



Cornerstones December 2021

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*Treasures of
La Crosse 2021:
Charmant Hotel
\$25*

*PAL 2022
Calendar
\$15*



This year's Treasures of La Crosse ornament is The Charmant Hotel (also known as the Joseph B. Funke Candy Co. Building). Also, as part of a new education and fundraising initiative, we're offering our PAL 2022 Calendar: Beautiful Architecture of La Crosse. This attractive 12-month calendar will showcase historic properties throughout La Crosse. Each month will feature a different property with a full-color modern photograph, a black & white historic photograph and information about each property.

The ornament faces minor production delays, but will be available soon. However the calendar is available NOW! More ordering info inside. You can also contact us using the information below with any questions. Thank you for your support!

PAL – Preservation Alliance of La Crosse
119 King Street, La Crosse Wisconsin 54603
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A Message from PAL's President

Happy Fall/Winter to our Friends in Preservation!

It is hard to believe, but we are nearly at the end of 2021! Like many groups such as ours, we have been quietly active behind the scenes, though we have not been able to do public events with this pandemic having affected the past year. We did not hold our annual Heritage Awards Banquet in May, as we usually do, because the vaccines were not widely available then. We tried to reschedule it for October, however, the new Delta variant made us feel we needed to cancel that event, too. The same with our typical Holiday Party at a historic home in the La Crosse area. So, we regret we have not been able to see you all in person. But, we have been busy. We've been discussing ways where we can help see change with our historic preservation ordinance so that historic structures such as the Jehlen Building on Third Street will not be so easily torn down in the future. We have a new ornament that we are selling this holiday season, and we've added a new item, a calendar highlighting historic buildings in our community! There's also good news for a



Photo: Trimbell house, courtesy of Jenny Zettler, 2021

West Salem, WI home owned by board members Marc & Jenny Zettler. The Trimbell house, a prairie style home designed by architects Percy Bentley and Otto Merman in 1919, completed in 1920, has just been listed on the Wisconsin State Register of Historic Places! Congrats on a well-deserved honor!

We also once again are participating in the Rotary Lights as one of over 80 nonprofit volunteer groups!

So, let's all stay safe, and we are looking forward to seeing you all on the other side of this, hopefully in Spring 2022! Happy Holidays, Happy New Year, and buy a calendar and an ornament to help support PAL!

Barbara Kooiman

President - Preservation Alliance of La Crosse

Combating Demolition By Neglect

By David Riel



Jehlen Building demolition. Photo courtesy of Laura Godden.

In the book *Historic Preservation for Designers*, author Peter B. Dedek writes in part:

“Demolition by neglect occurs when building owners purposely or inadvertently allow buildings to deteriorate to the point that it is no longer feasible to rehabilitate them... If too many buildings become derelict or are destroyed by fire or demolition, a historic neighborhood becomes increasingly fractured...los[ing] its sense of unity and identity.”

Written in 2014, the passage is eerily similar to what we’ve seen in La Crosse recently. Regardless of historic status, whether on-purpose or inadvertent, *it should never* be the case that a building like this is allowed to become a public safety hazard.

The City of La Crosse needs to ensure the Jehlen Building misfortune doesn’t become a norm. The city should establish minimum maintenance provisions, defining conditions and types of damage to be considered inexcusable, requiring immediate repair. For various reasons, buildings deemed or believed to be vacant need to receive far greater attention and oversight than occupied buildings.

To avoid the dangers posed by deteriorating or vacant buildings, the appropriate municipal departments need to assert a right to review potential cases *well before* a public safety hazard is declared. Simply put, this type of destruction is avoidable.

All of us should tell our City Council member and Mayor Reynolds to protect and maintain our historic downtown for the benefit and safety of everyone.

Treasures of La Crosse

2021 Collectible Ornament:

The Charmant Hotel



The Charmant hotel in downtown La Crosse, Wisconsin is the renovated Funke Candy Co. factory, constructed in 1898 and in operation for 35 years. According to La Crosse Tribune files, during its heyday, the factory employed 250 workers. In 1926 it produced 175 tons of high grade packaged candies, 150 tons of bulk chocolate, and eight million candy bars including the premium Charmant line.

