The Social History of the House at 1328 State Street, La Crosse, WI

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ABSTRACT

The focus of this project is an examination of a house eligible to be recognized on the National Register of Historic Places, located at 1328 State Street in La Crosse, Wisconsin. The project discusses Victorian architecture as applied to family homes in La Crosse. This study pays further attention to the style of architecture known as the Queen Anne as it is seen at the house at 1328 State. This subject also includes the genealogy of the historic structure and examinations of its changes in architecture as a result of changes in the social conditions of La Crosse. Included in the genealogy is an examination of the residents of the house, starting with the Schilling family and leading to the current occupancy of the house by a UW-La Crosse sorority, Alpha Xi Delta.

INTRODUCTION

According to J. Carter Brown, “houses are organic testaments of the life that’s been lived in them,” and these lives tell a story of the social changes that have taken place in the city of La Crosse.\(^1\) Understanding the unique history of the life of area houses will encourage an appreciation for those who founded La Crosse and have helped create the city that exists today. Studying the house at 1328 State Street will begin that process, because it embodies the material and social conditions of its time period.

Kelly Sinclair, the director of the National Trust’s Center for Historic Houses says, “private owners of older houses make up the largest and most diverse segment of the historic preservation community.”\(^2\) To examine the buildings in the hands of private owners in La Crosse, one can look at the Historic Residential District, specifically at the structure known as the John Schilling House, located at 1328 State Street. A team of researchers conducted an architectural and historical intensive survey on the city of La Crosse in 1983-84, which was updated in 1995. The survey noted several local houses and buildings as being either eligible or not eligible to be included on the National Register of Historic Places. Potentially eligible buildings must be 50 years of age, display historic integrity, and meet the published criteria of the National Register of Historic Places.\(^3\) In 1983, there were fifteen buildings on State Street which met the criteria for the National Register of Historic Places. In 1995, only 3 remained, including the Schilling House.

ARCHITECTURE

The house located at 1328 State Street was built in 1890-1891. At the time the house was built, there was an incredible period of growth in La Crosse. These rapid changes in the city impacted the construction of family dwellings. Joan Rausch, author and researcher of the Architectural and Historical Survey Report, said,
“the boom period of economic development during the 1880’s and 1890’s in LaCrosse coincided with the late nineteenth century period of experimentation in American Architecture. Consequently, the construction of quality housing during this period in LaCrosse was facilitated and enhanced.”

At this same time, many American cities experienced a manufacturing and development boom. As a result, domestic architecture began to reflect the growing optimism found in the American people. Carol Rifkind, a writer for Historic Preservation Magazine, said, “the era’s raw materialism found expression in larger, more freely planned dwellings of exuberant form and elaborate detail.” Out of this preference for detail and pride in the appearance of one’s home, came the Queen Anne style of architecture, which dominated much of American house building from 1880-1910. The Queen Anne, named after Queen Anne of England who reigned from 1702-1714, originated in England with an architect named Richard Norman Shaw. In England, Shaw built his Queen Anne houses mostly of brick and stone, but American house builders later adapted his designs to fit modern styles and interests.

Jean Dunbar, an author on this type of architecture, described the style:

Queen Anne’s have asymmetrical plans with turrets, bays and complex roofs. Their distinctive exteriors feature combinations of clapboards, brick, stone, and shingles; luxuriant detail, including roof and porch brackets, turned balusters, roof ornaments, carved doors, and stained glass; and polychrome exterior color schemes.

The popularity of this style of architecture was enhanced by improvements made in the building industry. It became easier to hire builders, and there was less need for an architect due to the availability of patterns that circulated in carpentry handbooks. Rausch reported that, “by the end of the second half of the nineteenth century, everything from the base, to the ridgepole, to the windows, door, and ornaments came from the factory. Only a few laborers were needed to erect a complete building of parts selected from a catalog like Sears and Roebuck Catalog.”

