 King Street (9-7)	Gustave Sexauer House, 1894
(N) 1220 King Street (98-9)	Episcopal Church Rectory, 1864; Moved to Site/Remodeled: 1897
(C) 1224 King Street (3-1)	S.Y. Hyde House, 1897-98
(C) 1230 King Street (2-36)	Arthur/Jean Farnam House, 1922
(C) 1402 King Street (61-16)	F.J./Mary Toland House, 1901-02

(C) 1408 King Street (2-35)  
 (N) 1411 King Street (100-8)  
 (C) 1420 King Street (61-17)  
 (C) 1431 King Street (2-3)  
 (C) 1504 King Street (61-18)  
 (N) 1509 King Street (98-7)  
 (N) 1509 King Street (120-20)  
 (C) 1514 King Street (61-19)  
 (C) 1522 King Street (61-20)  
 (C) 1528 King Street (61-21)  
 (C) 1601 King Street (2-32)  
 (N) 1611 King Street (61-23)  
 (C) 1612 King Street (61-25)  
 (C) 1615 King Street (61-24)  
 (N) 1616 King Street (98-6)  
 (C) 1619 King Street (161-29)  
 (N) 1629 King Street (161-28)  
 (C) 1634 King Street (49-31)  
 (C) 1635 King Street (161-27)  
 (C) 1702 King Street (2-31)  
 (C) 1721 King Street (10-33)  
 (C) 1733 King Street (2-30)  
 (C) 1734 King Street (98-4)  
 (N) 1745 King Street (161-26)  
 (C) 1802 King Street (61-28)  
 (C) 1803 King Street (61-27)  
 (C) 1815 King Street (61-29)  
 (N) 1904 King Street (163-25)  
 (C) 1908 King Street (163-26)  
 (N) 1909 King Street (161-24)  
 (C) 1912 King Street (61-30)  
 (C) 1925 King Street (2-29)  
 (C) 2004 King Street (2-28)

Charles J./Helen Felbur House, 1912-13  
 Harry/Signe Schroeder House, 1970  
 John/Virginia Elliott House, 1936  
 Frank/Alice P.Hixon House, 1893, 1905-06  
 Dr. Gunnar Gundersen House, 1927-28  
 Stoffell Hall House, 1961  
 English Lutheran Church, 1994  
 Francis Egbert House, 1904  
 George Jeffords House, 1886  
 John D. McMillan House (Rental), 1907  
 Rudolph Blatter House, 1898-99  
 William/Margaret Goodrich House, 1906  
 S.S. Tanner House, 1897  
 Wayne Bentley House, 1906  
 Tollef/Amanda Evjen House, 1898  
 Alfred/Jessie James House, 1909  
 Chandler/Jeanette Campbell House, 1955  
 Henry Salzer House, 1912-13  
 Fred Goddard House, 1901  
 Thomas/Elizabeth Reynolds House, 1922  
 Argyle/Jessie Scott House, 1918  
 John/Madeleine Weisse House, 1916-17  
 Leonard Funke House, 1920  
 John Wiebke Duplex (Rental), 1975  
 John Hougen House, 1923-24  
 Clara Salzer House, 1933; Moved to site:1935  
 Bert/Anna Cassels House, 1917  
 John Bryce Duplex (Rental), 1948  
 George Hoel House, 1941-42  
 Theodore Jankowski House, 1946  
 Alex Moll House, 1931-32  
 Dr. Robert Flynn House, 1925  
 Edward/Eileen George House, 1927

#### Madison Street

(C) 1313-1315 Madison Street (64-16)  
 (N) 1317-1319 Madison Street (161-20)  
 (N) 1321 Madison Street (161-21)  
 (C) 1335 Madison Street (19-17)  
 (N) 1402 Madison Street (163-14)  
 (N) 1408 Madison Street (163-15)  
 (C) 1409 Madison Street (64-15)  
 (C) 1414 Madison Street (64-14)  
 (C) 1418 Madison Street (64-13)  
 (C) 1420 Madison Street (16-11)  
 (C) 1423 Madison Street (161-22)  
 (N) 1428 Madison Street (161-16)  
 (C) 1436 Madison Street (64-12)  
 (N) 1502-1506 Madison (48-4)  
 (C) 1510 Madison Street (97-32)  
 (C) 1512 Madison Street (22-14)  
 (C) 1518 Madison Street (22-15)  
 (C) 1524 Madison Street (22-16)  
 (C) 1532 Madison Street (22-17)

William Janda House, 1885; Brick veneer: 1897  
 C.L. Lein House, 1885; Addition:1889  
 Bernard Root House, Moved to site: c.1901  
 Frank/Lillian Root House, 1893  
 H. Luithlen House, 1885  
 Richard Sorgel House, 1887  
 F.H Scofield (Rental) House, 1907-08  
 Fred Tebbenjohams House, 1892-93  
 Nevin Scott House, 1912-1913  
 Frank Schwalbe, Sr. House, Jr, 1914  
 John Bergoust House, 1888  
 John Hedderich House, 1912-15  
 Edward/Steven Christian House, 1912-16  
 J.J. Mogan House, 1892  
 C.N. Dunham House, 1899-1900  
 A.S. Dunham House, 1899  
 Adolph/Bertha Kohlhaus House, 1897  
 Frank Schwalbe House, 1897  
 William Ott House House, 1897(NRHP)

(C) 1601 Madison Street (22-18)

Fred Cutler House, 1902

### Main Street

(C) 1222 Main Street (18-36)  
(C) 1303-1305 Main Street (18-35)  
(C) 1304 Main Street (11-3)  
(C) 1309 Main Street (18-34)  
(C) 1314 Main Street (120-32)  
(N) 1315 Main Street (161-30)  
(C) 1320 Main Street (120-31)  
(C) 1321 Main Street (60-24)  
(C) 1326 Main Street (120-30)  
(C) 1327 Main Street (161-31)  
(N) 1333 Main Street (161-32)  
(C) 1404 Main Street (60-23)  
(C) 1414 Main Street (60-22)  
(C) 1428 Main Street (18-31)  
(C) 1504 Main Street (18-29)  
(C) 1508-1510 Main Street (98-15)  
(C) 1516 Main Street (98-10)  
(C) 1522 Main Street (60-21)  
(C) 1530 Main Street (18-27)

Jacob/Elizabeth Scholl House, 1883  
M.M. Funk House, 1893-94  
Stephen Gantert House, 1890  
Ray S. Reid House, 1894  
George/Ella Thomas House, 1945-46  
George/Sarah Willey House, 1893-94  
Marion Yerly House, 1940  
George Zeisler House, 1902  
Oliver Fritz House, 1942  
O.J. Sorensen House, 1905  
Alfred/Etta Harrison House, 1896  
Frank/Anna Malin House, 1910  
John/Isabelle Elliott House, 1909  
George/Belle Burton House, 1906  
Henry/Hattie Bliss House, 1896  
Ellis/Anna Usher House, 1892  
George/Nina Smith House, 1909  
Frank/Etta Smith House, 1897-98  
Peter/Anna Capellen House, 1903-04

### State Street

(C) 1301 State Street (1-22)  
(C) 1302 State Street (59-5)  
(C) 1308 State Street (59-4)  
(C) 1309 State Street (19-23)  
(N) 1314 State Street (98-20)  
(C) 1315 State Street (58-17)  
(N) 1318-1320 State Street (98-21)  
(C) 1319 State Street (58-15)  
(N) 1324 State Street (98-22)  
(C) 1325 State Street (58-13)  
(C) 1328 State Street (1-20)  
(C) 1331 State Street (58-12)  
(C) 1334 State Street (59-3)  
(C) 1337-1339 State Street (1-19)

Fred Sprehn House, 1884  
Samuel Wallice House, 1885  
William Imhoff House, 1884-85  
Louis A. Miller House, 1884-85  
Alfred Harrison House, 1887-88  
C.J./Helen Felber House, 1897-98  
James Sones House, 1887-87  
George W. Brice House, 1887-88  
Charles H. Burroughs House, 1888-89  
Fred/Elsie Smith House, 1900  
John Schilling House, 1890-91  
Peter O'Rourke House, 1896-97  
O.A. Shall House, 1891-92  
John W. Hughes House, 1893-94

### West Avenue

(C) 131 West Avenue, South (63-8)  
(N) 137 West Avenue, South (163-12)  
(C) 145 West Avenue, South (3-3)  
(C) 207 West Avenue, South (3-2)  
(N) 233 West Avenue, South (163-13)  
(C) 325 West Avenue, South (63-9)

Rev. Wm. Card-James Trane House, 1882  
John B. Gueinzius House, 1887  
First Church of Christ Scientist, 1922  
Lucius Colman House, 1883-84  
First Presbyterian Church, 1949; Coach House, 1908  
Theo/Magdalene Jankowski House, 1934

### South 13th Street

(C) 110 South 13th Street (19-28)  
(C) 117 South 13th Street (19-26)  
(C) 120 South 13th Street (47-2)  
(C) 121 South 13th Street (19-27)  
(C) 126 South 13th Street (47-3)  
(C) 130 South 13th Street (98-10)

George/Emma Zeisler House, 1916-17  
J.A. Miller House, 1895  
William/Ella Hurtgen House, 1908  
Rev. J.C. Caldwell House, 1886-87  
J.A. Miller House, 1893  
Mary Boma House, 1894

(N) 134-136 South 13th Street (98-11)  
(C) 137 South 13th Street (19-29)  
(C) 138 South 13th Street (19-30)  
(C) 140 South 13th Street (19-31)  
(C) 141 South 13th Street (47-4)  
(C) 147 South 13th Street (47-5)  
(N) 403 South 13th Street (47-16)  
(C) 407 South 13th Street (47-15)  
(C) 411 South 13th Street (163-31)  
(C) 415 South 13th Street (47-14)  
(N) 417 South 13th Street (162-32)  
(C) 423 South 13th Street (19-32)

#### North and South 14th Street

(N) 107-111 North 14th Street (161-36)  
(C) 119-123 North 14th Street (47-20)  
(N) 104 South 14th Street (122-?)  
(C) 109 South 14th Street (96-30)  
(C) 112 South 14th Street (122-?)  
(C) 116 South 14th Street (19-22)  
(N) 121 South 14th Street (98-14)  
(C) 128 South 14th Street (19-21)  
(C) 133 South 14th Street (47-22)  
(C) 134 South 14th Street (47-21)  
(C) 142 South 14th Street (98-13)  
(C) 200 South 14th Street (98-12)  
(C) 210 South 14th Street (47-23)  
(C) 218 South 14th Street (47-24)  
(C) 311 South 14th Street (47-25)  
(N) 315-319 South 14th Street (163-2)  
(N) 325 South 14th Street (163-1)  
(C) 400 South 14th Street (47-26)  
(N) 401 South 14th Street (162-37)  
(N) 405 South 14th Street (162-36)  
(C) 409 South 14th Street (162-35)  
(C) 410 South 14th Street (47-27)  
(N) 415-417 South 14th Street (162-34)  
(C) 416 South 14th Street (19-18)  
(C) 421-423 South 14th Street (47-29)  
(C) 422 South 14th Street (161-34)  
(C) 427 South 14th Street (162-33)

#### South 15th Street

(C) 114 South 15th Street (48-14)  
(C) 121 South 15th Street (48-15)  
(C) 126 South 15th Street (48-13)  
  
(N) 131-133 South 15th Street (98-17)  
(C) 208 South 15th Street (2-33)  
(N) 216 South 15th Street (100-16)  
(C) 217 South 15th Street (48-11)  
(C) 221 South 15th Street (48-10)  
(N) 225 South 15th Street (100-17)  
(C) 231 South 15th Street (48-9)

J.J. Fruit House, 1891  
Frank/Thekla Funke House, 1904  
R.L.C. Holbeck House, 1894  
F.W. Mould House, 1896-97  
G.F. Ewe House, 1904  
John/Louise Dengler House, 1895-96  
J.A. Raymond House, 1894-95  
Bernhard/Cora Dockendorf House, 1909  
Henry/Ella Thill House, 1909  
Henry S. Thill House, 1899  
Sam Anderson House, 1894  
William F. Fauver House, 1896

E.L./Ida Spicer House, 1892  
A.W. Schall House, 1892  
Samuel/Olene Jerome House, 1949  
Percy Wiggernhorn House, 1905  
William Baker House, 1942  
Charles/Emma Schweizer House, 1893  
Romeo/Magdaline Ross House, 1960  
Emil T. Mueller House, 1914-15  
John P./Helen Salzer House, 1891  
Orlando/Deliah Holway House, 1903  
William/Louise Doerflinger House, 1896-97  
John/Frances Medary House, 1897  
James B. Taylor House, 1902-03  
Eva Marston House, 1903-04  
William/Marguerite Walter House, 1939  
Kenneth Train House (Rental), 1957  
Otto Bosshard House, 1915  
W.S. Cargill House, 1892  
Albert Hardy House, 1885  
Eugene Toepel Duplex (Rental), 1970  
George Gordon House, 1887  
Sam W. Anderson House, 1885  
S.W. Raudenbush House, 1885  
William Parker House, 1885  
Frank/Harriet Scofield House, 1907  
J.W./Ada Forfar House, 1887  
Bart McCormick House, 1912

Harry/Boletta Colman House, 1894-95  
Dr. William Henke House, 1915-16  
Lucius/Lenora Colman House, 1893-94;  
Brick Veneer: c.1909  
George Burton House, 1894; Moved to Site: 1906-07  
Samuel/Minnie Anderson House, 1891  
Albert/Helen Hansen House, 1957-58  
John/Mabelle Holley House, 1904  
Ira Ford House, 1915  
Erwin Mueller House, 1915  
Philip Grover/Frank Bedessem House, 1926-27

- (C) 237 South 15th Street (48-8)
- (C) 314 South 15th Street (48-7)
- (C) 400 South 15th Street (48-6)
- (C) 404 South 15th Street (48-5)
- (N) 406 South 15th Street (97-28)
- (N) 416 South 15th Street (97-29)
- (N) 420 South 15th Street (97-30)
- (N) 426 South 15th Street (97-31)

South 16th Street

- (N) 118 South 16th Street (162-2)
- (N) 121 South 16th Street (163-5)
- (N) 122 South 16th Street (163-3)
- (C) 125 South 16th Street (48-27)
- (C) 131 South 16th Street (48-28)
- (C) 135 South 16th Street (96-33)
- (C) 203 South 16th Street (48-30)
- (C) 216 South 16th Street (16-6)
- (C) 217 South 16th Street (48-31)
- (C) 220 South 16th Street (16-5)
- (N) 222 South 16th Street (122-27)
- (C) 223 South 16th Street (97-36)
- (N) 224 South 16th Street (122-28)
- (C) 226 South 16th Street (16-4)
- (C) 227 South 16th Street (48-32)
- (N) 230 South 16th Street (97-35)
- (C) 319-321 South 16th Street (48-33)
- (C) 323 South 16th Street (48-34)
- (C) 327 South 16th Street (48-35)
- (C) 403 South 16th Street (48-36)
- (C) 407 South 16th Street (97-33)
- (C) 411 South 16th Street (16-2)

