

United States Department of Interior  
National Park Service



National Register of Historic Places  
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Funke, Joseph B., Company  
other names/site number Funke Candy Company

2. Location

street & number 101 State Street N/A not for publication  
city or town La Crosse N/A vicinity  
state Wisconsin code WI county La Crosse code 063 zip code 54601-3221

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register criteria. I recommend that this property be considered significant  nationally  Statewide  locally. ( See continuation sheet for additional comments.)

Signature of certifying official/Title *Jim Deegan* Date 9/3/14

State Historic Preservation Officer - Wisconsin

State or Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria. ( See continuation sheet for additional comments.)

Signature of commenting official/Title Date

State or Federal agency and bureau

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Funke, Joseph B., Company

La Crosse

Wisconsin

Name of Property

County and State

**4. National Park Service Certification**

- I hereby certify that the property is:
- entered in the National Register.
- See continuation sheet.
- determined eligible for the National Register.
- See continuation sheet.
- determined not eligible for the National Register.
- See continuation sheet.
- removed from the National Register.
- other, (explain:)

*Barbara Coyatt*      *10-22-14*

Signature of the Keeper

Date of Action

**5. Classification**

**Ownership of Property**  
(check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

**Category of Property**  
(Check only one box)

- building(s)
- district
- structure
- site
- object

**Number of Resources within Property**  
(Do not include previously listed resources in the count)

|              |                 |
|--------------|-----------------|
| contributing | noncontributing |
| 1            | buildings       |
|              | sites           |
|              | structures      |
|              | objects         |
| 1            | 0 total         |

**Name of related multiple property listing:**  
(Enter "N/A" if property not part of a multiple property listing.)

N/A

**Number of contributing resources previously listed in the National Register**

0

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions)

INDUSTRY: MANUFACTURING FACILITY

**Current Functions**

(Enter categories from instructions)

VACANT/NOT IN USE

**7. Description**

**Architectural Classification**

(Enter categories from instructions)

LATE 19<sup>th</sup> AND EARLY 20<sup>th</sup> CENTURY AMERICAN MOVEMENTS / Commercial Style

**Materials**

(Enter categories from instructions)

Foundation LIMESTONE

walls BRICK

roof RUBBER

other CONCRETE

**Narrative Description**

(Describe the historic and current condition of the property on one or more continuation sheets.)

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## 8. Statement of Significance

### Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for the National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

### Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

### Areas of Significance

(Enter categories from instructions)

INDUSTRY

### Period of Significance

1898-1933

### Significant Dates

1898

1908

### Significant Person

(Complete if Criterion B is marked)

N/A

### Cultural Affiliation

N/A

### Architect/Builder

Stoltze & Schick (architect: 1898 building)

Northwest Tile Company (builder: 1908 addition)

### Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

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## 9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

### Previous Documentation on File (National Park Service):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

### Primary location of additional data:

- State Historic Preservation Office
  - Other State Agency
  - Federal Agency
  - Local government
  - University
  - Other
- Name of repository:  
Murphy Library, UW-La Crosse

## 10. Geographical Data

Acreege of Property Less than one acre

UTM References (Place additional UTM references on a continuation sheet.)

1 15 640414 4852570  
Zone Easting Northing

2 \_\_\_\_\_  
Zone Easting Northing

3 \_\_\_\_\_  
Zone Easting Northing

4 \_\_\_\_\_  
Zone Easting Northing

See Continuation Sheet

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

## 11. Form Prepared By

|                 |                            |           |                |
|-----------------|----------------------------|-----------|----------------|
| name/title      | Michael T. McQuillen       | date      | May 2014       |
| organization    | Heritage Research, Ltd.    | telephone | (262) 251-7792 |
| street & number | N89 W16785 Appleton Avenue | zip code  | 53051          |
| city or town    | Menomonee Falls            | state     | WI             |

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**Additional Documentation**

Submit the following items with the completed form:

**Continuation Sheets**

**Maps** A USGS map (7.5 or 15 minute series) indicating the property's location.  
A sketch map for historic districts and properties having large acreage or numerous resources.

**Photographs** Representative black and white photographs of the property.

**Additional Items** (Check with the SHPO or FPO for any additional items)

**Property Owner**

Complete this item at the request of SHPO or FPO.)

| name/title      | date      |
|-----------------|-----------|
| organization    | telephone |
| street & number | zip code  |
| city or town    | state     |

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.

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**Continuation Sheet**

Section 7 Page 1

Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin

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**General Description**

The Joseph B. Funke Company building is located on the northeast corner of State and Front streets in the City of La Crosse, La Crosse County. Designed by architects Gustav Stoltze and Hugo Schick, the Funke Company had the building constructed in 1898 to serve as their candy factory. An addition was built on the rear elevation by the Northwest Tile Company in 1908. Reflecting its industrial confectionary use, the building generally lacks architectural embellishment. It is characterized by its large number of window openings, simple brick pilasters and parapet featuring modest brickwork. Original architectural elements in the form of pilaster extensions and a pediment with date on the primary façade have been removed; however, even these decorative details were modest in their design. This lack of ornamentation is also reflected on the interior, which features an open floor plan and exposed framing consisting of cast iron columns on the first floor and wooden members on the upper floors, while the addition has a concrete frame. Painted and unpainted exposed brick walls and maple flooring are found throughout the building, although, in some areas, they are obscured with modern carpeting or wall materials. Planned to be rehabilitated under the federal historic preservation tax credit program, a *Part 1 Historic Preservation Certification Application* (NPS Project #30082) was approved by the National Park Service on March 6, 2014. The Joseph B. Funke Company building is currently vacant and retains excellent integrity of design, materials, workmanship, feeling, association and location.