A notable feature of the Queen Anne style home is the wide use of color on the exterior. This aspect of the design is what made the home a show piece, and recent advancements in technology directly affected this trend. For the first time in history a wide variety of color choices became available for domestic use, spawning the difference between the American version of the design and the stone version advocated by Shaw. Roger Moss, the author of Victorian Exterior Design, explained, “the use of the richer colors was also encouraged by the American paint companies who wanted to create a market for their ready-mixed products.” Paint company advertising, exemplified in an article in the November, 1885 issue of House Painting and Decorating magazine, also encouraged the use of extra color by appealing to house wives of the day and claiming to liberate their creativity and encourage the feathering of their nests. The article said, “the ladies of a household are now enabled to exercise their proverbial taste, and have a voice in the selection of colors for the beautifying of their dwellings.” As a result, homeowners began to paint their homes using a palette that included several hues. Very distinctive by Victorian standards, the color schemes usually included a variety of shades in the yellow and orange families and several shades of dark greens and blues. The colors were never very bright, but were more related to earth tones.

The growth of the city of La Crosse, combined with growing industrialism and materialism of the nation as a whole, directly affected the architectural styles of local homes,
specifically the home located at 1328 State Street. In addition to these influences, the Schilling home reflects social and ethnic trends within the city of La Crosse, which have affected the ownership of the house as well as many of its cosmetic features. The changing conditions within the community of La Crosse, specifically the slowing of the economy in the early twentieth century and the growth of the University of Wisconsin-La Crosse, directly affected the use of the house, changing 1328 State Street from a family home, to a boarding house, and finally to the sorority house it is today.

METHOD

The research for this project included the use of a combination of primary and secondary sources. The most significant primary source was the house itself, but in order to understand certain elements of the structure, preliminary research consulted secondary sources that explained how to ‘read a house’ for its social and historical value. This project also contains secondary sources to provide better understanding of late nineteenth century architecture, specifically the Queen Anne style home.

The author examined tax reports, Sanborn Fire Insurance Maps, plumber’s reports, and other public documents to learn about the structure of the home. When researching the occupants of the house, the author then examined City Directories and United States Census Reports. Once the research involved more recent decades, studies made use of photographs and scrapbooks belonging to the Alpha Xi Delta sorority. These scrapbooks aided in understanding a floor plan as it existed before the fire that nearly destroyed the Schilling home in 1993, and the changes that took place when it was subsequently rebuilt (Figures 3 and 4).

RESULTS

THE QUEEN ANNE IN LA CROSSE

Due to the extra detail necessary to satisfy all of the decorative requirements of the Queen Anne, the homeowner had to make sure he could afford to choose this style of architecture. As a result, the Queen Anne became the predominant architectural style of the elites in La Crosse. The amount of detail on the exterior of one’s home came to symbolize the stature of the family that dwelled within. Structural evidence gathered for the architectural survey demonstrated the tendency of the wealthy class of La Crosse to remain in the area along Cass Street and north to State Street.12 It is in this area that many homes, including the Schilling House at 1328 State Street, have survived and are included on the list of potentially eligible for the National Register of Historic Places. The survey had this to say about the residents of this neighborhood,
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. Although the district was the most important historic residential neighborhood in La Crosse, there was little building activity until the mid-1880’s, when the prosperity of the lumbering era began to transform LaCrosse from a sleepy shipping and commercial town into an important lumbering city.13

There is some architectural evidence of the social division between the neighborhood of State and Cass Streets and some other sections of La Crosse. In the State and Cass Street district, homes contain many fashionable elements of 19th and 20th century style. These homes display stained glass and decorative tiles and paneling. The homes in this district also have foundations of solid-cut limestone purchased from local quarries. Lower income neighborhoods have houses with foundations of smaller cut limestone. While lower income neighborhoods also have houses that fit the style of the time period, they generally do not display the decorative detail found in the State and Cass Street vicinity.14

THE SCHILLING HOUSE

The Schilling House at 1328 State was noted by the Architectural and Historical Intensive Survey for retaining its historical integrity and being potentially eligible for the National Register of Historic Places. The survey described the house like this (See Figure 1),

This Queen Anne styled two-story house displays a gable roof with multiple cross gable 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 arch opening in the east gable.

