



Cornerstones Spring 2026 **Save the Date!**

PAL Heritage Awards Banquet May 20th.

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The PAL Solstice Party was held on January 3, 2026 at the Historic Frank Burton house, now the home of **Katie Rowan-Koenen & Scott Koenen**.

Frank Burton was a prominent grain broker. While the house was under construction in the 1880s, Burton was marching in a parade at the head of the Republican

Marching Club. He was murdered at the intersection of 4th and Main; the reason remains a mystery to this day. Later that evening, an angry mob was formed and broke into the jail. The murderer, Scotty Mitchell, was hung from a tree outside the courthouse in the only recorded lynching in La Crosse County. Many witnessed the lynching but refused to identify anyone involved, and no charges were brought. Burton never lived in his namesake home.



On November 2, 2025, PAL volunteers helped string lights as part of PAL's service to Rotary Lights. PAL also decorated a tree at Riverside Park for Rotary Lights.

A Message from the President

Greetings members and friends of PAL!

We've had some changes to the PAL Board since the last newsletter. I would like to thank Chuck Summers for his work on the PAL Board as he has recently stepped down. I am excited to announce that we have three new PAL Board members! Welcome to Samuel Lindner, Travis Glasshoff, and Jordan Schloemer who have recently joined the PAL Board.

PAL turns 50 this year! To celebrate this special year, PAL is committed to nominating one building as a Local Landmark each month in 2026. The first two nominations are summarized in this newsletter, Hogan School and the Professional Arts Building. The Hogan School nomination was declined as a demolition permit had already been granted. The Professional Arts Building Landmark Nomination was unanimously accepted by the Heritage Preservation Commission. The nomination was appealed by the owner to the Common Council. **We need your help! Please attend the April 9th La Crosse Common Council meeting and register in favor of upholding the historic designation. We all have a voice and now is the time to show your support for historic preservation in La Crosse.** The third nomination was for Emerson School. It was accepted by the Heritage Preservation Commission in March and will have a final vote at the regular HPC meeting in April. If you can think of any buildings that are worthy of historic designation in La Crosse let us know! We provide assistance in writing Local Historic Landmark nominations free of charge as part of our outreach.

PAL's Heritage Awards Banquet will be a little different this year. The event will celebrate all 50 years of contributions to the Preservation of La Crosse. Think of it like a big preservation reunion for all your friends and colleagues. Save the date for May 20th - you won't want to miss it!

Marc Zettler

President

New Board Members!

PAL has had several changes to the Board since the last newsletter. First, Chuck Summers has stepped off the PAL board. PAL thanks Chuck for his work on the board! Second, We have a new staff person, Ben Richmond. Finally, PAL has 3 new board members: Sam Lindner, Travis Glasshoff, and student member Jordan Schloemer! More about our new PAL Board members:

Samuel Lindner: I'm grateful to have joined the PAL Board in 2025. A lifelong La Crosse resident, I have a deep appreciation for our community and its distinctive history and architectural heritage. Over recent years we've thankfully lost fewer historic buildings, a change owed in large part to PAL's long-standing work.

When I walk La Crosse's streets I often try to reconstruct, in my mind's eye, where once-great buildings stood: the Old Courthouse, the Post Office, the Public Library, City Hall, and many others. While fire and flood are tragedies beyond our control, it's uniquely painful to know that beautiful testaments to our past were deliberately demolished during times when preservation was not a priority. I want to be part of the effort to prevent that from happening again: for myself, for our city, and for the generations to come.

Professionally I work in the financial industry and bring practical experience in web building and technology. I hope to put those skills to work in support of PAL's mission. In my free time I collect historic U.S. coinage and banknotes. I look forward to meeting you and offering a penny for your thoughts.

Travis Glasshoff: I was born in La Crosse but grew up in West Salem graduating from West Salem High School in 1994. I attended UWL attaining a degree in U.S. History graduating in May 1999. I moved back to La Crosse when I purchased my house near Myrick Park in August 2002. I worked in the administration building of Dairyland Power Cooperative from December 2000 through March 2011. I have worked in the support center office of the Kwik Trip headquarters from May 2011 to present. My current title is Service Contract Coordinator as I work with our service vendors. I joined the La Crosse County Historical Society in February 2022 becoming a docent at the Hixon House during the tourist season. I truly enjoy the experience as the Hixon House is a magnificent gem in our city. The guests and riverboat passengers are always friendly and inquisitive and I truly enjoy interacting with them. The Christmas season open house events at the Hixon House are my favorite. They are very special. With my lifelong love of history in general I enjoy doing family genealogy research and have worked to trace ancestry back several generations. Collecting and digitizing/preserving historical family photographs has been a true passion. Finally, I have always had a special interest in electronic broadcasting of the past. As a result I have a few antique vacuum tube radios ranging in age from 1930-1949. Many of which have been electronically restored and are safe to use. I can listen to Brewer game broadcasts or connect my iPhone via Bluetooth and listen to an historic radio broadcast from the 1930s. I have also had a lifelong interest in historic buildings and architecture, so I am thrilled to become a part of PAL as I am truly looking forward to learning so much more about the historic structures in our community and helping to preserve them!