Architectural details of the original structure, now a historic landmark, have been preserved including maple wood flooring, wood beams, and exposed brick. Some say these materials still emanate the sweet smell of candy. The Charmant Hotel's connection to local history goes even deeper. The hotel is located on the site of the very first building in La Crosse, a log cabin constructed by fur trader Nathan Myrick in 1842. A plaque memorializing this distinction can be seen on the property.

The hotel pays homage to this rich history by celebrating the golden era of candy manufacturing. Charmant is French for "charming," reflecting the hotel's friendliness, whimsy, and allure.



<p align="center"><u>Ornament Mail Order Form</u></p> <p>2021 Charmant Hotel _____ @ \$25.00 2020 Gundersen Cottage _____ @ \$25.00 2019 Magill Bank _____ @ \$25.00 2018 Cargill Pettibone _____ @ \$25.00 2017 Public Library _____ @ \$25.00 2016 Pearl Street West _____ @ \$25.00 2015 Band Shell _____ @ \$20.00 2014 #4000 at Grand Crossing _____ @ \$20.00 2013 Mississippi River _____ @ \$20.00 2011 Grandad Bluff _____ @ \$20.00 2009 The Martindale House _____ @ \$20.00 2008 Holy Trinity Church _____ @ \$20.00 2007 The Pump House _____ @ \$20.00 2006 King Gambrinus _____ @ \$20.00 2002 Pettibone Beach House _____ @ \$20.00 2001 The Ott House _____ @ \$15.00 <u>Shipping and Handling for 1</u> \$5.00 <u>\$1.00 for each additional</u> _____ @ \$1.00 <u>Total</u> \$ _____</p>	<p align="center"><u>Checks Payable to PAL</u> <u>Or</u> <u>For Credit Card Users:</u></p> <p align="center">Visa, Mastercard, Discover, Am. Express</p> <p>Card Number _____</p> <p>Expiration date _____ / _____</p> <p>3 Digit Security Code _____</p> <p>Name as on Card _____</p>
<p><u>Mail form to</u> PAL 119 King St. La Crosse, WI 54601</p>	<p><u>Email form to</u> preservationalliance@gmail.com</p>

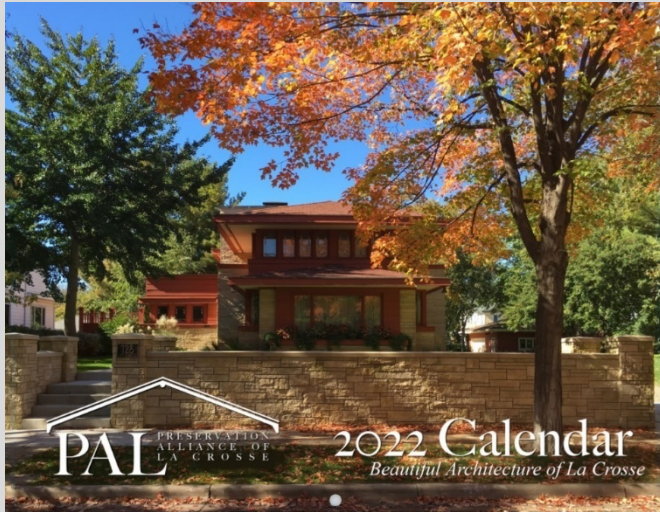
Name _____

Address _____

Phone _____ email _____

PAL 2022 Calendar:

Beautiful Architecture of La Crosse



This year we're offering our new PAL 2022 Calendar, featuring photographs donated by PAL members Roger Grant, David Riel and Marcus Zettler. This keepsake showcases a variety of beautiful La Crosse architecture in different seasons throughout the year, and also includes a historic photo and information about each property.

2022 **FEBRUARY**

January 2022							March 2022						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
30	31	1	2	3	4	5							
6	7	8	9	10	11	12							
13	14	15	16	17	18	19							
20	21	22	23	24	25	26							
	28	1	2	3	4	5							
	7	8	9	10	11	12							



Photo courtesy of the Gundersen Family.

Gundersen Cottage
1000 US Hwy 14/61
1918
Scandinavian/
Arts & Crafts

Dr. Adolf Gundersen
and his wife Helga hired
architects
Bentley & Merman
to design this
Scandinavian-inspired
cottage on the north
end of Barron Island.

Facing the main
channel of the
Mississippi River,
the cottage features
decorative
woodwork and carvings,
leaded-glass windows
and a massive stone
fireplace.