At the time the house was constructed, it was easy to build one’s own Queen Anne style house because the materials and the man power were readily accessible and locally available. An exterior examination of the Schilling House has shown a foundation built of cut limestone, similar to the foundations of other houses built by the contemporary local elite. The limestone used for these foundations was quarried from La Crosse’s Granddad Bluff, and delivered to the community by a railway that ran from the top of the bluff directly down State Street.15 At the time the Schilling House was built, there were four limestone quarries in operation. The quarry that likely supplied the foundation for 1328 State was the Captain Bantum Quarry. This was the largest of the four Quarries, and its main office was located at the corner of West Avenue and State Street, less than two blocks from Schilling’s site.16 The wood for the outdoor paneling as well as the decorative features of the Schilling home would
also have been produced locally from any of the number of lumbering and building companies in the area.

An interior investigation of the house revealed leaded and stained glass windows in the windows facing the street and along the main stair case. Only two local companies are known to have been the source of stained and leaded glass windows in La Crosse, only one of which had been established at the time of the house’s construction. This was the Segelke-Kohlhaus Company, established in 1857. Rausch reported that the company produced “sash, doors, blinds and other materials for building. . . Along with other services offered to their customers, the company created stained glass at their plant from designs chosen by the customer.”17 Due to the nature of this company’s products, the Schilling House likely purchased doors and other ornaments from the Segelke-Kohlhaus Company as well.

AMENITIES AT 1328 STATE STREET

During the period that the Schilling house was built, there were many modern amenities available for La Crosse residents and were included in the original house at 1328 State Street. An examination of early water records show that on August 3, 1891, John Schilling connected the front corner of his lot to the water main under State Street.18 This would have been common in 1891, because the city had approved the construction of extended water mains and as well as a new pump house as early as 1880 in order to help fight fires and combat unsanitary wells. According to the Historical Survey, “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 continues into the twentieth century.”19 When the house was built, the water mains also supplied the Schilling household with modern amenities such as a watercloset with a bathtub and toilet, as well as a kitchen sink, a washbasin, and two laundry tubs.20 The original waterworks for this house were functional and in good repair until at least 1939.

It was likely that the Schilling House also had telephone service when it was built. Rausch reported that “telephone service in La Crosse began in 1878, and by 1880 some 42 lines operated within the city,” leaving ten additional years for growth until the time when the Schilling House was built.21 An interior examination discovered a nook under the main stair-case that was wired for telephone use. Early telephones were usually located in the main parlor or entry way of the house, and the absence of wiring in any other area of the entrance suggests that if there was a telephone, it would have been located in the area under the stairs. It is likely that the house also had electricity, because the street lights on State Street and surrounding areas were already powered by electricity at the time the house was built. Alternative sources of power and heat would have been wood as opposed to gas, due to the availability of lumber from local lumbering companies.22 The house had a fireplace located in the living room- which still exists today- that would have supplied heat. But, original vents can still be seen in older parts of the house which show that the house was heated from sources other than just the fireplace.

THE SCHILLING FAMILY, 1890-1912

John Schilling was born in 1827 in Baden Germany. His wife, Anna, was born in 1844 and the couple had a daughter named Katherine, who was called Katy, born in 1862. The family resided in Germany until 1878 when the entire family immigrated to the United States.23 Once the Schillings moved to La Crosse, John started a tailoring company downtown and experienced a majority of success.24 It is likely that the couple also owned other
properties, because the Federal Census of 1900 reported Anna as a Capitalist, or an owner of property. At some point Katy married August Grupp and the couple had three children; Willie, born in 1886, Henry, born in 1888, and Anna, born in 1890.  

When the Schillings began building their house at 1328 State Street, John was 63 years old and about to retire. When it was built, their house was the last on the block, with no neighbors to their immediate right or left. Sanborn Fire Insurance Maps indicate that the outline of the house was the exact same as it remains today, only a small shelter was located to the right of the back porch that could have been used for storage. There was also another shed along the alley.  

The Schillings built their house for $2000, approximately $38,995 in today’s money, and the couple paid up front for it, no mortgage.  