South 17th Street

- (C) 101 South 17th Street (50-5)
- (C) 104 South 17th Street (15-21)
- (C) 107 South 17th Street (50-4)
- (C) 111 South 17th Street (50-2)
- (C) 112 South 17th Street (50-3)
- (C) 115 South 17th Street (49-36)
- (N) 116 South 17th Street (162-4)
- (C) 119 South 17th Street (49-35)
- (C) 120 South 17th Street (15-22)
- (C) 121 South 17th Street (15-23)
- (N) 122 South 17th Street (165-5)
- (C) 124 South 17th Street (49-34)
- (N) 126 South 17th Street (49-33)
- (C) 137 South 17th Street (163-8)
- (C) 145 South 17th Street (49-32)
- (C) 217 South 17th Street (49-30)
- (N) 220 South 17th Street (49-28)
- (C) 223 South 17th Street (2-13)
- (C) 229 South 17th Street (49-29)
- (C) 232 South 17th Street (49-27)

- Hugo Hickisch House, 1926-27
- Max/Louise Platz House, 1903-04
- A.E./Ethel Tausche House, 1939-40
- Christian/Margrethe Hanson House, 1892
- James Vincent House (Rental), 1903-04
- Mary Vincent House, 1892-93
- D.G. Whyte House, 1903
- August G. Houthmaker House, 1909-10

- Samuel Tanner House, 1894-95
- Arnold/Stella Temte House, 1949
- C.A. Smith House, 1898-99
- Ray E. Peterson House, 1910
- Fred Ring House, 1903-04
- Olaf/Anna Skaar House, 1922
- Kingston Court Building Apartments, 1924
- Lizzie Caldwell House, 1915
- Charles Miller House, 1890
- Robert Keyes House, 1918
- George Schrabeck House (Rental), 1970
- George Drake House House, 1895
- George Schrabeck House (Rental), 1970
- Art Holmes House, 1917-18
- Harvey Taylor House, 1906-07
- Walter Schick House, 1915-16
- Albert Gutzke House (Rental), 1910
- Albert Gutzke House, 1905
- Oswald Reichelt House, 1900
- Charles Noble House (Rental), 1907
- Hattie Jefferson House, 1907-08
- Charles Noble (Rental), 1907

- John G./Emma Robb House, 1917-18
- James/Grace Hogan House, 1910
- Art/Isabelle Hickisch House, 1916
- Wilhelmina Kutzborsky House, 1920
- John/Clara Tubbesing House, 1907
- Peter/Rosina Bedessem House, 1918
- Robert Thompson House, 1895
- Albert H. Sanford House, 1922-25
- Andrew/Charlotte Lees House, 1903
- Charles/Jennie Callaway House, 1921-22
- Odin J. Oyen (Rental) House, 1922
- Odin/Emma Oyen House, 1899-1900
- Dr. R.T. Case House (Rental), 1919
- Donald/Gertrude Gordon House, 1935
- Frank/Emily Tiffany House, 1916-17
- Edwin/Marjorie Schwalbe House, 1920-21
- Howard/Lorraine Dahl House, 1951-52
- Frank/Lucinda Schwalbe House, 1921
- Peter/Margaret Valier House, 1922-23
- Oscar Hulberg House, 1912-13

(C) 238 South 17th Street (15-2)  
(C) 241 South 17th Street (2-14)  
(N) 320 South 17th Street (49-25)  
(C) 323 South 17th Street (49-26)  
(C) 325 South 17th Street (15-24)  
(C) 326 South 17th Street (162-6)  
(C) 402 South 17th Street (49-23)  
(C) 403 South 17th Street (49-22)  
(N) 410 South 17th Street (162-7)  
(C) 411 South 17th Street (49-21)

#### South 17th Place

(C) 124 South 17th Place (50-11)  
(C) 125 South 17th Place (50-12)  
(N) 128 South 17th Place (50-14)  
(C) 133 South 17th Place (50-15)  
(C) 134 South 17th Place (50-16)  
(N) 137 South 17th Place (175-2)

(C) 138 South 17th Place (50-17)  
(C) 208 South 17th Place (50-18)  
(C) 209 South 17th Place (50-19)  
(C) 215 South 17th Place (50-20)  
(C) 217 South 17th Place (50-21)  
(C) 220 South 17th Place (50-22)  
(N) 221 South 17th Place (98-5)  
(C) 225 South 17th Place (50-23)  
(C) 228 South 17th Place (50-24)  
(C) 231 South 17th Place (50-26)  
(C) 232 South 17th Place (50-25)  
(C) 236 South 17th Place (50-27)

#### South 19th Street

(N) 120 South 19th Street (175-3)  
(C) 121 South 19th Street (51-28)  
(C) 127 South 19th Street (51-29)  
(C) 130 South 19th Street (51/30)  
(C) 131 South 19th Street (51-32)  
(C) 135 South 19th Street (51-33)  
(C) 136 South 19th Street (51/31)  
(C) 139 South 19th Street (51-34)  
(C) 140 South 19th Street (162-9)  
(C) 204 South 19th Street (51-35)

#### South 20th Street

(C) 204 South 20th Street (52-13)  
(C) 209 South 20th Street (52-14)  
(C) 215 South 20th Street (100-33)  
(C) 218 South 20th Street (52-19)  
(C) 219 South 20th Street (52-16)  
(C) 223 South 20th Street (52-17)  
(C) 224 South 20th Street (52-20)  
(C) 229 South 20th Street (52-18)

Edward/Flora Bartl House, 1913  
Ben/Jessie Ott House, 1921-23  
A.E./Katherine Soderberg House, 1910  
Cyril Leinfelder House, 1925  
Arthur Schwalbe House, 1915  
Alfred/Martha Bosshard House, 1905  
Albert/Eda Milller House, 1922-23  
Edward Schams House, 1923  
Jacob/Eileen Padesky House, 1918  
Carl/Clara Semsch House, 1912

James Keizer House, 1924-25  
Paul Pamperin House, 1916-17  
Seymour Meister House, 1922-23  
Cornelius Scanlon House, 1917-18  
Dr. Dean Crowell House, 1922-23  
Will Ristow House, 1921

Dr. H. Clay/Edna Evenson House, 1934  
Thomas Gantenbein House, 1940  
Chester Pieper House, 1927  
Henry Gundlach House, 1926  
Charles Loveland House, 1927  
John/Clara Tubbesing House, 1923  
Harry Dimler House, 1925  
Clarence George House, 1925  
Henry/Anna Seiger House, 1922-23  
Clifton Bloom House, 1924-25  
Emil/Hulda Erickson House, 1922-23  
Kenneth/Jeanette Salzer House, 1922-23

Jessie Viner House, 1898  
William Freise House, 1923  
Laura Boardman House, 1924-25  
Nickolas/Anna Thoolens House, 1923  
Fred/Anna Yandt House, 1909  
William Hagensick House, 1915-16  
Phoebe Shuman House, 1924-25  
Joseph/Thora Felber House, 1916  
Percy/Elsie Cilley House, 1915  
Rupert Church House, 1893

Art/Kate Schwalbe House, 1923  
Archie/Grace Olberg House, 1931  
Norval Anderson House (Rental), 1929  
Percy Thomas Woolley House, 1927  
Peter/Rosina Bedessem House, 1929  
Flavin/Harriet Leinfelder House, 1931  
Frank/Elizabeth Ikert House, 1929  
Eugene Newburg House, 1929

(C) 230 South 20th Street (52-21)  
(C) 234 South 20th Street (52-22)  
(C) 235 South 20th Street (52-23)

Emil Gundlach House, 1928  
Lewis/Clista Thompson House, 1922-23  
Edwin/Hattie Larson House, 1935

## POTENTIAL EDGEWOOD PLACE RESIDENTIAL HISTORIC DISTRICT

The Edgewood Place Residential Historic District is potentially eligible under Criterion C as an assemblage of mid-20th century houses, unified by their common period of significance and by orientation to one street, approximately one block long. The buildings constructed in the potential historic district between 1935 and 1940 are well-preserved representatives of mid-20th century residential architecture in the City of La Crosse. Generally, the houses lack individual distinction, but together are a significant representative of mid-20th century residential architecture. These houses create a visual mid-20th century environment for the architecturally significant Art Moderne house built in 1940. The period of significance is from 1935 when the first house was constructed until 1940 when the last contributing property was built.

### General Description

The Edgewood Place Historic District is situated east of Losey Boulevard and adjacent to the north entrance to the La Crosse Country Club [the Bluffs Country Club]. The country club, established in the early 20th century, borders the east and south boundary of this small district [see District map, p. 515]. The Edgewood Place district encompasses approximately one block of homes located on the north and south side of Edgewood Place. Edgewood Place is separated from nearby neighborhoods by North Losey Boulevard on the west, by the Country Club on the south and east and by the Hixon Forest Nature Center on the north. The visual environment limited by the short time period from 1935 to 1940, during which all the contributing properties were constructed in architectural styles characteristic of the period further, unifies this small residential district. One significant example of Art Moderne styled residential architecture is located in the district; however, most of the houses in the districts are vernacular interpretations of the prevalent styles of period. The Edgewood Place Historic District is comprised of 9 houses of which one is non-contributing because it has not reached 50 years of age.

### Architectural Development

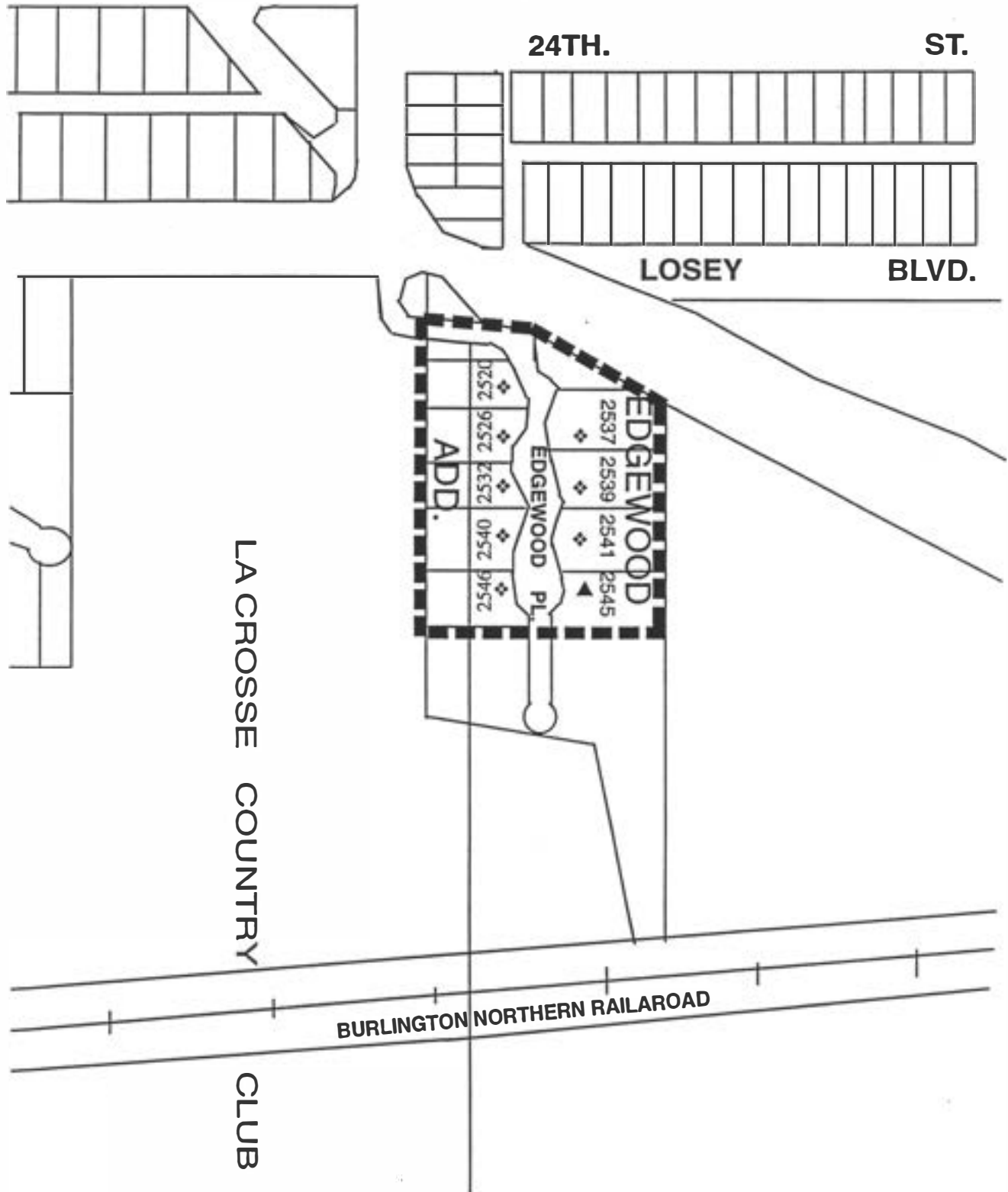
Residences in La Crosse in the late 1930s through the 1950s, following the lead of affluent America, continued to be built in historic style. The majority of the styles in the potential Edgewood Place Historic District were constructed in the Period Colonial Revival style popular in America from 1900 to 1940. Unlike the Colonial Revival houses earlier in the century, the majority of the Colonial styled houses built during the 1930s and 1940s displayed plain wall surfaces of stucco, brick or wood embellished by minimal Classical Revival ornament. The earliest house built in the district, the Paul Gotterdam House constructed at 2539 Edgewood Place (99-21) in 1935, was influenced by the Georgian mode of the Period Revival. Only the hipped roofed form embellished by a few Classical stylistic details such as stylized dentils and cornices around the multipaned windows is used to suggest the historic Georgian Revival character. The Osweiller House built in 1938 at 2520 Edgewood Place (99-17) displays plain brick elevations typical of the late mid-20th century that are ornamented only by an elaborate Classical Revival styled frontispiece and multi-pane windows. Similar simplified interpretations of the Colonial Revival style were used for the brick house built in 1938 for William Orton at 2526 Edgewood Place (99-23) and for John McKenna at 2532 Edgewood Place (99-22). Another form of the Colonial Revival, the "Cape Cod" cottage style is displayed by the Eugene Host House at 2546 Edgewood Place. This small house built in 1935 features roof dormers and central entrance ornamented by classically derived detailing.

