



## Cornerstones June 2013

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Dear Friends of Preservation,

PAL is in its fourth decade of promoting preservation in our community and we depend on you, our members, to help us in our efforts. Your support is much appreciated.

PAL is a 501(c)3 non-profit organization and your membership and contributions are tax deductible. Please contribute any ideas or suggestions you might have to help us promote our heritage.

### Are you a current member?

Check your mailing label on page 6. If your name is followed by "2013," you are a paid, current member. If not, please consider joining or rejoining PAL.



**Our next Antique 'N' Flea Market  
is set for Dec.8, 10:00-4:00 Do  
you want to be a vendor?  
Contact us.**

**Is there an issue  
about local  
preservation you  
would like to  
address?**

**The PAL Board  
meets at 5:30 on the  
second Tuesday of  
each month in the  
Pump House  
Conference Room.**

**preservationalliance@gmail.com 608-784-1976**

# 2013 Heritage Award Winners



Tim and Eva Ewers  
Le Chateau/Mons Anderson House  
410 Cass St.



St. Elias  
Antiochian Orthodox Church  
716 Copeland Ave.



William Meyer  
John and Isabelle Elliot House  
1414 Main St.



Dan and Christine Gerleman  
William Ott House  
127 Losey Blvd.

Building photos by Roger Grant



Fr. Dionysios Wilhelm and Richard Markos discuss St. Elias Church  
Barb Kooiman gives award certificate to Tim and Eva Ewers.





A photo in this year's Architectural Treasure Hunt was one of the three personalized Hixon House gates.

The Hixon House is now open for tours Tuesday - Sunday 10:00-2:00.

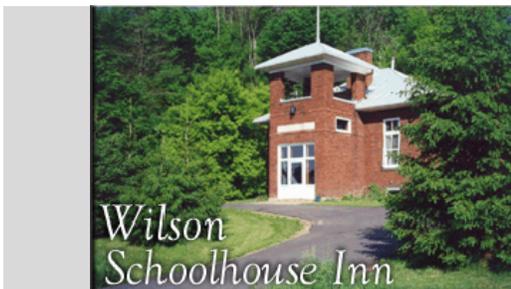
## *Winners of the 2013 Architectural Treasure Hunt*

*First prize: Sandra Wheat,*

*one night stay at the Wilson Schoolhouse Inn*

*Second Prizes: Becky Myer and Opal Tulpo,*

*\$20 gift certificates from Downtown Mainstreet Inc.*



Welcome to new member Dorothy Molina-Rogue who had the winning bid for a PAL ornament and membership in the Pump House-WIZM Radio Auction

**Thanks to Barb Kooiman for giving a free Historical Downtown La Crosse tour and to the volunteers at McGilvray - Seven Bridges Road and Van Loon Wildlife Area for facilitating tours of their park and trail.**

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PAL has created a new scholarship fund in memory of local architectural historian Joan Rausch. We chose to use this fund to award students for research that they might do about local history and architectural history in particular. This spring we awarded our prize for the first year. With the help of Pat Stovey at UW-LAX, a committee of PAL members was able to attend and view the presentations that were entered at the local level for History Day. Projects were done at the junior and senior high levels integrating many types of presentation.

**Winners of the 2013 Joan Rausch Prize are:**

- Exhibit, Senior, Individual Project: Kassidy Wuensch for "The Pearl Button Company"
- Performance, Junior, Group Project: Ashley La Rue and Olivia Moen for "Marinello Company and Beauty Schools"
- Documentary, Junior, Group Project: Carissa Goddau and Claire Stobb for "Adolf Gundersen: La Crosse's Medical Miracle"

If you are interested in contributing to the Joan Rausch Prize Fund for next year, just send your contribution to PAL using the back page of this newsletter. Be sure to specify the amount you want earmarked for this special project.

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**Thanks again to Barb Janssen for her talk on Lustron Homes. Her vacation rental home, the Bluff View House is pictured on the left.**



## A bit of history: The 5th Avenue Theater/Cavalier Lounge

The building at 114 5th Ave. N has gone through many changes and seen some interesting times. The following was contributed by Dick Johnson of Onalaska.

1967: A couple from Indianapolis came to La Crosse, in 1966, with an idea - a Vegas style night club. He, a French/Italian 50 year old, named Gigi Picone, was the manager and Maitre D', and she was a curvy, 20 something Go-Go Dancer with a gift for comedy. The result was a single long form show in the bar, Monday thru Thursday and three dinner shows in the restaurant Friday and Saturday. An elevated stage, for her, was built in the center of that long bar and also in the center of the dining room.

The show was a combination of her demonstration of various dance steps, and her comedienne routine, which was conversing with the (male) customers and responding with witty, and often embarrassing, retorts. It became very popular and the dinner shows were usually sell outs. Also a part of the show was a two piece back- up band, consisting of a drummer and keyboardist/singer, referred to in the ad as "Her Cavaliers Sam and Dick" - Sam was the drummer, and I am Dick (we were 19 at the time and needed a waiver to work in a "21 year old" bar). They wanted a live band, rather than records, so that the music could stop and start at will, to fit her rather impromptu act - we had to be "on our toes".



Thanks to Jason LaCourse and Dick Johnson for photos



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