John Schilling died of dropsy on April 23, 1897, leaving the house to his wife. His funeral was held at the La Crosse Valley Lodge, and was sponsored by the International Organization of Odd Fellows (I.O.O.F.), a German organization in La Crosse that sponsored German speaking meetings and endorsed efforts to sustain their culture. Involvement with the I.O.O.F. shows that John had been a participant in Germanic organizations. The German language meetings may have been especially important because the Federal Census of 1900 reported that Anna did not know how to speak English. Around the time of John’s death, their daughter, Katy, obtained a divorce from her husband, and she and her three children moved in with her mother. The children then began attending school in La Crosse. 

In 1903, Mrs. Kate Grupp was listed as the owner of the house, but Anna still lived there, as did Katy’s three children. By now, however, 17 year old William was out of school and working as a time keeper at the C.B.&Q. Railroad. Sometime between that time and 1911, Anna died, but Katy and her children continued living at 1328. In 1911, William was still working for the railroad, but had become a machinist, as had his 23 year old brother, Henry. By this year, 21 year old Anna was also working in sales. The family of four continued living at 1328 State Street until 1913, when Katy, Henry and Anna moved to 908 State Street. William, still working as a machinist, moved out on his own at this point, and got a house at 123 South 7th Street. Katy Grupp died on October 1, 1955 at the age of 93. At the time of her death, all three of her children were still living in La Crosse. 

THE ZOERB FAMILY, 1912-1921

The next owners of the house were also German immigrants, and perhaps an even more prominent family than the Schillings had been (at least their business has survived to the present date; the Zoerb family started- and continues to run today- the La Crosse Floral Company). In 1912, Carl Zoerb purchased the house at 1328 State Street from Katherine Grupp, and moved in with his wife, mother-in-law, sister-in-law, and children. Carl was born in Germany in 1881, and his wife, Marie, was born in 1883; the couple immigrated to the United States in 1902. Once in the U.S., the Zoerbs added three sons to their family: John, born in 1904, Carl, born in 1906, and Earnest, born in 1909. The Federal Census of 1920 reported that the natural language of Carl and Marie was German, while their three children spoke English and considered it their mother tongue. All members of the family were literate, and the three boys went to public school in La Crosse. 

In 1912, Marie’s mother, Johanna Pimper (born in 1848) and older sister, Johanna (born in 1881) had immigrated to the United States, and moved in with the Zoerb family, coinciding with the purchase of the house. It is likely, based on previous research about the tendencies of German immigrants in Wisconsin, that the Zoerbs had found success in the new
country, and welcomed their in-laws into their home once they were secure enough to support them. Johanna Sr. did not work outside the home, and this was probably enforced because she could not speak English. Johanna Jr., however, worked as a seamstress at 430 Main Street, and Carl was working as the bookkeeper for the La Crosse Floral Company, located at 221 Main Street. By 1919-1921, the La Crosse Floral Company began to experience more success, with advertisements appearing more regularly in La Crosse newspapers and City Directories. It is during this time period that the Zoerbs sold the house.

THE MORRIS FAMILY, 1922-1946

The City Directory first mentioned the Morris Family as the occupants of 1328 State Street in 1922. At this time, John Morris was the recorded owner of the house, residing there with brother, George, and sister Julia. These siblings had two other sisters, Lizzie Deegan, and Caroline Morris, who also lived in La Crosse. When the house was purchased, John worked as a machinist at the National Gauge and Equipment Company. In 1928, John was still working at the Equipment Company, but had become an assembler; Julia and George still lived with John, along with one additional Morris, James, who was a student. A 1941 Sanborn Fire Insurance Map indicated that no changes had been made to the structure of the house, but the small shed to the right of the porch was no longer there. For the first time, however, the house was listed as a rooming house, which may explain the additional bathroom added by Julia Morris in 1939. There was likely a need for housing for industrial workers in La Crosse, but it was also probable that rooms were rented out to students from the local college. The Morris Building was added to the UW-L campus in 1939, which reflects growth experienced by the University at that time. Despite the growth, however, no college dormitories existed until after World War II, creating a need for student housing. This demonstrates that form an early date the University impacted the residents of 1328 State Street, as well as the use of the house itself. Since Julia was not recognized as working out of the home, it is likely that her job was to run the boarding house.