# EDGEWOOD PLACE

Historic District

LA CROSSE INTENSIVE SURVEY

1995



**LEGEND**  
■ Boundary  
2537 Address Number  
▲ Non-contributing  
◆ Contributing

NOT TO SCALE

515



The Tudor Revival style, the most popular style in La Crosse, as well as throughout the Nation, in the 1920s continued to be built in a minimal form in the City in the late 1930s and in the 1940s. By the late 1930s and in the 1940s, the Tudor Revival styles had lost favor in La Crosse and was constructed less often than Colonial Revival styled houses. The Tudor Revival styled house built for Walter Wittich at 2541 Edgewood Place (99-20), the only Tudor styled house in the district, displays a steep gable roof with front facing cross gable combined with a tall chimney and entrance in the manner of a English Cotswold Cottage.

The last of the houses built during the district's period of significance reflects the early modern architectural styles that developed in a parallel trend with the historic styles in the early 20th century. The architecturally significant Art Moderne house at 2537 Edgewood Place (16-7) was designed in 1940, reportedly by the owner Romeo Denzer, who founded the La Crosse Cooler Company. The Denzer House, which displays the flat roof and smooth wall surfaces, the round edged geometric forms as well as the glass block and port hole windows characteristic of the style, is the only significant residential example of the Art Moderne style in the city.

### Historical Background

The Edgewood Place Historic District was primarily developed between 1935 and 1940 as a fashionable middle-class residential neighborhood on the far east side of LaCrosse. The district is near the historic Cass-King residential neighborhood, a prestigious area of primarily late nineteenth and early twentieth century homes; and the 23rd and 24th Street Historic District, a fashionable middle-class residential neighborhood of home built primarily during the 1930s.

Despite the poor economic conditions of the country, fashionable homes were being erected in LaCrosse during the Great Depression of the 1930s. The 23rd and 24th Street Historic District was built primarily during this era and although many houses became rental properties, many were owned by middle-class families whose breadwinner was employed in a stable occupation. The Edgewood Place district was also developed for middle-class families who had stable incomes.

Development of the neighborhood began when three homes were built along Edgewood Place in 1935. They were built for Paul and Ruth Gatterdam (2539 Edgewood Pl.), Eugene and Dora Host (2546 Edgewood Pl.), and Wallace Schall (2541 Edgewood Pl.), who only lived there briefly. Paul Gatterdam was a physician and Eugene Host owned an investment company. Walter Wittich, who owned 2541 Edgewood Place after Wallace Schall, was a professor at the LaCrosse Teacher's College.

In 1938, four more houses were erected along Edgewood Place in the district. One house (2540 Edgewood Pl.) was a rental property, while the other were owned by middle-class families. Joseph J. And Marie Osweiler owned 2520 Edgewood Place, William and Margaret Orton owned 2526 Edgewood Place, and John and Sophia McKenna owned 2532 Edgewood Place. Joseph Osweiler operated a car service, William Orton was an office manager, and John McKenna was a railroad foreman.

Completing the district is one houses built in 1940 at 2537 Edgewood Pl. Because this district is so small, little building activity has taken place since 1950 and the district has retained much of its mid-twentieth century appearance.

List and Classification of Properties Located in the Potential Edgewood Place Residential Historic District

LEGEND: (C) Contributing (N) Non-contributing

<u>Street Address/Map Code</u>	<u>Name/Construction Date</u>
(C) 2520 Edgewood Place (99-17)	Joseph & Marie Osweiler House, 1938
(C) 2526 Edgewood Place (99-23)	William & Margaret Orton, House 1938
(C) 2532 Edgewood Place (99-22)	John & Sophia McKenna House, 1938
(C) 2537 Edgewood Place (16-7)	Romeo & Florence Denzer House, 1940
(C) 2539 Edgewood Place (99-21)	Paul & Ruth Gatterdam House, 1935
(C) 2540 Edgewood Place (99-18)	Thomas Annett House, 1938
(C) 2541 Edgewood Place (99-20)	Walter & Frieda Wittich House, 1935
(C) 2546 Edgewood Place (99-19)	Dora & Eugene Host House, 1935
(N) 2545 Edgewood Place (131-16)	Paul C. Gatterdam House, 1954

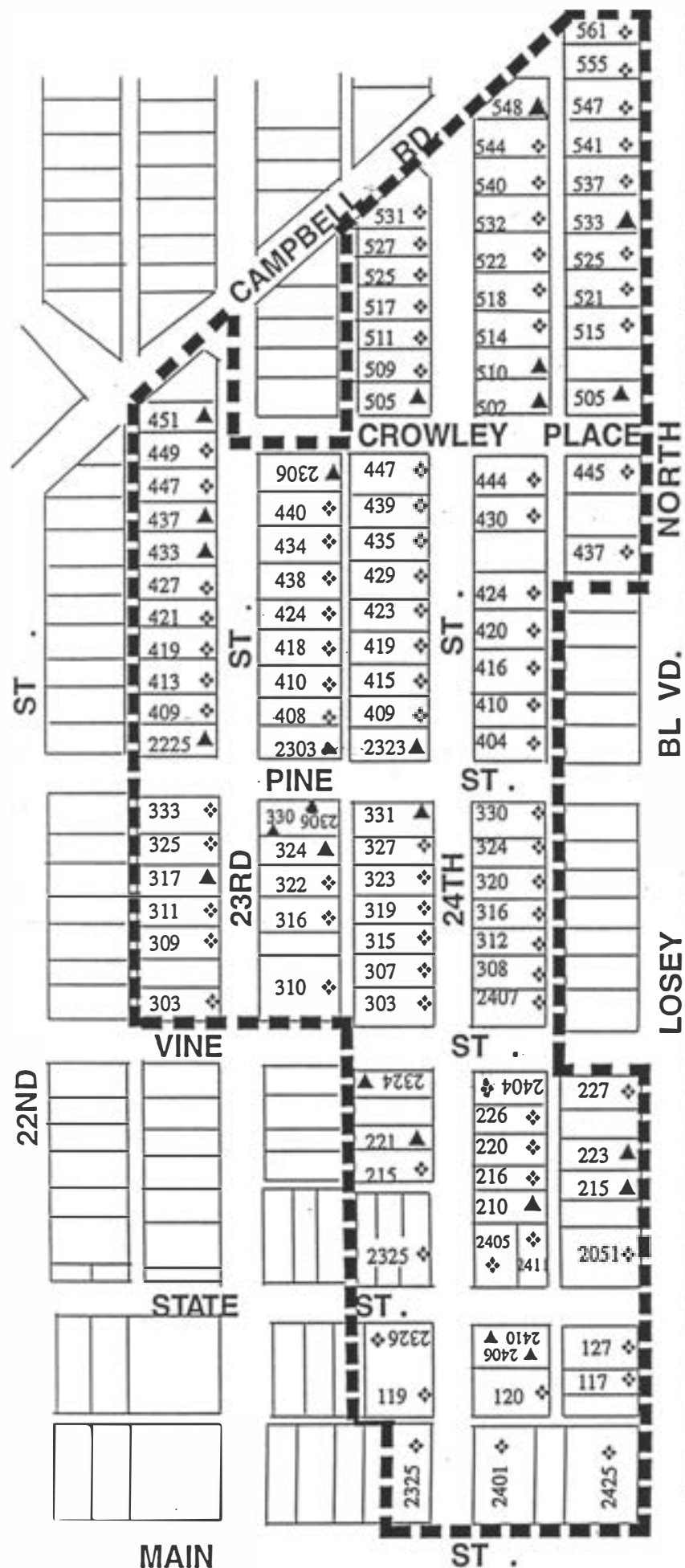
POTENTIAL 23RD AND 24TH STREET RESIDENTIAL HISTORIC DISTRICT

The potential 23rd and 24th Street Historic District is potentially significant for listing in the National Register of Historic Places under Criterion C because it contains a significant concentration of 20th century architecture constructed from the 1920s to the mid-1940s. This residential district, unified by their location in the area between North Losey Boulevard and North 23rd Street, is further united by their short common construction period representative of a particular period in the architectural history of the La Crosse. The majority of the houses lack individual distinction, but as a whole are a significant representative of 20th century builder-contractor houses built for the fashionable middle-class in La Crosse; however, the potential historic district also is characterized by six distinctive examples of 20th century historic and early modern houses, most of which were built in the 1920s and 1930s before the contractor-builder houses were constructed along 23rd and 24th Streets. The majority of the contractor-builder houses in the potential 23rd and 24th Street Historic District display historic styles, particularly the Colonial Revival and the Tudor Revival styles; however, several houses also represent the trend toward the new modern architecture that coexisted with the more popular historic architecture in the first half of the 20th century. The period of significance is from 1924 when the first house in the district was constructed to 1946, the end of the historic period.

General Description

The 23rd and 24th Street Residential Historic District is an area of homes built mainly from late 1920 to 1950 that is located west of Losey Boulevard and east of the older prestigious neighborhoods of the city's south side [see District Map, p. 518]. Except for the houses fronting on Main Street and on Losey Boulevard, the houses are located on quiet, tree-lined residential streets.

Of the 115 houses located in the district, only 22 are non-contributing properties. Eleven of the noncontributing properties were built less than 50 years ago, mainly in the 1950s. This district encompasses part of the Crowley Homes Addition platted in 1930. Brick, stucco and wood materials characterize the houses in this "upper-scale" neighborhood. Two-story, late, historic styled houses, particularly Colonial Revival houses, and to a lesser extent, Tudor Revival, dominate the historic environment in the district. Six architecturally significant examples of residential architecture characterize this district of well-preserved houses.



THE BLUFFS  
COUNTRY CLUB

LOSEY CT.

HACKBERRY

# 23<sup>RD</sup>-24<sup>TH</sup> STREET Historic District

La Crosse Intensive Survey  
1995



## LEGEND

- Boundary
- 410 Address Number
- ◆ Contributing
- ▲ Non-contributing

NOT TO SCALE

## Significant Properties

1. William Vincent Kidder House, 2425 Main Street (59-22), 1924. This French Eclectic styled two-story house designed by Percy Bentley displays stucco elevations articulated by pseudo half-timbering and a tall, tile covered hip roof. It is ornamented by chimney pots, “eye brow” dormer windows, multi-pane windows and a round arched door framed by brick voussoirs. This asymmetrical house is further characterized by wall dormers that break through the roof line. The Kidder house has been altered by large additions at the rear of the house and by the garage addition.
2. Frank Hoeschler House, 117 North Losey Boulevard (95-14), 1936. This two-story, “fire-proof” brick-faced house designed by Racine architect J. Matson Mander is comprised of geometric forms topped by flat roofs that are ornamented by stylized designs along the top of the elevations and around the front lower story window and horizontal grooves in the smooth surfaces of the upper elevations. Stylized fluted concrete columns frame the entrance of this International styled house. The Hoeschler family symbol, a bull, is recessed into the front elevation.
3. Guy/Eloda Beach House, 205 Losey Boulevard North (57-28), 1926. This stucco covered, flat roofed, one-story house displays parapeted walls and shed roofs above the windows. This Spanish Colonial Revival house, designed by local architect Karl Schubert, is ornamented by red tile trim, wrought iron and a round entrance porch with arched openings. The Beach house has been altered by additions on the north side in 1962 and 1973.
4. Ludwig F. Kroner House, 227 Losey Boulevard North (95-11), 1927. This two-story red brick house features plain brick elevations and a hip roof. A Classical pedimented frontispiece, multi-pane windows on the lower story, a roof dormer and one-story porches further characterized this late Georgian design by local architect Karl Schubert.
5. Leighton Oyen House, 120 North 24th Street (57-12), 1928. This stucco covered cottage is characterized by a steeply pitched gable roof, wooden exterior shutters, half-timber ornament and a heavy arched wooden door. This picturesque English Gothic cottage was designed by local architect Otto Merman in collaboration with the owner, Leighton Oyen, an artist and interior decorator.
6. Charles Loveland House, 447 North 24th Street (99-16), 1937-1938. This two-story stucco covered house displays a flat roof, smooth wall surfaces and plain windows. This modest example of the International style is further characterized by a projecting second story balcony over the garage located in the lower story.

## Architectural Development

The houses in the potential 23rd and 24th Street Historic District were constructed mainly by contractor-builders active in La Crosse in the 1920s, 30s and 40s. The 23rd and 24th Street District includes much of the Crowley Homes Addition platted in 1930 on a tract of land by the real estate developer and contractor William Crowley. Crowley purchased the land from the Sisters of St. Rose Convent when they abandoned a plan to build a Domestic Science School on the site. The 30 acre parcel of land situated between the Country Club and Myrick Park and bounded by La Crosse Street on the north side was part of the P.S. McArthur estate when the Sisters purchased it in 1917. The historic environment of the potential 23rd and 24th Street Historic District is characterized by a large number of Colonial Revival and Tudor Revival styled houses. Seventeen of the houses in the potential district are known to have been constructed by William Crowley while another fourteen are known to be the work of another local contractor and builder Barney Spangler.

The Colonial Revival, which collectively includes the American, Dutch and Spanish Colonial styles, exerted the greatest influence on this mid-20th century residential neighborhood. These houses,

constructed late in the Period Revival era, generally display the simplified interpretation typical the late historic styles and the scaled down ornament typical of houses built by contractor-builders. a variety of Colonial Revival styles were built by contractors Spangler and Crowley. Typically, the frame Colonial Revival house built by Crowley in 1933 at 409 North 24th Street (99-11) displays a five-bay facades embellished only by plain multi-pane windows that are accented by exterior shutters and by an entrance decorated by Classical stylistic details. Elaborate frontispieces featuring a Classical styled broken pediment are the dominant ornament characterizing the simple five-bay front elevations of the frame houses built in 1940 at 445 Losey Boulevard (130-36) and at 537 Losey Boulevard North (130-31). Barney Spangler constructed a frame house covered by stucco in a similar late Colonial Revival styled five-bay design but with an off-set entrance at 2325 State Street (57-31) in 1929 for Leif Erickson and a house covered by shingles in a simplified Colonial style for Frank Greer in 1931 at 316 North 24th Street (57-18). Among the most substantial of the late Colonial Revival houses are the five-bay, gable roofed houses constructed of brick in 1940 at 429 North 24th Street (127-20) and at 509 North 24th Street, similarly ornamented by multi-pane windows and Classically detailed entrances. Among the more elaborate of the Colonial Revival houses is the multi-level, multi-gabled house built for Phil Silversmith in 1938 at 310 North 23rd Street (127-2). Similarly, this large houses features a simplified design using simple forms and minimal ornament

Gambrel roofs, long roof dormers and entrances ornamented by Classical details were the principal elements used to characterize the shingled covered Dutch Colonial Revival styled house built by Barney Spangler at 324 North 24th Street (164-5) in 1933. Another variant of the Colonial Revival style, the one-story cottage, often referred to as the Cape Cod style, was built of brick in 1940 at 2303 Pine Street (123-33) and a frame Cape Cod cottage was built earlier in 1935 at 303 North 24th Street (127-16). The architecturally significant Guy and Eloda Beach House built in 1926 at 205 North Losey Boulevard (57-28) is the only Spanish Colonial Revival house built in the potential 23rd and 24th Street Historic District. This house, one of several Spanish Colonial-Mediterranean styled houses in the city, was designed by Karl Schubert during the Period Revival era.