Preservation Alliance of La Crosse has been serving La Crosse and the Coulee Region in historic preservation efforts since 1976. The following members contributed photos to this calendar.

Roger Grant is a Photographer and Professor Emeritus of the Art Department, UW-La Crosse.

David Riel is a Freelance Artist and Designer.

Marcus Zettler is a Preservation Architect and managing partner at Zettler Design Studios LLC, a full-service Architecture Firm with a focus on Historic Preservation.

Preservation Alliance of La Crosse, Inc.
119 King Street - La Crosse, WI 54601
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www.preservation-alliance.org

Proceeds from this calendar will help us promote appreciation for and preservation of historically significant places in La Crosse and the Coulee Region.

Thank you very much for your support!

Treasures of La Crosse
2021 Collectible Ornament:
The Charmant Hotel
and
PAL 2022 Calendar:
Beautiful Architecture of La Crosse

can be purchased at www.preservation-alliance.org or from the vendors listed below, and PAL would like to thank them for their support:

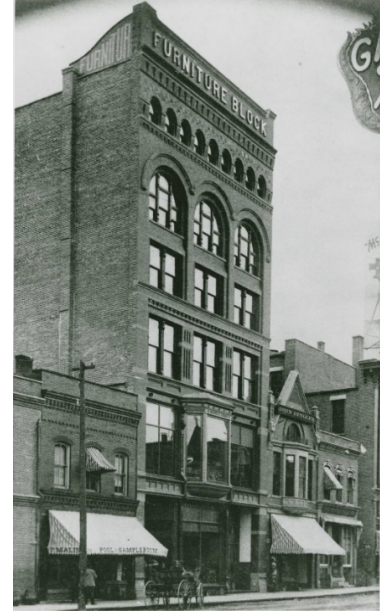
- The Accountant's Office – 1353 Caledonia St.
- Charmant Hotel – 101 State St.
- Designing Jewelers – 314 4th St.
- Finnottes – 417 Main St.
- The Pump House – 119 King St.
- Satori Arts – 201 Pearl St.
- TJ's Cheddarhead Store – 215 Pearl St.
- River City Gallery – 321 Main St.
- Gundersen Hospital Gift Shop
- Mayo Hospital Gift Shop
- Treehouse Gifts – 9546 E 16 Frontage Rd, Onalaska

The ornament faces minor production delays, but will be available soon. However the calendar is available NOW!

Tillman Brothers Furniture Building (Leithold Music), 116-118 4th Street S, La Crosse

by Jenny Zettler

Frozen Music in the City of La Crosse! What is now the Leithold's Music building began its life in early 1890 as the Tillman Brothers Wholesale and Retail Furniture Store (est. 1859). Historic photos of this building show a wood storefront at ground level with a Queen Anne style transom in the center of the three bays. The second-floor storefront featured an oriel window. Two cast iron columns extended from grade to the top of the second-floor windows. Windows on the third and fourth-floors are separated by a brick belt course. Fifth-floor features window openings defined by massive brick arches. Small arched attic windows, detailed brick corbeling, and a pressed tin sign capped the building.



Later renovations removed the original storefront, cut down the sign board, and introduced a prism glass transom. In 1964, Leithold's Music took ownership of the building and modernized the façade by covering the storefront transom with a large red sign, removed the second-floor windows and installed stucco panels, a new aluminum storefront replaced the bronze storefront, and the cast iron columns were clad with a yellow enamel metal panel system.



Above: Tillman Brothers Building looking northwest. Circa 1911. Courtesy of Murphy Library Special Collections, University of Wisconsin – La Crosse. **Left:** Leithold's Music photo, courtesy of Marc Zettler, 2019 **Right:** Leithold's Music photo, courtesy of Marc Zettler, October 2021