The Morris family lived at 1328 State Street for 24 years; the siblings lived together the entire time, never marrying, while John and George continued working for the Equipment Company as machinists. In 1941, George Morris became a watchman at Modern Laundry and Dry Cleaning Company, and later became a fireman in 1948. Shortly before changing careers to become a fire fighter, the Morris family moved from their large home to an apartment at 1117 Market Street, perhaps indicating that his career change was not voluntary. Joining George, John, and Julia at 1117 Market Street, were the rest of their siblings, Caroline, Lizzie Deegan, and her daughter, Julia. George Morris died from a lingering illness on May 9, 1954, after which all the Morris siblings continued to live together in La Crosse.

THE BURDOIN FAMILY, 1947-1963

In 1947, the Burdoin Family bought the house on 1328 State Street from the Morris’s. Leavitt Burdoin and his wife Leta lived there with their son Leavitt Jr., and Daughter Lexa. Leavitt supported the family with his job as an attendant at the Hillview Service Station, and probably also from rent collected by continuing to use their home as a rooming house. This is suggested by the 1950 City Directory which listed the Burdoin family as occupants of the house along with Roswell and Edgar Eggen, both students, and Elmer Olson, a factory worker at North Engineer and Manufacturing Company. By 1953, the Burdoin’s were still living at 1328 State Street, but Olson had moved to 217 North 7th Street, and the Eggens were
no longer in La Crosse. In 1955, Leavitt Jr. got a job at Trane Company, and one year later, Lexa began working at ER Barron Company. In 1956, Leavitt Jr. married Elizabeth, a key-hole operator at Trane Company, and the young couple moved to 1520 Farewell Street. Leavitt Sr., Leta and Lexa continued living at 1328 until 1964.44

THE HARRY FAMILY, 1964-1971

In 1964, John Harry bought the house from the Burdoins and moved in with his wife Mary, and daughters Margaret, Barbara, and Mary. When the family moved in, John was an office worker at Trane Company. Barbara was the only one of the three daughters listed as having a job, and she was listed as a student. By 1968, Barbara had completed her education and was working as a teacher in La Crosse. Daughter Margaret had since gotten a job working for a clock company, and the other daughter, Mary, was a maid. The family continued to live in the house until 1971.45

ALPHA XI DELTA, 1971-PRESENT

In 1971, the influence of the University of Wisconsin-La Crosse had spread throughout the neighborhood. Many houses in the area had student occupancy and were running into disrepair. It is perhaps lucky that the house on 1328 State Street became the prized possession of a UW-L sorority, or care may not have been taken to ensure it was well preserved for the future.

It is at this time in the history of the house where more photographic evidence can be found in sorority archives which give insight into the condition of the house in 1971 through the present. A 100 year history of the sorority included a 1971 picture of the exterior of the house. (Figure 2.) At the time the picture was taken, the exterior was painted solid brown, with no attention to its Victorian Detail. The only detour from the brown was white paint along the edge of the roof, and on the edge of the top of the side tower. The landscaping did not include an shrubbery along the porch, or on the sides of the house. There were, however, two very large trees between the sidewalk and the street which do not exist today.46 By 1988, however, the sorority had planted the shrubs which exist today, and had given the house a new paint job. Scrapbook photos reveal that the house was painted blue and white (perhaps to reflect the sorority’s colors) in the summer of 1988.47

The interior was likely not treated delicately, a theory derived from the award for “Best Greek Party House” given in 1979. Nine girls lived in the house at one time; the President of the sorority got her own room in the rear of the second floor. The other two bedrooms on the second floor roomed two girls each, and the downstairs dining room was converted to a bedroom which roomed two additional girls. There was one more large room on the second floor which may have been used either as a master bedroom or a sitting room at the time the house was built. When the sorority occupied the house, this room lodged two girls. (See Appendix, Figure 3A and 3B.) Pledge Class scrapbooks reveal that the third floor attic was used as a study area and recreation room until 1993. The living room had faux wood parquet floors, and floral wall paper was on the walls of nearly every room in the house. The original molding was still in good condition, and original doors and vents were still in use. At this time the
nook under the stairs still held a telephone, and porches on both the street level and second story were in good repair and were used frequently.\textsuperscript{48}