The Georgian Revival continued to be popular in the mid-20th century, but with less ornamentation. The Ludwig Kroner House built at 227 Losey Boulevard North (95-11) in 1929 is an architecturally significant example of the a mid-20th century interpretation of the Georgian Revival. The Kroner house, designed by architect Karl Schubert, features a hip roof and plain brick surfaces topped by a plain cornice. a Classical pedimented frontispiece, multi-pane windows on the lower story, and exterior shutters are the only embellishments. Even less ornament is used in the simple Georgian Revival styled brick houses built by William Crowley in 1938 at 404 North 24th Street (57-21) and in 1939-40 at 515 Losey Boulevard North (130-34).

The English Tudor Revival, the most popular historic style in La Crosse in the 1920s, was selected less often than the Colonial Revival style in the 1930s and 1940s; however, it still influenced many of the houses in the potential 23rd and 24th Street Historic District. The most significant example of the style was built for Leighton Oyen at 120 North 24th Street (57-12) during the high point of the Period Revival in 1928 before the historic styles consistently displayed the scaled down manner characteristic of the late 1930s and the 1940s. The design of this well-preserved picturesque house by the architect Otto Merman was based on the Gothic cottages of England. a minimal form of the Tudor Revival continued to attract home builders in La Crosse in the late 1930s and 1940s. Among the more elaborate late examples of the Tudor Revival is the stucco house built by contractor Barney Spangler in 1940 at 2407 Vine Street (69-34). The combination of the front-facing tall chimney and with a cross-gable and large expanses of wall space typically found in the late historic styles characterizes this well-preserved house. More often, the Tudor style in the mid-20th century was created with steep gable roofed forms with little or no Tudor Revival ornament. The stucco covered house built in 1933-34 by Barney Spangler at 327 North 24th Street (99-9), as well as the house in 1931 at 419 North 23rd Street (57-6) appear as sculptural, steep gabled, smooth surfaced forms without any of the articulation characteristic of the earlier interpretations of the style.

Medieval design sources also are displayed by the William Vincent Kidder House at 2425 Main Street (59-22) designed in 1924 during the Period Revival era by avant garde architect Percy Bentley, who is known for his early modern Prairie School designs. This relatively uncommon stylized interpretation of the French Eclectic style is taken from generations of French domestic architecture. This 1924 house shares characteristics with the medieval English Tudor style but lacks the front-facing cross gables characteristic of the Tudor style.

Although the architectural environment of the proposed 23rd and 24th Street Historic District is characterized mainly by historic styled houses, evidence of the early modern architectural trend is also apparent. The most prominent representative of the early modern style in the potential district is the International styled house designed in 1936 for Frank Hoeschler at 117 North Losey Boulevard (95-14) by Racine architect J. Mandor Matson, who later designed the Art Moderne styled downtown Exchange office building for the Hoeschlers in 1940. The Hoeschler house, which is characterized mainly by the geometric block design of the International style, also displays ornament applied along the parapet and around the entrance in the manner of the Art Deco style. A modest interpretation of the International style also was built in the potential district in 1937-1938 for Charles Loveland at 447 North 24th Street (99-16). This house displays the smooth surfaced geometric blocks and flat roof of the International style and is completely devoid of historic ornament.

### Historical Background

The 23rd and 24th Street Historic District was developed primarily during the 1930s and the 1940s as a fashionable middle-class residential neighborhood on the far east side of LaCrosse. The 23rd and 24th Street Historic district is adjacent to the historic Cass-King residential neighborhood, but because the dates of construction and architectural styles of the houses in the district are largely different from the Cass-King neighborhood, it retains a separate identity.

Only a few of the houses in the 23rd and 24th Street Historic District were built prior to 1925, and between 1925 and 1929, only about 16 houses were erected in the district. Most of the residents of these early homes were middle class, such as high school teacher Edwin Saenger (2405 State St.); Leif Erickson (2325 State St.), an executive with the Erickson Bakery Company; Ludwig Kroner (226 Losey Blvd. North), of Kroner Hardware Store; Everett Walters (215 N. 24th St.), a professor at the LaCrosse Teacher's College; and Irving Ruggles (216 N. 24th St.); assistant cashier at the National Bank of La Crosse .

Despite the poor economic conditions of the 1930s, most of the houses built in this district were constructed during that decade; and, in fact, many were built during 1933, one of the worst years of the Great Depression. The poor economy, though, did have an impact on the earliest residents of these houses. Many of the houses were rented during the 1930s, and many continued to be rented in the 1940s. These rental houses had a high turnover of residents, again, probably due to the economic problems most people had during this era.

The long-time residents of the district during the 1930s were primarily middle class people with white-collar employment. For example, many of the residents were business clerks or managers. A few were professionals, such as engineers, teacher's college professors, physicians, and attorneys. These residents reflected the proximity of the district to the prestigious Cass-King neighborhood where most of the city's prominent business leaders made their homes. Since many middle class families built homes in the Cass-King neighborhood during the 1910s and 1920s, it was logical that this trend would continue in an adjacent neighborhood like 23rd and 24th streets.

Although economic conditions improved dramatically during World War II, the country's resources were placed into the production of war materiel and not, necessarily, housing, although there was, in most communities, a housing shortage. In the 23rd and 24th Street district, many houses were built in the 1940s, but few during the actual war years of 1942 through 1944. In fact, many houses were built in 1940

and were a continuation of the development that began in the 1930s.

Like the decade of the 1930s, many of the houses built in the district in the 1940s were rental properties and continued to be rented into the 1950s. These houses had a high turnover of residents that was typical of rental properties. The more permanent residents of the district in the 1940s were also typical of those of the 1930s. They were primarily middle class people who worked as business managers or had skilled railroad jobs. Some owned small businesses or were salesmen. By 1950, most of the lots in the district were filled and only a few houses were erected during this decade. The residents of these new houses also had middle class occupations in business or the professions.

The development of this district suggested the rapid suburban development of the post-World War II era. The majority of the houses of the district were built within a 10-year period, much faster, for example, than the Cass-King neighborhood, which was built over a 40-year period. Modern construction techniques and equipment, along with smaller, less complicated houses, allowed builders to build more rapidly, a trend that reached its peak during the post-World War II era. Although this district was not built as fast as housing developments of the post-war era, it was more rapidly developed than other historic neighborhoods and suggested the suburban residential development that occurred during the second half of the twentieth century.

List and Classification of Properties Located in the Potential 23rd and 24th Street Residential Historic District

LEGEND: (C) Contributing

(N) Non-contributing

Street Address/Map Code

Name/Construction Date

North 23rd Street

(C) 303 North 23rd Street (57-3)	William/Tillie Newhouse House, 1929
(C) 309 North 23rd Street (57-4)	Edwin/Minnie Weston House, 1929
(C) 310 North 23rd Street (127-2)	Fred Silberschmidt House, 1938
(C) 311 North 23rd Street (126-30)	Peter Mesoloras House, 1937
(C) 316 North 23rd Street (127-3)	Edward/Isabelle Olson House, 1935
(N) 317 North 23rd Street (162-11)	Johanna Harley House, 1938
(C) 322 North 23rd Street (162-13)	Harold/Elena Cram House, 1940
(C) 324 North 23rd Street (127-4)	Rena Angell House, 1935
(C) 325 North 23rd Street (162-12)	Norbert Downey House, 1932
(C) 330 North 23rd Street (162-15)	Eugene Hassinger House, 1933
(C) 333 North 23rd Street (162-16)	Oscar Rambo House, 1933
(C) 408 North 23rd Street (162-18)	Roy/Margaret Ahlstrom House, 1938
(C) 409 North 23rd Street (57-5)	Clarabell/Albert Brickson House, 1931
(C) 410 North 23rd Street (127-4)	Charles/Thea Sutor House, 1938
(C) 413 North 23rd Street (162-17)	Arnold & Florence Engelke House, 1938
(C) 418 North 23rd Street (162-9)	Paul/Ann Williams House, 1940
(C) 419 North 23rd Street (57-6)	Carl/Hazel Wahlstrom House, 1931
(C) 421 North 23rd Street (126-31)	Robert/Florence Hofweber House, 1938
(C) 424 North 23rd Street (127-5)	Elbert/Ellen Dissmore House, 1935
(C) 427 North 23rd Street (126-32)	Carl/Ida Noelke House, 1938
(C) 428 North 23rd Street (127-6)	Fred/Anna Hill House, 1938
(N) 433 North 23rd Street (162-22)	Meredith Torrance House, 1936
(C) 434 North 23rd Street (127-7)	Herman/Adeline Beekman House, 1935
(N) 437 North 23rd Street (162-23)	Ethel Dittman House, 1945
(C) 440 North 23rd Street (15-8)	Frederick/Emma Schroeder House, 1938

- (C) 447 North 23rd Street (126-33)
- (C) 449 North 23rd Street (162-25)
- (N) 451 North 23rd Street (162-26)

North 24th Street

- (C) 119 North 24th Street (57-11)
- (C) 120 North 24th Street (57-12)
- (N) 210 North 24th Street (163-34)
- (C) 215 North 24th Street (57-13)
- (C) 216 North 24th Street (57-14)
- (C) 220 North 24th Street (163-35)
- (N) 221 North 24th Street (127-15)
- (C) 226 North 24th Street (57-16)
- (C) 303 North 24th Street (127-16)
- (C) 307 North 24th Street (164-3)
- (C) 308 North 24th Street (127-29)
- (C) 312 North 24th Street (57-17)
- (C) 315 North 24th Street (164-4)
- (C) 316 North 24th Street (57-18)
- (C) 319 North 24th Street (99-10)
- (C) 320 North 24th Street (57-19)
- (C) 323 North 24th Street (57-20)
- (C) 324 North 24th Street (127-30)
- (C) 327 North 24th Street (99-9)
- (C) 330 North 24th Street (127-31)
- (N) 331 North 24th Street (164-7)
- (C) 404 North 24th Street (57-21)
- (C) 409 North 24th Street (99-11)
- (C) 410 North 24th Street (99-12)
- (C) 415 North 24th Street (57-22)
- (C) 416 North 24th Street (127-33)
- (C) 419 North 24th Street (127-10)
- (C) 420 North 24th Street (99-13)
- (C) 423 North 24th Street (127-19)
- (C) 424 North 24th Street (99-14)
- (C) 429 North 24th Street (127-20)
- (C) 430 North 24th Street (99-15)
- (C) 435 North 24th Street (127-21)
- (C) 439 North 24th Street (164-11)
- (C) 444 North 24th Street (57-23)
- (C) 447 North 24th Street (99-16)
- (N) 502 North 24th Street (165-35)
- (N) 505 North 24th Street (164-13)
- (C) 509 North 24th Street (127-22)
- (N) 510 North 24th Street (57-24)
- (C) 511 North 24th Street (127-23)
- (C) 514 North 24th Street (57-27)
- (C) 517 North 24th Street (127-24)
- (C) 518 North 24th Street (127-34)
- (C) 522 North 24th Street (57-25)
- (C) 525 North 24th Street (127-25)
- (C) 527 North 24th Street (149-35)
- (C) 531 North 24th Street (149-34)
- (C) 532 North 24th Street (127-35)

- Perry/Mina Walters House, 1938
- Willard/Muriel Tronick House, 1945
- Louis/Edna Athnos House, 1938

- Jack Brindley House, 1929
- Leighton/Faye Oyen House, 1928-29
- Donald/Bernice Wheeler House, 1938
- Everett/Jane Walters House, 1929
- Irving/May Ruggles House, 1929
- L. Bert/Irma Rowley House, 1929
- Harry/Emma Waggle House, 1949
- Frank Barlow House, 1931
- Frank/Nell Wilkinson House, 1935
- Gustina Sather House, 1935
- Norman Schulze House, 1940
- John/Marguerite Hahn House, 1931
- Alger/Hildor Schillings House, 1940
- J. Frank Greer House, 1931
- Norbert/Beatrice Downey House, 1935
- Lyle Clarke House, 1931
- Frank Greer House, 1935
- Reuben Anderegg House, 1933
- Victor Shimanski House, 1933-34
- August/Ruth Bentz House, 1952
- William/Esther Farley House, 1933
- Victor/Ruby Shimanski House, 1940
- Joseph/Margaret Clark House, 1933
- Fred Steele House, 1936
- Phil/Alpha Kirch House, 1935-36
- Donald Minard House, 1933
- Nick/Mary Mesoloras House, 1940
- John/Elizabeth Rau House, 1935
- Robert Moen House, 1940
- Lawrence Engelhard House, 1935
- Fred/Mildred Lakosky House, 1940
- Fred/Jane Steele House, 1938
- R. James/Rosemary Trane House, 1940
- Bernard/Ruth Dellenbach House, 1938
- Joseph/Irene Noelke House, 1939
- Charles/Margaret Loveland House, 1937-38
- Roy/Dorothy Sorenson House, 1952
- Kenneth/Jean House Scheid, 1969
- James/Freida Kapellas House, 1940
- Kermit Clawson House, 1938
- Mary Zeisler House, 1938
- Clarence Smith House, 1940
- James Capicotto House, 1945
- Elmer/Winifred Warningner House, 1940
- William/Muriel Newburg House, 1940
- Robert/Cecelia Anthony House, 1938
- Donald Gray House, 1941-42
- Charles Kelly House, 1938-39
- Ross Cheney House, 1935-36

- (C) 540 North 24th Street (127-36)
- (C) 544 North 24th Street (57-26)
- (N) 548 North 24th Street (127-37)

- Mathias Cameron House, 1938
- Ralph Page House, 1939
- Paul/Kath. Mateju House, 1940

CROWLEY PLACE

- (N) 2306 Crowley Place (162-27)

- George/Georgia Hubbard House, 1952

LOSEY BOULEVARD, NORTH

- (C) 117 Losey Boulevard North (95-14)
- (C) 127 Losey Boulevard North (74-29)
- (C) 205 Losey Boulevard North (57-28)
- (N) 215 Losey Boulevard North (165-24)
- (N) 223 Losey Boulevard North (165-25)
- (C) 227 Losey Boulevard North (95-11)
- (C) 437 Losey Boulevard North (131-2)
- (C) 445 Losey Boulevard North (130-36)
- (N) 505 Losey Boulevard North (130-35)
- (C) 515 Losey Boulevard North (130-34)
- (C) 521 Losey Boulevard North (130-33)
- (C) 525 Losey Boulevard North (130-32)
- (N) 533 Losey Boulevard North (165-29)
- (C) 537 Losey Boulevard North (130-31)
- (C) 541 Losey Boulevard North (165-30)
- (C) 547 Losey Boulevard North (130-30)
- (C) 555 Losey Boulevard North (165-32)
- (C) 561 Losey Boulevard North (165-34)

