

PAL PRESERVATION
ALLIANCE OF
LA CROSSE

Cornerstones **Fall 2022**

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Photo: PAL Board Member David Riel

Happy fall everyone! La Crosse is absolutely glowing with the stunning colors of autumn. The combination of beautiful architecture and nature make La Crosse a truly picturesque place to live. Be sure to get out there and enjoy both the architecture and fall colors while the weather cooperates.

We recently had our first PAL Awards Banquet since COVID began. It was a great success and everyone enjoyed themselves. We'd like to thank everyone that attended and congratulate all the award recipients. We could not do any of this work without the support of the community, so thank you. As we slowly move out of this pandemic, we look forward to more opportunities to promote and celebrate our wonderful city.

PAL – Preservation Alliance of La Crosse
119 King Street, La Crosse Wisconsin 54603
(608) 784- 1976
<https://www.preservation-alliance.org/>
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PAL Heritage Award Recipients Photos: PAL Board Member Roger Grant

Residential Restoration/Rehabilitation Awards

Garland & Nancy Amunson
1202 Madison Street (Tausche House)



Richard & Emily Harned
1004 Cass Street (Copeland House)

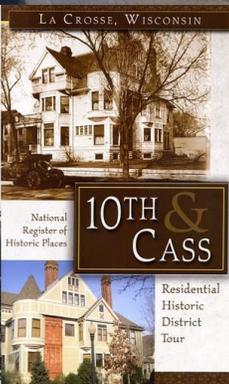
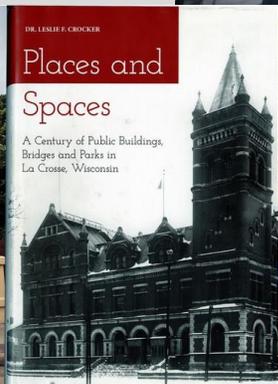
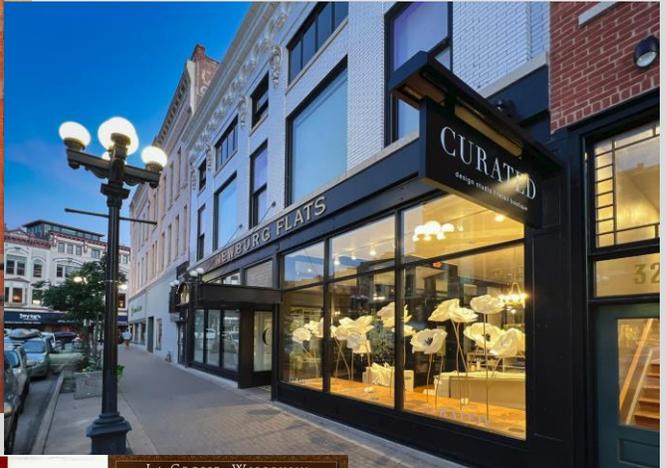


Non-Residential Restoration/Rehabilitation Awards

Leithold Music
116 4th Street S. (Tillman Bros. Building)



Newburg Flats
320-326 Pearl Street – (Edwards & Trane Buildings)



Individual Distinguished Service Award

Laura Godden

Preservation Spotlight

Former Nelson Clothing Co. Building Shines Like A Jewel

Submitted by PAL Board Member David Riel

In February, 2021, the Wisconsin Historical Society added the Caledonia Street Commercial Historic District to the State Register of Historic Places. That summer, Karla Doolittle decided it was time to honor that history. Karla owns Mark Jewellers, located in the former Nelson Clothing Co. store at 1205-1207 Caledonia Street.



Nelson Clothing Co. ca. 1920. Photo: La Crosse Tribune.

The Nelson Clothing Co. originally started across the street at 1200 Caledonia Street. Founded in 1907 by Bert Nelson, the company was so successful in its first few years they quickly realized they needed a much larger store.

The building currently known as Mark Jewellers was constructed through the year 1911 to great fanfare. Opening in March of 1912, the new store was twice as large, allowing for a larger selection of merchandise and needed storage space. The brick storefront featured leaded glass windows in burnished copper and many modern features. The Nelson Clothing Co. continued to grow and eventually moved into the Riviera Theater building next door.

In November of 1969, Mark Jewellers opened in their new location at 1205 Caledonia Street, offering a fine selection of jewelry and quality workmanship.

Like many La Crosse businesses in the 1970's and 80's, there was a desire not to appear historic or "old", and altering a brick storefront with stucco was easy to do.



Kirchner Custom Builders, Inc. stripped off the old, stucco, which caused extensive damage to the original brick. Due to a variety of factors, they were limited in how closely they could replicate the original storefront.

Restoring the original brick would've been cost prohibitive, so new brick of similar size and texture was



Mark Jewellers ca. 2017 (Source: Google Maps) vs. 2021 (Mark Jewellers.com)

chosen. They added a dentil-molded cornice and double-diamond window design reminiscent of the Nelson Clothing Co. The new storefront is sympathetic to its history and a great improvement. PAL would like to thank Karla Doolittle and Kirchner Custom Builders, Inc. for their work improving Caledonia Street!



<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> @ <u>\$5.00</u> <u>\$1.00 for each additional</u> @ <u>\$1.00</u> <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>

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A Custom Fence For A Prairie-Style Home

Submitted by PAL Board Member David Riel

After painting the Ranum-Nelson House and their new garage last summer, owners Travis Tippery and Amy Mader decided the time had come to build a fence.



Photos : PAL Board Member David Riel

Balancing cost, longevity and maintenance concerns, Travis and Amy decided to build the fence from brown-treated lumber. This material would give them the performance of treated lumber, with the appearance of a natural wood like pine or cedar.

They hired local carpenter David Cheek to build the fence, with Travis helping when time allowed. Travis sketched a craftsman-influenced design, mirroring Prairie design elements found throughout the home and garage. Holes were dug to the frost line (about 4-foot deep) and specific posts were reinforced with concrete to increase stability. Travis and Amy hope their fence inspires others to build their own. Working with a carpenter to design a fence might be slightly more expensive than buying pre-fabricated panels, but a custom fence is an investment that can improve the value of your property.

The fence follows the lines of the house and will be stained to match the trim. Beyond providing privacy, it greatly enhances the appearance of the home. Well done!



Photos: PAL Board Member David Riel

Want To Share Your Project?

PAL wants to promote preservation work being done in the community and inspire others to do the same. If you're working to improve a historic property in La Crosse, we'd love to feature you in our newsletter!

Please contact us at (608)784-1976 or preservationalliance@gmail.com and we'll work to feature your project in a future newsletter. Thank you!



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Check here if you wish your membership to remain anonymous.

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- \$30 (Household)
- \$20 (Individual)
- \$15 (Senior/Student)

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