In early morning, Sunday, October 25, 1993, the house, and the sorority that occupied it, faced an emergency. After a night of celebrating UW-La Crosse's Homecoming, a fire was started that took the life of one student, and seriously wounded two others. The La Crosse Tribune reported on the incident the next morning, saying “Fire swept through the house at 1328 State Street shortly after 3:30 a.m. . . . The fire started in the back portion of the house, which received extensive damage to the first and second floors and the attic. The rest of the house sustained heavy smoke damage.”\textsuperscript{49} The fire provoked the city’s interest and concern, and vigils were held on the campus of UW-L and articles about the fire made the front page of The La Crosse Tribune several days in a row. An article on October 26 reported that the fire “started on the back porch used as a smoking room. . . a couch and smoking materials were found on the porch.”\textsuperscript{50} The victim of the fire was 20 year old Melanie Pierce, of Maple Plaine, Minnesota; she died on her way to the hospital of smoke inhalation. The newspaper reported that at the time of the fire “the sorority house was in excellent condition, and there was not a party in the house.”\textsuperscript{51}

Although there was no party in the house that night, much debate developed from the disaster concerning the amount of drinking that had taken place that night. Concerned citizens wanted to know if drinking had been a factor in the fire and loss of life. An October 27 article reported that “the medical examiner ruled that alcohol was a contributing factor in Pierce’s death. . . an initial test showed that the blood alcohol content was significant enough in Pierce’s body ‘to impede her ability to get out of the building.’”\textsuperscript{52} A follow up article reported that Pierce’s blood-alcohol content was .237 per cent.\textsuperscript{53}

The damage to the house was so extensive that this episode could likely have been the end of the Schilling House history. When interviewed after the fire, the landlord, Margaret Annett, didn’t think rebuilding the house was even possible. Annett then sold the house and funds were raised by the new landlords and Alpha Xi Delta national headquarters to help with the rebuilding. The house was repaired, making few changes to the original structure of the house, while changing other things to accommodate it’s role as a rooming house for college students. The upstairs bedrooms were re-worked; the large room in the front was split in half; the right half becoming a smaller bedroom and the left became a hallway to the balcony with a large closet for storage. The two bedrooms were rebuilt, but remained similar to the originals. The second floor was made to extend into what had been the second floor back porch. The upstairs bathroom was rebuilt, and the small Presidents bedroom was made larger, taking up space from the back porch. The downstairs kitchen was rebuilt with more cabinets added and appliances re-arranged. The bathroom was completely re-furbished and re-sized to allow for more storage space in the kitchen. The living room was remodeled, but the original fireplace was kept the same. (See Appendix, Figure 4A and 4B.) While all of the original woodwork from the house was either destroyed by fire or removed in the rebuilding, original features still exist today in the entry and stairway. As for the attic, smoke and fire damage has closed this off for good, reducing the size of the house greatly. The new portions of the exterior were also repaired with aluminum siding, and a clear line can be seen today between the siding and the original wood. Even with all of these interior changes, however, the historical integrity was retained at least enough to still be eligible for the National Register of Historic Places.
LIMITATIONS

This project attempted to use two approaches to its methodology, literary resources and material remains. Of these two types of sources, it was no problem finding both primary and secondary documents to assist in the research. One limitation in the literary research, however, is the 70 year waiting period before United States Census Reports can become available to the public. While this law is meant to protect the privacy of the citizens in the survey, it did leave a major gap in information for the topic of this paper. As for the examination of the site itself, it was hard to overcome the loss of structural evidence as a result of the 1993 fire. There were questions about where the boarders had lived when 1328 State Street was a rooming house, and while it is possible that the attic was used for this purpose, because of the fire, it is not possible to investigate that area. The fire also prevented examination of moldings and original plaster to see how the house may have been decorated, or how any of the families may have changed it before it became a sorority house.

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