- Frank/ Eliz. Hoeschler House, 1936
- Edward/Elsie Newburg House, 1940
- Guy & Eloda Beach House, 1926
- Alger Schillings Jr. House, 1990
- Jessie & Edna Higbee House, 1915
- Ludwig & Della Kroner House, 1929
- Arnold & Ethel Trimble House, 1942
- Henry & Betty Boehm House, 1940
- Ross & Hattie Cheney House, 1949
- John Hehli House, 1939-40
- Charles Gelatt House, 1941
- Ray Ping House, 1942
- Runge & Viola Sletten House, 1950
- Archie & Clara Fitzpatrick House, 1940
- Donald & Jane Cameron House, 1944
- James Bartlett, Jr. House, 1948-49
- Ross & Hattie Cheney House, 1945-46
- Dr. John Mueller House, 1946-47

MAIN STREET

- (C) 2325 Main Street (59-25)
- (C) 2401 Main Street (59-24)
- (C) 2425 Main Street (59-22)

- Charles & Helen Thomas House, 1915
- Walter & Leona Jones House, 1925
- William Vincent Kidder House, 1924

PINE STREET

- (N) 2225 Pine Street (164-22)
- (C) 2303 Pine Street (123-35)
- (N) 2306 Pine Street (164-23)
- (N) 2323 Pine Street (123-34)

- Frank & Helen Greene House, 1935
- Gerhard Poehling House, 1940
- John Weisse House, 1952
- John Weisse House, 1951

STATE STREET

- (C) 2325 State Street (57-31)
- (C) 2326 State Street (166-2)
- (C) 2405 State Street (57-30)
- (N) 2406 State Street (166-17)
- (N) 2410 State Street (166-3)
- (C) 2411 State Street (57-29)

- Leif & Lucille Erickson House, 1929
- Frank & Edith Neubauer House, 1929
- Edwin Saenger House, 1925
- Raymond & Myrtle Bice House, 1952
- Alfred & Mary Jane Rice House, 1952
- Louis & Bonnie Lucht House, 1925

VINE STREET

- (N) 2324 Vine Street (166-4)
- (C) 2404 Vine Street (166-5)
- (C) 2407 Vine Street (69-34)

- Thomas & Bette McKenzie House, 1952
- Robert & Miriam Hurtgen House, 1929
- John & Marguerite Hahn House, 1940

## **National Register of Historic Places Nomination**

Subsequent to the completion of the intensive survey and the intensive survey report, a National Register Nomination was prepared for the Cass and King Street Residential Historic District identified as potentially eligible for listing in the NRHP during the 1983 Survey as well as the 1985 Intensive Survey. The nomination is based upon the results of a comprehensive inter-disciplinary survey undertaken to identify the resources of historic and architectural significance within the City of La Crosse.

Although additional residential historic districts were identified, only the Cass and King Historic District nomination was prepared during the 1995-1996 historic resource project. For further information on the Cass and King Residential Historic District, see previous discussion on historic districts. A complete discussion of how the historic properties related to Wisconsin's Cultural Resource Management Plan can be found on the National Register of Historic Places Nomination form of the proposed district. Copies of the nomination are located in the files of the Division of Historic Preservation of the State Historical Society of Wisconsin and at the City Planning Department at City Hall in La Crosse.

# Recommendations



C. & J. Michel Brewing Company  
719 South 3rd Street, 1907



## CHAPTER V

### RECOMMENDATIONS

The main purpose of this Intensive Survey Report is the presentation of the background research and survey results. Substantial recommendations based on the information gathered is outside the scope of this report and should be done by qualified planners sensitive to and aware of the potential of the abundant historic resources in the city of La Crosse. However, some observations made during the Intensive Survey by the consultants are recorded here along with recommended educational and planning uses of the survey materials.

#### General Considerations

The La Crosse Intensive Survey provides a broad outline of the location and relative significance of the historic and architectural resources in the city of La Crosse, thus providing the data base necessary to make planning decisions that affect identified structures of architectural and historical significance or more importantly, how these structures can help revitalize the downtown area. The City Planning Department can use the survey material as a resource for processing projects that involve federal funding, licensing, or permitting as it complies with Section 106 of the National Historic Preservation Act. By this act, if properties listed in or determined eligible for the National Register will be adversely affected by a federal action, steps to avoid or mitigate the affect must be taken.

Historic preservation in La Crosse is essential to the revitalization of downtown La Crosse. This fundamental concept requires the preservation of irreplaceable structures, the rehabilitation of significant landmarks, and the extended or adaptive use of plain but already built buildings. The present use of Community Development Block Grants for this purpose has pointed progress in this direction. However, the public perception of, awareness of and participation in the preservation and conservation of La Crosse buildings must be broadened. Local preservation enthusiasts, neighborhood groups, business and professional groups and the development of community must unite and agree to pursue common objectives in order to create a new life for downtown La Crosse. Only through direct personal involvement will the people of La Crosse become committed to the preservation of their city.

#### Observations on Downtown La Crosse

Toward this end, the city of La Crosse might consider contacting the owners of significant structures and working with them to encourage preservation of such structures and nomination of eligible structures to the National Register of Historic Places emphasizing the tax credit program and other economic advantages when applicable. Also, the involvement of volunteers and volunteer organizations in specific preservation projects could stimulate more interest. Effort might be undertaken to provide access

to education and literature on the advantages of preservation for those interested in the preservation of historic La Crosse including members of the Historic Sites Commission, the City Planning Department, members of city government, building owners and users, and interested local preservationists. A major problem in the community, in general, has been the misconception concerning what the National Register of Historic Places is, what it means, what it does, and what it cannot do. The National Register Program is basically honorific; however, the advantages of listing properties in the National Register include the following:

1. **Project Grants:** Owners and would-be owners of properties listed in the National Register of Historic Places have been able to apply through the Historic Preservation Division for matching subgrants. These subgrants have been used to acquire, rehabilitate, stabilize, or restore buildings or properties. Applicants for projects to be undertaken during a given year ordinarily submitted requests by early spring of the previous year. (NOTE: These subgrants have been suspended by Congress until further notice.)
2. **Tax Incentives for Rehabilitating Historic Buildings:** Under the Economic Recovery Act of 1981, the owner of an income-producing "certified historic structure" is eligible for a 25% investment tax credit for a "certified rehabilitation" of the building, in lieu of the 15% or 20% tax credit available for buildings 30 or 40 years old. The 1981 act also permits a 15-year depreciation of the rehabilitation expenses for a historic building and requires only one-half the tax credit to be subtracted from the adjusted basis in computing the depreciation. Persons interested in the rehabilitation tax credits should contact the Historic Preservation Division before they begin their project, to ensure that the project will comply with the required Secretary of the Interior's Standards for Rehabilitation and thereby be eligible for the tax credits. For information on the investment tax credits, write the division or telephone 608/262-2971.
3. **Protection From Federal Projects:** Properties that are listed in the National Register, or that may be eligible for such listing, receive limited protection from federally licensed or funded projects. Any agency or organization seeking federal assistance or permits should get in touch with the chief of the Compliance Section in the Historic Preservation Division (608/262-2732) to ensure that its projects comply with federal regulations.

Specifically within downtown La Crosse, the city of La Crosse should consider the creation of a National Register Historic District in the area as a means to gain financial incentives for restoration and as a means to emphasize the historic value of the area. Downtown merchants should capitalize on the waterfront and the historic environment that is already present and which can never be duplicated once lost. Every effort should be made with festivals, events and specialty services and stores to keep the people of La Crosse in the habit of visiting the downtown area. In addition, a local historic preservation ordinance, which could regulate the preservation and alteration of designated historic resources, could be used to maintain the historic environment for the well being of all concerned, including those who have a financial interest and those who value history and its associated structures.

## Immediate Threats to Preservation

### Residential

In general, a good amount of the historic fabric of the city of La Crosse has survived the march of progress. The residences, in particular, should be a source of pride to the city. Well-maintained, the residential architecture gives the city a unique character and a feeling of quality that cannot be provided by new construction. The proposed Cass and King Streets Residential District contains the greatest concentration of fine historic residences of the city. Within this district, there is continual conservation of the fabric. Areas adjacent to the proposed district, particularly those supplying rental property for the University students, are beginning to show a loss of architectural integrity. In other areas of the city, the major threat to historic structures is the loss of architectural details through the addition of modern siding, the application of stucco or other materials to the original surface and the replacement of original windows.

Two of the four remaining significant early stone residential structures (located at 903 South 2nd Street, Map code 82-14, and at 804 South 4th Street, Map Code 76-21) are under continual threat of destruction because of their proximity to the industrial area occupied by the Heileman Brewery. Unfortunately, the last stone church structure, the original St. John's Reformed Church at 901 South 4th Street (Map Code 17-8) has recently been altered by the addition of stucco to its exterior, an action that could have been avoided by a more enlightened, sensitive solution to its need for modern insulation.

Financial Assistance for the rehabilitation of historic dwellings through some of the programs of the United States Department of Housing and Urban Development may benefit the older residential areas in the city in order to improve the quality of life. A program of financial incentive and support for the rehabilitation of the many high quality older homes that do not meet the criteria for National Register status is highly recommended.

### Downtown Commercial District

Threats to the historic structures of downtown also include the destruction of architectural details by the application of stucco, simulated stone and other modern materials to the exterior surface. The application of stucco to the early brick stores on Main Street such as the Pfiffner Block at 218 Main Street (Map Code 21-10) and the small stores at 308 and 310 Main Street (Map Code 80-19, 20) are typical examples of the destruction of the fabric of downtown La Crosse. Physical alterations have been made to the storefronts and facades over the years in an effort to make them attractive to pedestrians. Many have been done in a manner unsympathetic to the original architectural design particularly at the street level. As a result the structures have a displeasing effect. Continued alterations and “modernization” by building owners could threaten to destroy the remaining architecturally interesting features of the downtown. The exceptionally pleasing appearance of the Healy Block now known as Powell Place at 200-212 Main Street

(Map Code 80-22) demonstrates the principle of sympathetic restoration that “fits” into the original design for all to see. A more serious threat to the fabric of the downtown is the vacancy of some very significant structures. The vacant Batavian Bank at 319 Main Street (Map Code 21-6) and the Doerflinger Store at 400 Main Street (Map Code 19-11) are essential architectural as well as historical elements in the historic environment of the commercial district. Less threatening but also of concern are the empty upper story spaces in the majority of the buildings. Empty upper stories lead to physical deterioration of structures as maintenance is deferred by landlords with unrented spaces.

A problem that seems to have plagued preservation efforts in La Crosse through the years has been the tendency to hurry the process of demolition of historic buildings rather than seriously seek alternate solutions. Significant structures destroyed under these circumstances include the Old Courthouse, the Post Office Building, the Stoddard Hotel (all located at 4th and State) and the old stone structures in the urban renewal project area. A similar situation appears to be threatening the old Washburn School at 8th and Main Streets (Map Code 43-9) at present. Simple solutions to this highly complex problem would be impossible; however, more and better programs of financial incentives for proper rehabilitation of the historic structures along with good dissemination of the information presented and re-presented continually to the property owners and other interested persons may eventually bring the desired results.

### Recommended Educational Use

In addition to the use of the survey by the city of La Crosse planners and developers, the Intensive Survey could be used by local education institutions, and community groups to provide their officers, students, or members with information on the heritage of the city or on specific buildings of historic and architectural importance. The report can be used to educate the general public on the historic resources in the city and raise an appreciation of their worth and an interest in their preservation.

The city of La Crosse Historic Sites Commission may use the survey results in their deliberations. Hopefully the information presented here can assist the Commission in determining local landmarks or in deciding on preservation programs it might want to undertake.

The survey could be used in local education institutions. Elementary, middle, or high schools with units on local history could use the thematic summaries as resource materials. Field trips could be conducted through recommended districts or to several sites around the city. Art classes could use the information on local architects and artisans or might use some of the structures as the subject of their compositions. Classes at the University of Wisconsin - La Crosse should be able to make similar use of the materials. Students in local history should have access to the information on sources consulted and methodology used when conducting further research on a historic subject, specific type of structure, or architect. Ideally, the information presented in the survey will be used to expand and augment present historical research and information in the community. To stimulate maximum use of the survey, copies of this report should be filed at all city libraries, including those at the public schools and the University.

Survey forms on individual properties should be made accessible to all interested people, especially property owners.

Finally, the survey should be made available for the use of local preservation groups such as the Preservation Alliance of La Crosse, the Historic Sites Commission and the La Crosse County Historical Society for research projects and as background information needed for preservation programs. The survey results will identify the major historic sites and districts but does not identify every structure or site of local interest. The survey provides a starting point for more in-depth studies and research of the La Crosse area and its structures for students, government officials and developers.

## **ADDENDUM TO 5: RECOMMENDATIONS**

### **General Observations**

The Intensive Survey of La Crosse conducted in 1983-1984 and the update of the Intensive Survey carried out in 1995-1996 are important steps in the management of the historic resources in the City of La Crosse. The intensive survey provides a broad outline of the location and relative significance of the historic and architectural resources in the City of La Crosse. This survey provides the necessary data for decisions that affect identified historic resources in the city. Furthermore, the Intensive Survey Report, along with the Historic Sites Commission and the Preservation Ordinance already in place, establishes a concrete foundation for historic preservation of the City's many historic resources. Now additional activities, programs and increased community awareness are needed to adequately preserve, protect and promote optimum use of historic properties.

Historic resources are one of La Crosse's greatest assets and historic preservation is essential to protect our resources. Since the 1983 Intensive Survey, most of the significant examples of residential architecture have maintained their historic integrity; however, many of the remaining properties built by the working class and the middle class are being sided and altered by additions unsympathetic to their historic character with the intention of "improving the property." Furthermore, the relatively lower economic value makes these building easy targets for demolition. Demolition was most striking in the neighborhood of four La Crosse institutions, the University of Wisconsin-La Crosse, Western Wisconsin Technical College, St. Francis Hospital and Gundersen-Lutheran Hospital. Unfortunately, these are some of La Crosse's oldest neighborhoods, which may not have significant buildings, but are our link to 19th century La Crosse. The demolition of industrial buildings has occurred at a steady rate and at this point there are only a couple 19th and early 20th century industrial buildings remaining in the city. It is further unfortunate that these buildings are being replaced with low quality buildings that will not serve future generations. Very few property owners have undertaken the expense of restoring historic properties in which the historic integrity was altered, although there are a number of buildings that have been rehabilitated.