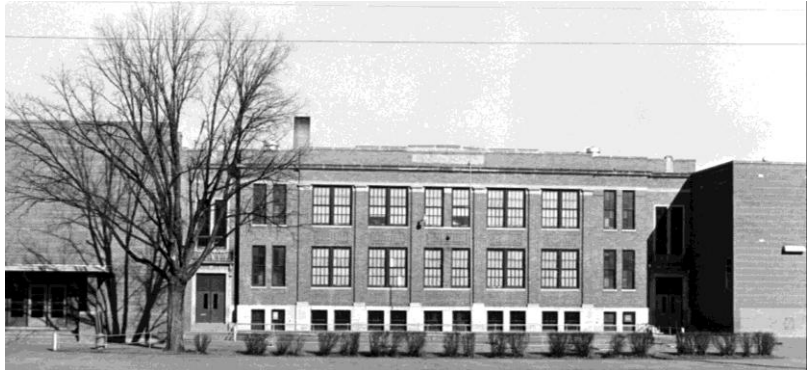
Jordan Schloemer: a UW-La Crosse student PAL Board member, studying Business Management while working as a Service Manager at La Crosse Hy-Vee. "La Crosse has such a rich history, and I am grateful for the chance to take a hands-on role in protecting it."

One we lost: Hogan School – 807 East Ave S., La Crosse, WI

Hogan School, most recently Hogan Administrative Center, 807 East Ave S. was nominated by PAL to be a Local Landmark on October 1, 2025.

Unfortunately, the nomination was not accepted as the owner had obtained a demolition permit prior to the nomination.

The original structure was designed by notable architect Hugo Schick of the firm Stolze and Schick and dedicated on



View looking east at Hogan School Ca. 1980. Courtesy of University of Wisconsin – La Crosse Murphy Library Special Collections.



Marc Zettler photo: Detail of front doors, south pair, at the west façade of Hogan School. September 2025.

April 2, 1900¹. This structure was struck by lightning two days before the end of the school year on June 9, 1920 and burned to the ground². Within 2 days, locally renowned architect Otto Merman (1890-1935) began work drawing up temporary school quarters housed by one-story wood-framed buildings³. He then developed plans for a permanent school, issuing them on September 3, 1920. The drawings beautifully detailed a cutting-edge school for that time. From the La Crosse Tribune and Leader-Press on September 4, 1921: Tall ceilings and windows in classrooms, and even the basement level, provided ample daylight. This was due to the foresight of the architect of the original school, Hugo Schick. Merman reused the limestone foundation walls of the old school and also reused some of the window openings. A small gymnasium occupied most of the basement floor with classrooms on the first and second floors. A cutting-edge feature was the teacher's lounge – a first of its kind in La Crosse. Construction was completed and the school opened in September 1921⁴.

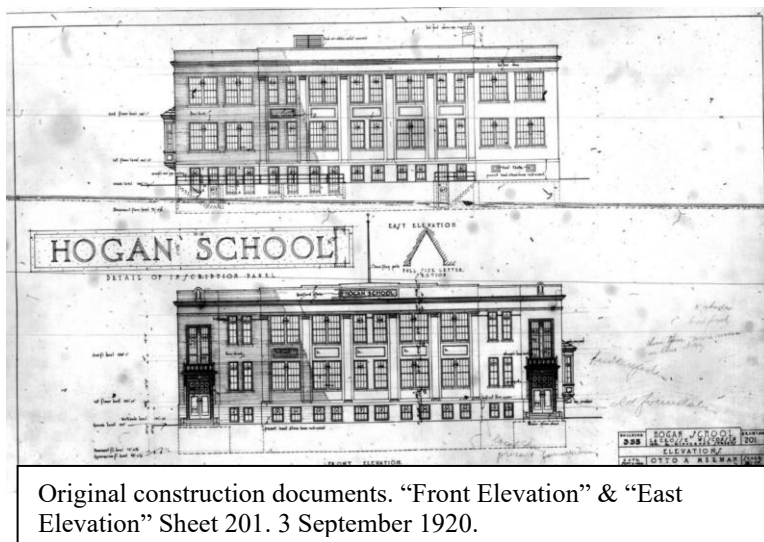
Hogan school was a two-story structure of limestone walls to first floor level topped with multi-wythe brick construction expertly proportioned in the neo-classical style. Construction was fire-resistant and durable with