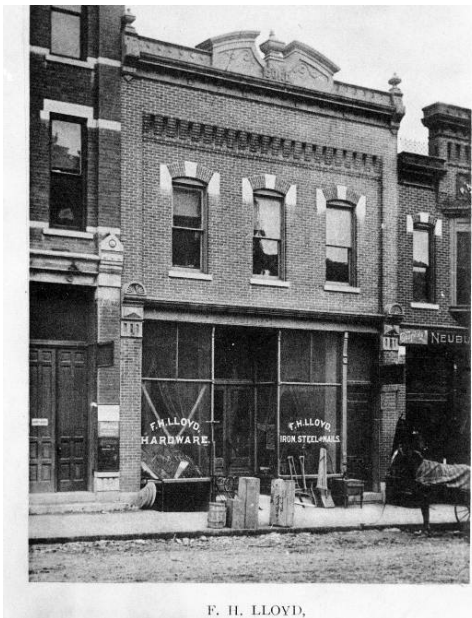
Historic Restoration work: This building was already contributing to the La Crosse Commercial Historic District and eligible for State and Federal Historic Tax Credits. An architecture

and engineering study was completed in December 2019. Zettler Design Studio, LLC completed architectural drawings in August 2020. Construction started in early 2021 and is scheduled to wrap up this winter! Façade restoration work included: a new aluminum frame storefront, including new lighting and vestibule on first floor, restoration of the historic prism glass transom, a new wood frame storefront on second floor, restoration of original windows on the third floor up to the attic; masonry restoration including tuckpointing, paint removal (to reveal the original brownstone), minor structural corrections; HVAC alterations to remove exhaust vents from window openings; rear window restoration on first through fifth floors and masonry restoration on the entire façade.

Newburg Menswear Building, 320-328 Pearl Street, La Crosse

by Jenny Zettler

130 years of change, new life brought into 4 adjacent buildings on Pearl Street. The buildings: 326 Pearl Street, historically the Gund Building, c. 1888 by Gund Brewing, 324 Pearl Street, historically the Newburg Menswear Building, c. 1888 as residence and commercial space for Peter Newburg Company, 322 Pearl Street, historically the Miller & Horne Building, c. 1889, and 320 Pearl Street, historically the Trane Building, c. 1889 by James A. Trane & Company.



F. H. LLOYD,



Left: View looking south at Gund Building, 326 Pearl Street. Circa 1892. Courtesy of Murphy Library Special Collections, University of Wisconsin – La Crosse. **Center:** View looking southwest at 324 Pearl Street. Circa 1950s. Courtesy of La Crosse Public Library Archives – La Crosse. **Right:** View looking south at Trane Buildings 320 Pearl Street. Circa 1892. Courtesy of Murphy Library Special Collections, University of Wisconsin – La Crosse.

Newburg Menswear Building, 320-328 Pearl Street, La Crosse

by Jenny Zettler

Historic photos of these four buildings show first floor wood storefronts with cast iron columns dividing the bays and recessed door alcoves. Each second floor is composed of brick broken up by double-hung windows capped by arched headers with limestone keystones and anchored by a lug stone sill. Each building a variation on the same theme. Expansion of the Newburg Menswear store and later remodels reconfigured the storefronts and the interior, ushering in an era of white glazed brick, Carrara Glass storefront, and the unfortunate 1973 metal slip-cover.



Above: View of 320-328 Pearl Street looking south. Circa 1980s. Courtesy of Murphy Library Special Collections, University of Wisconsin – La Crosse.



Above: 320-328 Pearl St, photo courtesy of Marc Zettler, 2017

Historic Restoration work: A questionnaire was submitted to the WI Historical Society in early 2019 – the result was that the building's historic status was changed to contributing in the La Crosse Commercial Historic District. Once approved, the building became eligible for State and Federal Historic Tax Credits. Architectural drawings were completed by Zettler Design Studio, LLC in late summer of 2019, construction commenced in fall of 2019.

Newburg Menswear Building, 320-328 Pearl Street, La Crosse

by Jenny Zettler



Above: 320-328 Pearl St, photo courtesy of Marc Zettler, October 2021

Work included: Front façade restoration of all 4 bays of the building, creation of 4 luxury apartments on second floor, roof terrace (for residents), rehabilitation of back and side facades, and “white box” preparation for a first floor commercial tenant. Construction for Phase 1 is wrapping up at the end of 2021!

PAL is now registered with AmazonSmile. Remember us while doing your shopping!





Preservation Alliance of La Crosse
119 King St.
La Crosse , WI 54601

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Yes! I will support historic preservation through membership in the
Preservation Alliance of La Crosse.

Please check your mailing label for current membership status.

Check here if you wish your membership to remain anonymous.

Name

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City/State

Zip Code

Phone Number

Email

- \$250 (Business/Supporting)
- \$100 (Patron)
- \$30 (Household)
- \$20 (Individual)
- \$15 (Senior/Student)

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