Only three residential districts were identified during the 1995-96 Intensive Survey, but several more historic districts are possible if more of the buildings in the area are rehabilitated and restored. Candidates for future historic districts include the neighborhood between Main and Cameron Streets and 7th and West Avenue, which contains some of our most prominent examples of residential architecture of which four are already listed in the NRHP, the Caledonia Street commercial district, the group of stone commercial buildings on Copeland Avenue, Charles Street north of Clinton Street and, the bungalows on

the north end of George Street. The designation of ethnic neighborhoods, such as the area around the Holy Trinity Catholic Church, needs further research and investigation. Areas of upper class homes, such as the area east of Losey Boulevard North, will become eligible when they have reached 50 years of age. Areas, such as Wood Street on the north side, has improved noticeably since the last survey while areas, such as Charles Street on the north side has deteriorated. Many of the neighborhoods in La Crosse have elements worthy of historic district status; however, the historic integrity is not consistent and the houses are not contiguous with the result that the area does not meet the criteria of the NRHP. It should also be noted there are many pleasant neighborhoods in the city that do not have significant historic resources that need to be protected and maintained.

Threats to the preservation of La Crosse's historic buildings are an ongoing problem for the community. The most recent threats include the scheduled demolition of the Michel Brewery at 719 South 3rd Street. Additional concerns are the traffic corridors from the north to south side of La Crosse as well as the future construction of another bridge to the downtown across the Mississippi Street that will, undoubtedly, result in the demolition of historic buildings. Also, ongoing is the destruction of La Crosse's older neighborhoods by the expansion of its major institutions.

La Crosse's preservation successes occur less often than its defeats. Since the 1983 Survey, among the most notable accomplishments was the preservation of the Smith-James Foundry building at 100 King Street and of Concordia Hall at 1129 La Crosse Street. Additional accomplishments include the institution of a Preservation Ordinance as well as the listing of the La Crosse Historic Commercial Historic District in the NRHP in 1994. Since the 1983 Survey only nine buildings, in addition to the commercial district, were listed in the National Register of Historic Places.

There is a need to build stronger and more wide spread support for local historic preservation programs. Political support, neighborhood support, individual support and financial support are needed if a preservation program is to get started and have a chance to succeed. Creating a historic preservation program requires a change in old thinking habits and old habits and old attitudes about the community's environment and its value to the community. A collective responsibility for the preservation of the community's irreplaceable heritage and environment for all citizens and future generations is sadly lacking. Advocates that proclaim historic status reduces property values and rights. Such preservation efforts as the

Portions of this chapter are excerpted from:

City of Waukesha Planning Department, *Preserving Waukesha's Past*. City of Waukesha, Wisconsin, September 1982; Dane County Regional Planning Commission, *A Manual for Historic Preservation in Community Planning*. April 1981; Duerksen, Christopher J., ed., *A Handbook on Historical Preservation Law*. Washington, D.C.: The Conservation Foundation. 1983; Maddex, Diane, ed. *All about old Buildings: The Whole Preservation Catalog*. Washington, D.C.: The National Trust for Historic Preservation, 1985; *The Brown Book: A Dictionary of Preservation Information*. Washington, D.C. The National Trust for Historic Preservation, 1983; Rausch, Joan, *Village of Menomonee Falls, Wisconsin, Architectural and Historical Intensive Survey Report*, Menomonee Falls: Department of Community Development, July 1987; *Wisconsin Preservation* Vol. XIX; XX Madison: State Historical Society of Wisconsin, July/August, 1995, Mar/April 1996, Jul./Aug. 1996.

Education and research-based information are needed to dispel the local belief by “property rights” Main Street program and heritage tourism have succeeded in stimulating economic development. A recent study - *Virginia’s Economy and Heritage Preservation: The Impact of Preservation on Jobs, Business and Community*- clearly demonstrates that preservation benefits the state economy in many ways and even benefits it more than does new construction.

The following sections discuss the benefits of historic preservation to the community and preliminary recommendations for ongoing preservation efforts by the public and private sectors.

## **Social and Economic Benefits of Historic Preservation**

The preservation of La Crosse’s historic resources is important for a number of tangible and intangible, yet hardly insignificant reasons. Historic resources provide a community with a sense of its history and an awareness of its origins, and a distinct image of itself. They provide an important mental and physical continuity, familiarity and orientation in a rapidly changing world. Older buildings and structures contribute to a visual diversity, a human scale, a richness of craftsmanship and pleasant associations that can enrich and diversify our lives.

The preservation of local historic resources can strengthen community pride. Every Community has something which makes it unique: protecting the physical evidence of a community’s character increases citizens’ pride in and identification with their neighborhood and community. The richness of La Crosse’s history is unequalled in most cities in Wisconsin. La Crosse’s extant historic resources, constructed mainly from the mid-19th to the mid-20th century, testify to its early lumbering history and its later dependence on a variety of industries and institutions. Characterized by the high quality of its architecture constructed during the boom period in the 1880s and early 1890s and the second period of intensified development in the early 20th century, the City’s unique history is enlivened by its lumbering history and by the contributions of its ethnic groups and neighborhoods.

In addition to important social benefits to a community, there are distinct and measurable economic advantages in the careful conservation and re-use of historic resources. Communities that have recognized the economic value of their historic resources have made historic preservation an integral part of their downtown and neighborhood revitalization programs.

### Improved Tax Base

- Tax dollars are saved through the reuse of buildings served by in-place public utilities, transportation and other public services.
  
- Property values may increase in revitalized area.

- Rehabilitated buildings returned to the tax rolls raise property tax revenues.
- Maintenance and rehabilitation of historic resources in the district may stimulate private investment in an area.

### Rehabilitation Can Be More Economical Than New Construction

- Reusing old buildings save demolition costs.
- Old buildings often can be acquired for low prices
- Less energy is required to rehabilitate existing buildings than to demolish and replace them with COMPARABLE new construction, using similar materials.
- Renovation can take less time than new construction and can take place in stages
- Rehabilitation is labor intensive and thus not as influenced by rising costs of materials as new construction.
- Tax advantages are available for rehabilitation and restoration.
- Retaining an existing building saves the need to purchase the high-cost urban land

### Improved Business Climate

Many of the financial incentives for historic preservation are related to the National Register of Historic Places, the official list of historic architectural, archaeological and cultural resources worthy of preservation. Most of the historic commercial historic resources in the city of La Crosse are located within the boundaries of the La Crosse Historic Commercial District added to the NRHP in 1994. A large number of the City's historic residences located in the proposed Cass-King Street Historic District will be added to the National Register of Historic Places within the year. Maintained by the U.S. Department of the Interior and the State Historical Society of Wisconsin, the National and State Registers contain individual site and historic districts of national, state or local significance. The National and State Registers of Historic Places does not provide protection for privately owned historic properties listed in the NRHP from alteration and demolition unless federal funds are involved in the project. The National and State Register programs are basically honorific; however, the advantage of the listing of La Crosse's historic properties include:

## 1. Tax Incentives for Rehabilitating Historic Buildings

Two income tax credit programs exist in Wisconsin: a federal 20% tax credit for rehabilitation of income-producing historic buildings and a state 25% credit program for owner-occupied historic residences. No credit is available for acquisition or construction of additions. All work must meet the Secretary of the Interior's Standards for Rehabilitation, which are designed to ensure that historic features are respected and preserved when buildings are adapted for reuse. Owners are encouraged to contact the Division of Historic Preservation (DHP) to discuss proposed work at the earliest possible time to ensure that their projects meet the Standards.

### Tax Credits for Income-producing Buildings

Tax Credits for income producing buildings were created in 1976 and have been substantially amended by federal and state laws. In 1986, the program was amended so that the owners, who carry out substantial interior and exterior rehabilitation work can receive a 20% federal tax credit for the cost of that work. In addition, owners can receive a 5% state tax credit if they apply and receive approval before they begin their projects. Owners, who can delay work until they receive approval are strongly encouraged to discuss their projects with DHP staff to make sure that all their proposed work meets the Secretary of Interior's Standards for rehabilitation projects.

Only "Certified Historic Structure" are eligible for credit. A Certified Historic Structure is:

- a building that is individually listed in the National or State Register of Historic Places.
- a building that is located within the boundaries of a National or State Register historic district and which is determined by the National Park Service to contribute to the district.
- a building located within the boundaries of a locally designated historic district whose status and boundaries have been certified by the National Park Service, and which has been determined to contribute to the district.
- a property that is determined by the National Park Service to be eligible for listing in the National Register of Historic Places (preliminary certification).

Properties determined to be eligible through the preliminary certification process must be nominated to, and listed in, the National Register within 30 months of the owner taking the tax credit.

### Tax Credits for Owner-occupied Historic Residences

Tax credits for owner-occupied historic residences were created in 1986 and the program has been

amended several times. Current tax law allows owner-occupants of historic residences to claim a state 25% tax credit if they spend at least \$10,000 on eligible work within a 24 months period that can be extended as much as five years. Eligible work includes any work performed on the home's exterior, electrical wiring, plumbing work, mechanical work such as furnace and air-conditioning installation, and any interior work that is strictly structural in nature. Not included are acquisition costs, site work, interior cosmetic work or alterations, and electrical and plumbing fixtures, and the costs of constructing additions.

To utilize the credit, a residence must be determined to "historic property," that is, it must be one of the following:

- a building that is individually listed in the national or state registers of historic places.
- a building that lies within the boundaries of a national or state register historic district and which is determined to contribute to the district.
- a property that is determined to be eligible for listing in the National Register of Historic Places.

A federal income tax credit for owners of historic houses may emerge after 1995. In 1995, the U.S. Congress began debate on the Historic Homeowners Assistance Act (HR 1662 and Senate Bill 1002) to create a federal 20% income tax credit for rehabilitation of historic owner-occupied residences. As of July 1996, the House and Senate bills had not been enacted.

For more information on the investment tax credit, write the Historic Preservation Division, State Historical Society of Wisconsin or telephone (608) 264-6500.

#### Tax Credits for Older, Non-historic Buildings

Tax Credits for older, non-historic buildings apply to national register historic district properties that are determined to not contribute to the significance of their districts. Owners of properties built before 1936 that are not "Certified Historic Structures," and that is used in the production of income (other than residential rental income) can claim a 10% federal tax credit. No application process is required. Owners should check with the Internal Revenue Service or a tax accountant or attorney for more information.

## 2. Protection from Federal Projects

Properties that are listed in the National or State register or that MAY BE ELIGIBLE for such listing, receive limited protection from federally licensed or funded projects. Any agency or organization seeking federal assistance or permits should get in touch with the Chief of the Compliance Section in the Historic Preservation Division, (608) 264-6509, to ensure that its project complies with federal regulations.

While listing in the National or State Register affords some protection from adverse federal actions and confers eligibility for programs such as federal tax benefits, it provides no controls against private demolition or unsuitable alterations. Only through the local Historic Preservation Ordinance, authorized by state statute, can a community regulate new construction, exterior alterations, and demolitions that affect historic properties.

### 3. Tax Deduction for Historic Facade Easements

A preservation and conservation easement program helps to protect historically and architecturally significant buildings and their settings and scenic and natural resources. An easement is a legal agreement between a property owner and the holder of the easement, which governs the current and the future owner's treatment of the property. Preservation and conservation organizations may make use of three general types of easements: (1) Scenic or open-space easements, (2) Exterior facade easements, (3) Interior easements. In addition, a donation of an easement may qualify the donor for various tax savings. There are three levels of taxation a prospective donor will consider in evaluating an easement: federal taxes; state taxes that often reflect deductions available at the federal level; and local property tax. The donor is allowed to take a charitable contribution deduction for federal income, estate and gift tax purposes for the value of an easement that is donated to a tax-exempt charitable organization or public agency for defined "conservation purposes." The tax Treatment Extension act of 1980 revised and made permanent authority for federal charitable contribution deductions for gifts of preservation easements as "a qualified conservation contribution" Internal Revenue Code.

### 4. Wisconsin's Historic Building Code Eligibility

Wisconsin enacted the State Historic Building Code (ILHR, Chapter 70) to allow owners of historic property an alternative to prevailing building codes designed for new construction and which often result in the destruction of historic buildings. The State Historic Building Code (IHLR, Chapter 70) allows historic property owners to qualify for alternate rules designed to facilitate the preservation and restoration of historic buildings. Owners of "Qualified Historic Buildings" can elect to be subject to the historic building code in lieu of most other building codes.

There are several ways that a property can be determined to be a "Qualified Historic Building":

- If a property is listed in the national or state register of historic places, or is determined to be contributing to a national or state register historic district, the State Historic Preservation Officer (SHPO, the Director of the Division of Historic Preservation) can certify it as a QHB.
- If a property is listed on a certified local register of historic property, or contributes to a certified local historic district, it can be certified as QHB by an authorized municipal official. A municipality must

request the power to certify local property by applying to the State Historical Society and receive certification of its local ordinance and establish a “certified municipal register of historic property.”

-- If a property has no official designation, it can qualify for the historic building code if the SHPO certifies that it is eligible for listing in the national or state registers of historic places.

#### 5. Wisconsin’s Heritage Housing Program

A pilot program to promote the re-use of historic buildings and to assist in their rehabilitation for affordable housing and limited commercial uses has been established by the Wisconsin Housing and Economic Development Authority (WHEDA).

Basically, the WHEDA program is designed to give a financial advantage to developers of affordable housing that will be located in historic buildings and to promote the re-use of historic buildings in celebration of Wisconsin’s Sesquicentennial in 1998. This pilot program will assist developers of affordable housing in the following ways:

- Help locate eligible historic properties.
- Provide technical assistance in applying for tax credits.
- Provide technical assistance in applying for Affordable Housing Tax Credit.
- Locate investors to buy Tax Credits.
- Assist in obtaining construction and permanent financing.

Eligible projects may earn up to 12 additional points in competing for Affordable Housing Tax Credit; may receive 20% federal and a 5% state Historic Rehabilitation Tax Credit; may attract additional equity; and will be incorporated into Wisconsin’s Sesquicentennial celebration.

### **Recommendations for Future Action on Preservation**

The following recommendations are preliminary. They provide suggestions for a general plan until an official city preservation plan is prepared and adopted. Recommendations for short and long term action by the public and private sector follows.

OBJECTIVE 1: Preparation of an official City Preservation Plan and its adoption as part of the City Maser Plan.

The preparation of a comprehensive preservation plan and its integration into the local planning process should be a major goal of any private or public preservation effort in La Crosse. By integrating historic preservation concerns into traditional community planning efforts, historic resources are assured through consideration along with other planning concerns. Although this obviously is being done by the City's Community Planning Department at this time, it does not appear to be part of the planning by the larger community as well as by other governmental departments and agencies.

A historic preservation plan provides a policy guide, and a rational system for identifying, evaluating, and protecting historic resources; it defines goals and outlines a program for implementation; it also serves as a reference and educational tool. More specifically, a preservation plan often includes suggested design guidelines for rehabilitation and new construction, and for zoning and building code changes that will encourage, rather than provide disincentives for the protection and reuse of historic resources.