floors of reinforced concrete and use of wood kept to a minimum. The original building had a symmetrical front façade featuring a pair of doors on the north and south ends with ornate limestone surrounds. Above the doors are a pair of tall punched window openings separated by a limestone pilaster with ornate Corinthian capitol. The end bays are recessed from the main façade to avoid building over the foundations of the two towers that were part of the previous school building. The bays adjacent to the doors are identical with two punched openings at the garden level each with a slender punched opening above. Moving toward the center of the building are two more bay on each side, each with two small punched openings in the basement

and a large window opening on each floor separated by a brick pilaster with Doric capitol. The stacked brick panels separating the first and second floor windows featured a course of rowlock brick. All windows had limestone lug sills and shared a continuous limestone header at the second floor. Above the limestone band was a continuous limestone cornice and a simple parapet. The middle bay had a carved limestone panel with the inscription “HOGAN SCHOOL”. In 1921 the school district was able to add the entire block to the north for a playground, doubling the size of the property⁷. The playground had a depression low enough to be flooded for a skating rink in winter, but became a mud pit in spring. The increase of children with the baby boom occurring after WWII required more classroom space. A pair of 2-story additions for gymnasium and classrooms designed by architects Boyum, Schubert and Sorensen were added in 1948 in a respectful manner to the original but in the international style – they are very utilitarian in appearance. The north wing cornerstone was dedicated on May 5, 1949 listing F. R. Schwalbe and Son as the general contractor⁵. The additions were completed by 1950 resulting in



Marc Zettler photo: View of west (front) façade of Hogan School. September 2025.



Original construction documents. “Front Elevation” & “East Elevation” Sheet 201. 3 September 1920.

a school with 17 classrooms and an optimum capacity of 550 students⁶. In 1955 the playground was filled with concrete debris, etc. from various sewer projects and covered with dirt and bituminous pavement⁸. A much later addition for a loading bay was also added, but was out of character with the rest of the school. The school continued to serve area school children for over six decades until the 1980s when it was converted to the School District of La Crosse’s Administrative Offices, due to declining enrollment⁹.

¹Snowberg, Janice. History of Hogan School. 1980. P3

²Ibid. P5

³Kranz, David, “Growing Community Needed Hogan School.” P3

⁴ Snowberg, Janice. History of Hogan School. 1980. P6

⁵Ibid, P10

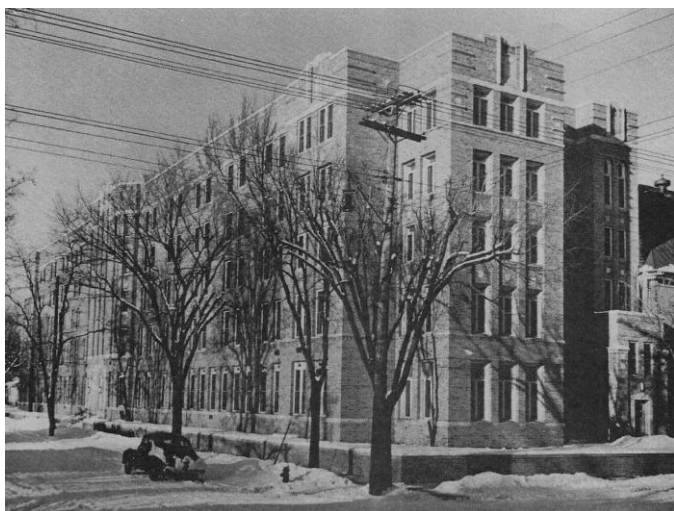
⁶Ibid, P10

⁷Kranz, David, “Growing Community Needed Hogan School.” P3

⁸Snowberg, Janice. History of Hogan School. 1980. P11

⁹ Kranz, David, “Growing Community Needed Hogan School.” P4

PAL Local Landmark Nomination: Professional Arts Building - 613 10th St. S



View from 10th and Market Streets looking northeast at St. Francis School of Nursing Ca. 1943. Courtesy of La Crosse Public Library Archives.