Proposed Action: Work on a citywide preservation plan should be initiated. Department of City Planning and the Historic Preservation Commission could apply to the State Historical Society of Wisconsin for a federal Survey and Planning grant to fund the preparation and publication of the plan. Official adoption of the plan and its integration into the city Master Plan is essential to insure that its provisions are carried out. An official Historic Preservation Advisory Committee might be helpful in the implementation of such a plan. This committee would work with the City Planning Department and the Historic Sites Commission to identify preservation needs, formulate the goals and policies and ensure the adoptions of the preservation plan. The advisory committee should be composed of a broad representatives from the public and private sectors. It should draw from representation from the Department of Community Development, Historic Preservation Commission, City Planning Commission, Historical Society, Chamber of Commerce and Downtown Business Organization and other interested groups.

**OBJECTIVE 2:** Certification by the State of Wisconsin as a Certified Local Government.

With the completion of the 1995 Intensive Survey, the establishment of the Historic Sites Commission and the implementation of the Historic Preservation Ordinance, the City of La Crosse is in position to qualify for the status of a Certified Local Government. CLGs are automatically certified for the use of the Wisconsin Historic Building Code for locally-designated historic buildings. CLGs are also eligible to apply for special CLG matching grants to assist in carrying out preservation planning projects, surveys, educational activities and the development of design guidelines, as well as, other preservation-related projects. In turn, CLGs work more closely with the state preservation program and carry out certain required CLG functions such as the review of National Register nominations in their jurisdictions and submission of commission minutes and annual reports to the State Historic Preservation Officer.

For more information about the CLG program, contact Larry Reed, Division of Historic Preservation, State Historical Society of Wisconsin, 816 State Street, Madison, WI. Telephone: (608) 264-6501.

Proposed Action: Application to the State of Wisconsin for Certified Local Government status and become eligible for financial assistance to undertake preservation activities.

OBJECTIVE 3: Implementation of a systematic plan for public education concerning preservation of historic resources.

Such a plan should educate the community, especially elected and appointed officials, about the community's history and the historical places that still exist--and to remind them of irreplaceable heritage that has been lost already. Educational walking tour brochures of the historic districts and other areas and tourism materials to attract tourist and attention to the community's resources could be created with funds obtained through grants that are available, particularly for Certified City Governments [CLGs]. This plan should stimulate public awareness of the need for preservation and conservation of La Crosse's historic buildings, sites and structures as well as the need to collect and preserve oral and literary historical sources pertaining to the community's history. Ideally, the information presented in this survey report will serve as a basis for further historical research on the history of La Crosse and on individual historic sites. This Intensive survey addresses the major historic sites and districts in La Crosse, but it does not identify every resource of historical importance. More resource will be identified as a result of the continued research on the local history of La Crosse.

Proposed Action: Apply to the Historical Society of Wisconsin for a grant from the Survey and Planning subgrant program to produce educational materials such as walking tours and other items of historical information.

## SHORT TERM RECOMMENDATIONS

The following short term recommendations can be accommodated with existing city resources and administrative and organizational frameworks.

- Use survey information to develop walking tours and motor tours of the community to raise awareness of historic resources in the City of La Crosse. Publication costs could be contributed by local businesses, local group or through grants.
- Use survey information to promote and advertize historic properties by realtors, neighborhood groups, business owners, etc.

- Support and assist the Historic Preservation Commission and its interest in the identification and protection of La Crosse's historic properties.
- Actively seek federal, state, and private funding to support historic preservation activities that cannot be accomplished with local municipal resources.
- Encourage the use of the State of Wisconsin's Historic Building Code in the City of La Crosse. This code provides separate, elective criteria for buildings listed in the National Register or four buildings that have been designated as local landmarks in certified localities.
- Encourage local organizations and clubs to use information generated by the survey to promote the historic resources of La Crosse. For example, the Historical Society might create a traveling exhibit of the City's historic resources.
- Educate the owners of the properties in the newly designated residential historic district on the tax credit programs available to them for rehabilitation, restoration and repair of their historic home.
- Encourage the listing of historic properties in the National and State Registers of Historic Places.

## LONG TERM RECOMMENDATIONS

- Establish a historical marker program to identify and promote the city's historic resources. Investigate the State preservation legislature Wisconsin Act 269 1992 that expands the state marker program to include topics of local significance.
- Organize neighborhood associations that would participate in the planning of public programs affecting their areas.
- Maintain the historic character and visual quality of entrance corridors to the historic districts
- Periodically, hold local Preservation for Property owners workshops in coordination with preservation experts such as the State Historical Society of Wisconsin. Sessions can provide technical information and design assistance for maintaining the older home as well as commercial buildings.
- Participation in the National Main Street Center's Network program.
- Periodically, update the Historical and Architectural Intensive Survey.

# Appendix



Photo by Joan Rausch, 1996

Argyle and Jessie Scott House  
1721 King Street, 1918



## APPENDIX A

### GLOSSARY OF ARCHITECTURAL TERMS

- ARCH: A mechanical arrangement of building materials placed in a wall to create a door or window opening.
- ASHLAR: Stone that has been shaped into facing blocks for building into a wall.
- COURSED ASHLAR: Refers to rows or courses of stone laid in a uniform pattern.
- RANDOM ASHLAR: Refers to stones of various sizes laid in a wall creating a random pattern.
- BARGE BOARD: A board, often decorative, covering the projecting rafter of the gable end of a roof.
- BATTEN: Narrow strips of wood or metal used to cover joints on vertical board and batten siding.
- BELVEDERE: A small structure rising from the uppermost part of the roof enabling the home owner to view the area surrounding his residence. Some sources use cupola as a synonym.
- BRACKET: A projection, sometimes decorative, which supports or appears to support a projecting cornice, lintel or sill.
- CAP: The upper member of a column, pilaster, cornice, molding, and the like.
- CASING: Wide molding of various widths and thicknesses used to trim door and window openings.
- CHIMNEY CROWN: Ornamental treatment made of brick, stone or cast concrete built into the upper part of the chimney to form a "crown".
- CHIMNEY POT: A decorative flue extension placed on top of the chimney.
- CLAPBOARD: Narrow, horizontal, overlapping wooden boards, usually 4 to 6 inches wide, used as siding.
- CLASSICAL ORDERS: Refers to the architectural styles of ancient Greece and Rome. The ancient Greeks developed three basic designs—the Doric, the Ionic, and the Corinthian; the Romans adopted these forms and added some of their own. The easiest way to identify the classic order of a building is by their distinctive capitols.
- COLUMN: A perpendicular supporting member, circular or rectangular in section.
- COPING: The cap for covering the top of a wall. (See parapet.)
- CORBELLING: Brickwork which projects outward successively with each parallel layer.

CORNICE: A decorative element made up of molded members usually placed at or near the top of an exterior or interior wall.

CORNICE RETURN: That portion of the cornice that returns on the gable end of a house.

CUPOLA: A small decorative dome or tower attached to, and rising above, the roof of a building.

DENTIL: The clogged or toothed member used in the frieze and each cog or tooth is called a dentil.

DORMER: A structure built into and projecting from a pitched roof. The term is also used to describe a window such as "dormer window".

EAVES: The margin or lowest part of a roof projecting over the wall usually includes fascia, soffit and other trim.

FACADE: The face or elevation of a building.

FACIA or FASCIA: A flat board, band, or face, used sometimes by itself but usually in combination with moldings, often located at the outer face of the cornice.

FENESTRATION: The arrangement, proportions and pattern of window and door openings.

FLUE: The space or passage in a chimney through which smoke, gas, or fumes ascend. Each passage is called a flue, which, together with any others and the surrounding masonry, make up the chimney.

FRIEZE: Any sculptured or ornamental band in a building. Also the horizontal member of a cornice set vertically against the wall.

GEORGIAN COLONIAL: The architecture of the British Colonies in America between 1714 and 1776.

HIP ROOF: A roof that rises by inclined planes from all four sides of a building.

LINTEL: A horizontal structural member that supports the load over an opening such as a door or window.

MANSARD ROOF: A roof with two sloping surfaces on all sides.

MULLION: A slender bar or pier forming a division between panels or units of windows, screens, or similar frames.

MUNTIN: The members dividing the glass or openings of sash, doors, and the like.

ORDER: A condition of logical or comprehensible arrangement of separate elements into the design of a building.

ORIEL WINDOW: Second story bay windows.

PALLADIAN WINDOW: A Renaissance style consisting of treating three openings as one, the center one arched and wider used as windows or at building entrances.

PARAPET: An extension of the wall above the roof line.

PENT ROOF: A short, hood-like roof section between the first and second floor and attic at the gable end of a building.

PICTURESQUE: Quaintly attractive—interesting in an unusual way.

PITCH: The incline or rise of a roof. Pitch is expressed by the ratio of the rise divided by two times the run.

QUOIN: A stone serving to form the corner of a building wall.

SOFFIT: The underside of the members of a building, such as cornices, beams, and arches.

SUPERIMPOSED ORDERS: The practice of placing one order on top of another order on the exterior of a building.

SYMMETRICAL: A design system where elements are exactly the same on each side of the center of a facade (or face of a building).  
Asymmetry is the lack of symmetry.

TRANSOM: A small or narrow window, sometimes hinged, above a door or another window.

WATER TABLE: A ledge or offset on or above a foundation wall, for the purpose of shedding water.



# Intensive Survey Form

Record No. \_\_\_\_\_

## LOCATION

- 10 County \_\_\_\_\_
- 20 City or Village \_\_\_\_\_
- 30 Civil Town \_\_\_\_\_
- 35 Unincorporated Community \_\_\_\_\_
- 40 Location \_\_\_\_\_
- 50 Town-Range-Section \_\_\_\_\_
- 55 Quarter Sections \_\_\_\_\_
- 60 Verbal Boundary Description \_\_\_\_\_

## SURVEY

- 90 Photo Codes \_\_\_\_\_
- 100 Survey Map \_\_\_\_\_
- 110 Map Code \_\_\_\_\_
- 120 Reconnaissance Survey Date \_\_\_\_\_
- 130 Reconnaissance Surveyor \_\_\_\_\_
- 140 Intensive Survey Name (code) \_\_\_\_\_
- 150 Intensive Surveyor \_\_\_\_\_
- 155 Intensive Survey FY \_\_\_\_\_
- 235 Survey Evaluation  
 eligible (E)       not eligible (N)
- 237 Survey District Classification  
 pivotal (P)       non-contributing (NC)  
 contributing (C)
- 240 Survey Level of Significance  
 national (NA)       local (LO)  
 state (ST)
- 243 Survey Evaluation Criteria  
 event (A)       architecture/engineering (C)  
 person (B)       information potential (D)
- 245 Proposed District \_\_\_\_\_
- 280 NHL Date \_\_\_\_\_
- 290 HABS No. \_\_\_\_\_ 300 HAER No. \_\_\_\_\_
- 310 Local Landmark (code) \_\_\_\_\_
- 315 Associated Archeological Site(s) \_\_\_\_\_

APPENDIX C

## PROGRAM REVIEW

- 250 Tax Case Number \_\_\_\_\_
- 260 Compliance Case Number \_\_\_\_\_
- 270 A or D Grant       Yes       No
- 275 Covenant/Easement Dates \_\_\_\_\_
- 320 Ownership  
 private (P)  
 local-public (L)  
 state-public (S)  
 federal-public (F)  
 mixed, private-public (M)
- 330 Lead Agency (code) \_\_\_\_\_

Record No. \_\_\_\_\_

Address \_\_\_\_\_

ARCHITECTURE

450 Date of Construction (source) \_\_\_\_\_

460 Dates of Alterations/Additions (source) \_\_\_\_\_

480 Builder (source) \_\_\_\_\_

490 and 500 Designer Type and Name (source)

\_\_\_ architect: \_\_\_\_\_

\_\_\_ artist: \_\_\_\_\_

\_\_\_ engineer: \_\_\_\_\_

\_\_\_ interior designer: \_\_\_\_\_

\_\_\_ landscape architect: \_\_\_\_\_

\_\_\_ other: \_\_\_\_\_

510 Style or Form (code) \_\_\_\_\_

520 Building, Structure, Object or Site Type (code) \_\_\_\_\_

530 Building Materials (code) \_\_\_\_\_ (roof)

\_\_\_\_\_ (foundation)

\_\_\_\_\_ (trim)

540 Interior Visited \_\_\_ Yes \_\_\_ No

550 Structural System (code) \_\_\_\_\_

560 Plan Configuration (code) \_\_\_\_\_

570 Number of Stories \_\_\_\_\_ 580 Roof Shape (code) \_\_\_\_\_

590 Additional Description \_\_\_\_\_

620 Condition

\_\_\_ excellent \_\_\_ good \_\_\_ fair \_\_\_ poor \_\_\_ ruins

650 Related Buildings (code) \_\_\_\_\_

HISTORY

430 Common/Current Name \_\_\_\_\_

440 Historic Names (source) \_\_\_\_\_

660 Associated Individual(s) (dates) (source) \_\_\_\_\_

670 Associated Event (source) \_\_\_\_\_

680 Commercial/Industrial Historic Uses (source) \_\_\_\_\_

Record No. \_\_\_\_\_

Address \_\_\_\_\_

Architectural/Engineering Statement of Significance

Historical Statement of Significance

Historical Background

690 Bibliographic References (sources)

700 Study Units (code)

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

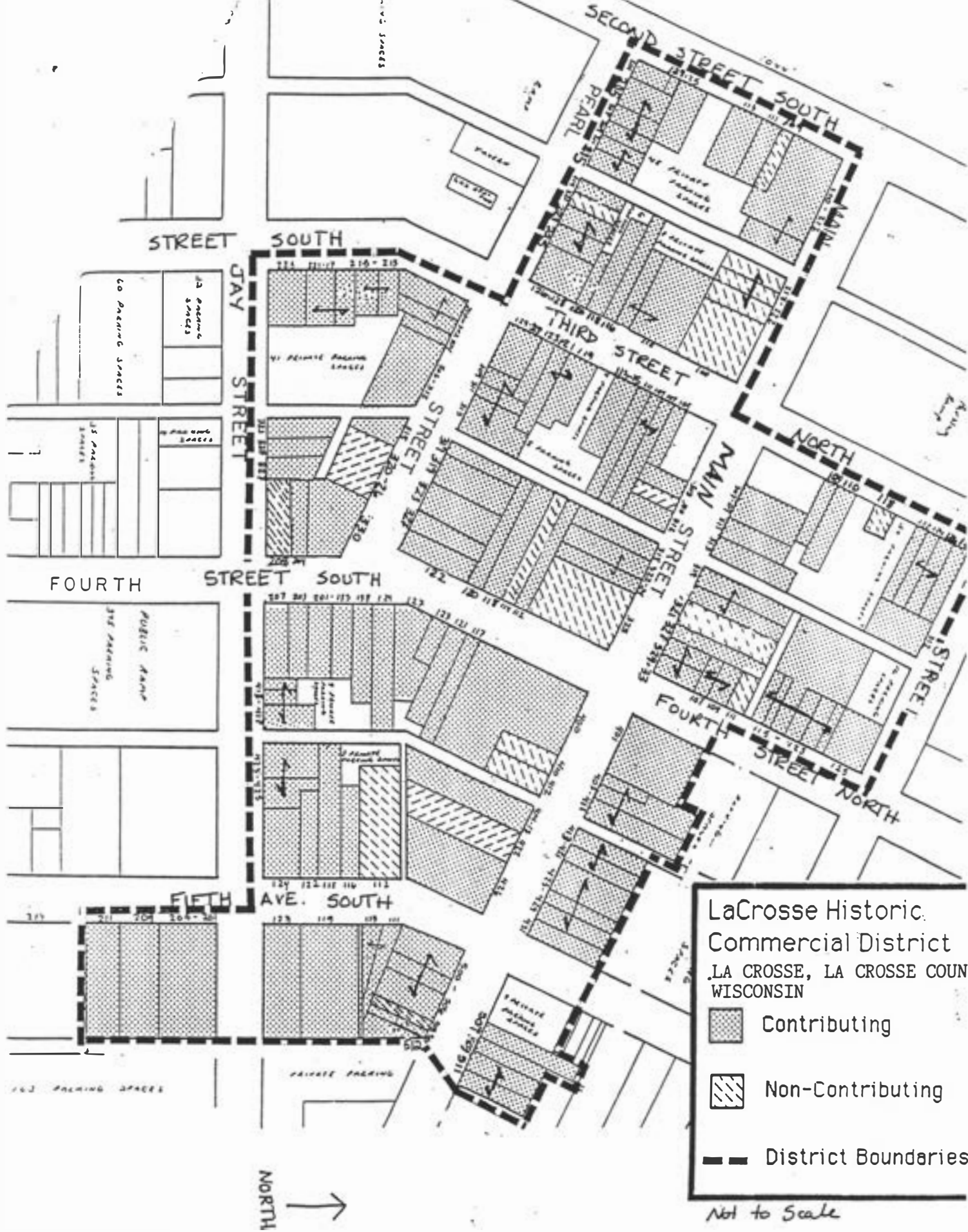
\_\_\_\_\_  
\_\_\_\_\_

350 Demolished




\_\_\_ Yes \_\_\_ No

360 Date Demolished

\_\_\_\_\_



LaCrosse Historic  
Commercial District  
LA CROSSE, LA CROSSE COUN  
WISCONSIN

-  Contributing
-  Non-Contributing
-  District Boundaries

Not to Scale



# WISCONSIN PRESERVATION INFORMATION

## Planning a Local Historic Preservation Program

The best way to preserve a community's historical and archeological resources is through a local historic preservation program, organized and administered by the citizens of the community. The organization may be established by a local ordinance, which can provide the best protection, or set up as a private, non-profit group; most likely the effort will begin as an informal, ad hoc group of interested citizens. The

overall effort should result in an organization with short-term goals, long-term objectives, and a general plan of action.

The following is a list of important steps to take in setting up a local historic preservation program. The chronological sequence will vary in each community.

### 1. Define the historic preservation Goals

#### a. Objectives

- What tasks need doing?
- What needs attention in your community?
- What are your short-term and long-term goals?

#### b. Identify issues

- Are there threats to the community's historical heritage, such as ill-conceived development, general deterioration or threatened demolitions?
- Is there a lack of appreciation for your community's heritage?

#### c. Seek assistance and education

- From other area organizations, such as your local historical society.
- From the Division of Historic Preservation of the State Historical Society of Wisconsin.
- From the National Trust for Historic Preservation and the Wisconsin Trust for Historic Preservation.
- Determine what programs and agencies at the local, state and federal level exist to help you.

### 2. Get Organized

#### a. A public or a private group

- Will the city, village, town or county establish by ordinance an official historic preservation body, such as a historic preservation commission?

- Or will a private, non-profit organization be useful?

- Or both a public and a private group?
- Is a temporary ad hoc committee sufficient to begin with?

#### b. Some early steps

- Join and communicate with the State Historical Society of Wisconsin, whose director of Historic Preservation is also the State Historic Preservation Officer.
- Join the National Trust for Historic Preservation, the private, nation-wide preservation organization, and the Wisconsin Trust for Historic Preservation, Inc., the statewide private organization.
- Solicit key members for your local organization.
- Create the organization's by-laws, procedures, committees, etc.
- Educate interested citizens about your goals and plans.

### 3. Obtain Support

#### a. Communicate with your community

- General public acceptance and awareness is essential.
- Conduct public informational meetings.
- Educate your community about the value of its historic resources.

#### b. Get support of public officials, local historical society, and other groups, as

- well as support of private citizens.
    - Attend their meetings to explain your program.
  - c. **Publicize your efforts**
    - New stories, media interviews, and special events.
    - Historic tours, workshops and displays.
    - Brochures, flyers and booklets to inform the public.
4. **Conduct a Survey**
    - a. **Identify and evaluate your community's historic and prehistoric resources**
      - What is significant and worthy of preservation?
      - Establish an inventory of historic properties.
      - Seek survey assistance from the Division of Historic Preservation.
      - Will your community fund such a survey?
    - b. **Publicize the survey results.**
  5. **Prepare a Plan**
    - a. **Create a public planning document and record of historic properties.**
      - Provides basis for decisions concerning development.
      - Provides basis for official designation of historic properties.
      - Provides basis for future preservation efforts.
    - b. **Integrate the preservation of historic properties into the community's planning process, into the master plan, and into project plans.**
    - c. **Monitor local plans and projects to assure that historic properties are taken into account and are not overlooked or jeopardized.**
  6. **Enact a local Historic Preservation Ordinance**
    - a. **Establish a local historic preservation commission empowered to designate, and regulate changes to, historic properties and districts.**
      - Legal techniques are the best preservation protection tools, through review of building and demolition permits.
  7. **Designate historic properties**
    - a. **Local designation, by local historic preservation commission.**
    - b. **National Register of Historic Places and the State Register of Historic Places designation**
      - The state's and the nation's official listings.
      - Properties are nominated through the Division of Historic Preservation of the State Historical Society of Wisconsin.
    - c. **Designation provides:**
      - Official recognition.
      - Owner prestige.
      - Preservation benefits and protection.
    - d. **Certificates and plaques can be awarded.**
  8. **Establish Financial and Technical resources for historic property owners.**
    - a. **Designed to encourage and assist the preservation of historic properties.**
    - b. **A grant, loan, or revolving fund program may be set up.**
      - Publicize the state and federal rehabilitation investment tax credits.
    - c. **Technical assistance.**
      - "How to" advice and information on restoration and renovation.
      - Set up local library section on historic preservation and "how to" publications.
    - d. **Conduct fund-raising activities, apply for grants, etc.**
  9. **Continue to carry out the Preservation Program**
    - a. **An on-going program of historic preservation is essential.**
      - Continue public education and community activities.
      - Continue involvement in community planning decisions.
      - Celebrate your heritage!

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*For further information, contact the Division of Historic Preservation, State Historical Society of Wisconsin, 816 State St., Madison, WI 53706, telephone (608) 264-6500.*

CITY OF LACROSSE WORK PROGRAM  
Project No. 55-95-10015-25  
MEMORANDUM OF AGREEMENT  
Attachment A: Work Program (As of 4/3/1995)

The Division of Historic Preservation (DHP), State Historical Society of Wisconsin, and the City of LaCrosse, hereinafter called the subgrantee, agree to the following work activities and project conditions for the completion of an intensive survey and related activities in LaCrosse, assisted with an historic preservation grant-in-aid.

1. The subgrantee shall conform to and follow all necessary program requirements and guidelines detailed in the two manuals attached to this memorandum of agreement ("Architecture-History Survey Manual" and "Subgrant Administration Manual") and shall inform the principal investigator of these requirements. The DHP will provide the subgrantee with all necessary forms, including progress reporting, reimbursement requests, and inventory cards.
2. Consultant Selection. The subgrantee, with the assistance of the DHP, must hire a principal investigator within two months of the signing of this agreement. Recruitment and hiring must follow DHP procedures and Department of Interior guidelines as explained in the "Subgrant Administration Manual." The DHP will have final approval of the principal investigator selected. The principal investigator must be qualified according to the requirements for State Historic Preservation Office staffs, as appropriate, which are specified in the National Historic Preservation Act (see the "Subgrant Administration Manual").
3. Consultant Training. The principal investigator, project assistants, and the project director may be required to attend a training session in Madison prior to beginning work to be trained in DHP survey procedures.
4. Completion Schedule. All products must be completed according to the schedule specified in the Project Completion Schedule (Attachment E). Final products must be submitted by the project completion date. Non-compliance with the schedule is considered grounds for terminating the subgrant.
5. Reconnaissance Survey. The project must begin with a reconnaissance survey of the LaCrosse city limits minus properties included in the LaCrosse Commercial Historic District and an area bounded by the Mississippi River on the west, King St. on the north, 5th Ave. on the east, and Cameron St. on the south side in order to document properties of architectural or historical interest and potential significance. The survey

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Attachment A: Work Program - Page 2

must be conducted according to guidelines described in the "Architecture-History Survey Manual". Products of the reconnaissance survey are:

- a. Negatives, organized by film roll in 9-1/2" x 12" plastic negative preservers and a sheet of contact prints for each film roll. The DHP will explain the coding system and provide the first roll number to be used. A photocopy of the contact prints should be retained by the subgrantee.
  - b. Survey maps, indicating all surveyed properties by a dot or lot lines and referenced by the map code. The survey maps must be approved by the DHP for appropriateness of scale, etc. An original mylar survey map and one print must be provided to the DHP.
  - c. DHP inventory cards, for all inventoried properties, fully completed and with photographs drymounted on the back. The inventory cards are prepared for the DHP, but can be photocopied for the subgrantee. Computer generated cards will be accepted with the prior approval of the format by the DHP.
6. Intensive Survey. This phase of the survey contains three basic work elements: site specific research, preparation of district survey forms, and the preparation of the survey report. Each of these elements is described below. They are more fully discussed in the DHP survey manual.
- a. Site specific research. Historic research must be conducted on all properties potentially eligible for the National Register of Historic Places or within a potential National Register historic district.

The DHP requires receipt of the Historibase diskette used for the survey. A complete printout of the diskette will be given to the subgrantee, preferably with photos attached.

- b. Preparation of district survey forms. District survey forms, fully completed and typed, must be prepared for all districts identified by the principal investigator with the assistance of the DHP. A list of all properties and their classification as contributing or non-contributing must be attached to the form.

Large scale mylar maps must be prepared for each proposed district, and a print of each district map must be attached to the survey map. The district maps must be reduced to 8-1/2" x 11" for inclusion in the survey report and

CITY OF LACROSSE WORK PROGRAM

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Attachment A: Work Program - Page 3

attachment to the district survey form.

- c. Preparation of intensive survey report additions. The intensive survey report additions must be prepared according to the guidelines in the intensive survey manual. All themes represented in the history of the survey area not addressed by the 1984 survey must be addressed, in addition to updating the following sections:

1. Historical Overview (including early settlement, historical overview, and physical development)
2. Architecture (organized according to the styles and forms listed in the survey manual)
3. Designers, Engineers, and Builders (including biographical information and subdivided by architects, landscape architects, engineers, builders and contractors, and other designers)
4. Notable People (including biographical information on major figures in the community's history and referenced to buildings or sites associated with them)

Typed drafts of report chapters must be submitted for review according to the project schedule, and not less than eight weeks from the project completion date. At least eight (8) copies of the report must be submitted to the DHP by the project completion date. The subgrantee should retain at least three copies.

7. Public Education. The subgrantee will sponsor at least two public meetings during the course of the project. It will be necessary for the principal investigator and the DHP to participate in both public meetings. The first meeting, to be held near the beginning of the survey project, should introduce the project and the principal investigator to the community. The second meeting, to be held toward the end of the survey, should include a formal presentation of survey findings by the principal investigator. At one of the meetings the DHP will explain the National Register of Historic Places program. Additional public meetings can be held at the discretion of the subgrantee and the DHP as necessary. A copy of the script and slides from the presentation must be submitted to the DHP by the project completion date.

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8. National Register Nomination. A National Register of Historic Places nomination for a residential district, as approved by the DHP, will be prepared at the conclusion of the survey according to the guidelines promulgated by the National Register and in the format specified by the DHP. A draft of the nomination must be submitted for review by the DHP according to the project schedule.

The following items must be submitted for the nomination by the project completion date. Each is more fully described in the intensive survey manual.

- a. The original, fully completed, typed National Register of Historic Places Inventory-Nomination Form (10-900).
- b. Two 5" x 7" black-and-white prints of each photo submitted, labeled as specified by the National Register and the DHP. Negatives, organized in plastic negative sleeves, must be submitted to the DHP.
- c. 35mm slide coverage that fully documents the significance and appearance of the historic district. Slides must be labeled as specified by the Division of Historic Preservation.
- d. Original USGS quadrangle maps as needed to identify the nominated district. The maps must be labeled as specified by the National Register and the DHP and must include construction lines for the calculation of UTM coordinates.
- e. An archivally stable 8-1/2 x 11" map of the district is required. The map should indicate if properties are contributing or non-contributing, addresses, and district boundaries.
- f. A complete list of all current property owners as listed in the land or tax records and current within one month of the project completion date is required. It is the responsibility of the subgrantee to amend the ownership list as necessary after the nomination is scheduled for a Review Board meeting.
- g. The full text of the nomination on diskette.
- h. One completed nomination submission checklist.

Approximately one month before the scheduled Review Board date the DHP will sponsor a public meeting to inform property owners and other interested parties about the National Register program. The subgrantee and principal investigator are

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encouraged to assist with the arrangements for the meeting.

The subgrantee will be responsible for the presentation of the nomination to the State Historic Preservation Review Board. Any corrections or additional information required by the State Review Board or the National Park Service shall be provided by the subgrantee. Any costs associated with these corrections are not part of this project budget.

9. Acknowledgment of Federal Assistance. An acknowledgment of federal funding must be made in any publication or slide or video production resulting from this project (See Section 7 of the "Subgrant Administration Manual"). The standard acknowledgment that must be used is stated in the manual. Press releases, speeches, and other dissemination of information by a subgrantee regarding grant-assisted projects must also acknowledge the support of the National Park Service and the State Historical Society of Wisconsin. Future publications, materials, or projects that result from this grant-assisted project must acknowledge the federal support.