Originally built as the St. Francis School of Nursing, the Professional Arts Building is a five-story structure of multi-wythe brick bearing wall construction with limestone trimmings in the Neo-Classical/Beaux Arts style, completed in 1942. The building has a Greek Cross motif in masonry, which since has become a universal sign of medical aid and compassion. The main entry projects from the façade by a few feet to act like a bay window. A round-top arch is centered in this projection. The door and transom are a modern storefront system. There is a small vertical slit window flanking the door on each side. Limestone trim surrounds the door. Each of these windows has a

carved limestone emblem centered above them with the inscription “AMOR VINCIT”, meaning “love conquers”. An abstracted band of dentils steps from the outside pilaster rising to the underside of the second-floor window sills. This framed the original sign which read “ST FRANCIS SCHOOL OF NURSING” but now states “Professional Arts Building”.

There is a large vertical limestone cartouche above each of the three center windows at the parapet of this part of the building, separated by pilasters that project up with limestone caps and additional limestone bands to give horizontal emphasis. The main part of the façade on each side of the center bay is nearly identical with a series of pairs of windows on each floor. The fifth floor has a stylized limestone capital between each pair of windows with a limestone diamond centered at the parapet. Overall the building is well proportioned with restrained but intentional detailing.

The nursing school started in 1902, necessitated by steady growth of the hospital since its founding in 1883. Sienna hall (Bishop’s Residence) was purchased from the Catholic Church in 1922 to house the nursing students, and St Ann’s Maternity Hospital (recently demolished) was completed in 1927.¹ Demand for better facilities by the Wisconsin Department of Nursing resulted in building plans by renowned local architects Parkinson and Dockendorff in April 1941. The structure would be five stories tall, house 160 nursing students, provide



Class photo at front door of Nursing School Ca. 1948. Courtesy of La Crosse Public Library Archives.

classroom space and cost approximately \$400,000.² Standard Construction Co. of Minneapolis was the general contractor, Clark-Bracken, Inc. electrical contractor, and Al Braunec the heating and plumbing contractor.³ The 5-story building faces west on 10th street with a 2-story gymnasium facing Ferry Street. The first floor was devoted to administration offices, classrooms while the second floor housed a library, demonstration room, tea rooms, and kitchenette. Plans also called for a “Candy and Ice Cream



Detailed view of the parapet detail above the main entry at the School of Nursing. October 2025.

Room”. The upper floors contained 51 dormitory rooms with a living room for gathering, storage and laundry in the basement. An underground tunnel connected to St Francis Hospital. The building was heated by a Trane system. One of the features was a call and sound system operated from the central office.⁴ Completion was delayed due to WWII material shortages,⁵ with a formal dedication by the La Crosse Diocese on May 1, 1942.⁶ In 1967, nursing students began transitioning to the associated Viterbo University’s 4-year Baccalaureate program⁷ - the building was used as a nursing school until the final class graduated in 1970.⁸ St. Francis School of nursing became the largest of the 4 schools of nursing in La Crosse, and had the most longevity. In 1971 the renamed St. Francis Education Building⁹ contained various offices, centers for pain relief, mental health, and a dentist. The skywalk and rear addition with elevator and interior renovation was designed by Carl Schubert and Associates.¹⁰

¹Larkin, Virginia. “A Tradition of Caring.” 1989. P13

² La Crosse Tribune. “Plan \$400,000 Nurses’ School.” 18 April 1941. P1

³ Ibid. P1

⁴ La Crosse Tribune. “Plan \$400,000 Nurses’ School.” 18 April 1941. P2

⁵ La Crosse Tribune. “Dedication of St. Francis School of Nursing Planned During Spring.” 31 December 1941. ⁶ La Crosse Tribune. “Bishops Dedicate New St. Francis Nurses’ Building.” 2 May 1942. P2

⁷ Larkin, Virginia. “A Tradition of Caring.” 1989. P16

⁸ Lang, Sister Regine. “A Century of Health Care Ministry.” 1982. P35

⁹ The La Crosse Sunday Tribune. “Hospital Schools of Nursing.” 30 April, 1967. P2

¹⁰ La Crosse Tribune. “Lighthouse Reopens Friday for Drug Aid.” 24 September 1970. P27

¹¹ Lang, Sister Regine. “A Century of Health Care Ministry.” 1982. P35



View of the west façade at the School of Nursing. During the St. Ann’s demolition. November 2025.



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