**Description**

**Setting**

The Joseph B. Funke Company abuts the sidewalks of State and Front streets on its south and west elevations, respectively. A parking lot is located directly to the north, while an alley and parking lot are found to the east. The setting is urban with the City of La Crosse's downtown area situated immediately to the east. Modern office and hotel buildings are found to the south, while a renovated late-nineteenth-century railroad freight house is one block to the north (Chicago, Milwaukee & St. Paul Railroad tracks were formerly located behind the Funke Company building). Riverside Park is located across Front Street to the west and, beyond that, is the Mississippi River.

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Exterior

Built in 1898, the Joseph B. Funke Company building is four-stories on a square-cut, rusticated, limestone foundation. The foundation is topped with a quarried limestone water table. The walls are of red brick with parapet walls at roof level. Behind the parapet, the roof is gabled and low-pitched. The building has a four-story addition at the rear featuring slightly darker brick. This addition was constructed in 1908 and is characterized by a prominent corner Romanesque arch. Recessed under the arch is the building's loading dock.<sup>1</sup>

The primary (west) façade faces Front Street and is three bays wide, each bay divided by simple brick pilasters. On the first floor, masonry openings are original but the north and middle bays had two windows and a door (all with transoms) while the south bay had three windows with transoms. Currently, each bay contains non-original, full-height, large steel sash windows which were installed after the period of significance, except for two-thirds of the south bay's window opening which has been infilled with brick. At the second, third and fourth floors window openings are stacked and on each floor are arranged three to each bay. Second and third floor window openings feature segmental-arched, header brick lintels, while fourth floor window openings have continuous, rectangular, Lake Superior brownstone lintels. Window openings also originally contained brownstone sills; however, due to their deterioration, these sills have been encapsulated in concrete. All of the window openings on the second, third and fourth floors have been infilled with glass block, replacing the original double-hung wood windows. At the top of the wall, the parapet exhibits modestly decorative brickwork.

The side (south) façade faces State Street and is six bays long. Many of the elements on the primary façade, including the brick pilasters, parapet, lintels, and sills are repeated on this side of the building. At the second, third and fourth floors, window openings are stacked but the number of openings varies by bay. The western most bay has one window opening; continuing across the façade, the bays have two, six, two, one and four window openings respectively. These window openings are infilled with glass block. A steel fire escape is located on the eastern end of this façade and individual window openings on the second, third and fourth floors have been modified to accommodate doors at the fire escape landings. The original configuration of the south elevation's first floor has been altered (see Historic Photograph #2 included in this nomination). The entrance with limestone surround by the

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<sup>1</sup> "Funke's New Factory," *International Confectioner*, November 1898 (article in possession of University of Wisconsin-La Crosse, Murphy Library, Special Collections Department); "The Funkes to Build," *La Crosse Daily Republican and Leader*, 16 February 1898, last page (unpaginated); "Building Big Factory Addition," *La Crosse Tribune*, 15 July 1908, Page 6.

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southwest corner and recessed, metal-and-glass entrance in the middle of the elevation have been added after the period of significance. To the right of the recessed entrance, the former Funke Company employee entrance has been infilled with brick. As well, two window openings have been enlarged, while two smaller window openings have been infilled with lighter-colored brick.

The rear (east) facade is slightly more restrained in design than the front (Front Street) and side (State Street) facades. This side is three bays wide. At the upper floors, original window openings are stacked and on each floor are arranged three to each bay except for window openings in the northern bay on the second floor which has been enlarged making it appear as a single large opening. Unique to this elevation are single narrow window openings situated at the northern end of the façade on the second, third and fourth floors. All rear elevation window openings contain glass block except for one example on the first floor, which has been infilled with brick. The parapet exhibits very modest brickwork. Brownstone lintels are located above first and third floor windows, while brownstone sills have been retained on all floors. Brick stepped window mullions are located at the third floor.

The remaining side (north) facade is sheathed with stucco that is extensively covered in vegetation. A series of five small openings are found on the uppermost floor and window openings at the far east end of the wall are infilled.

**Interior**

The interior has an open plan and upper floors were historically devoted to the production of candy: the second floor featured the chocolate department; the cream department was found on the third floor; and hard candies were produced on the fourth floor. Offices, salesroom, stockroom and shipping department were located on the first floor, while the basement was utilized for general storage. Interior circulation is provided by two stairways. First floor stairs situated in the northwest corner of the building were installed after the period of significance and terminate on the second floor. A second stairway generally located in the center of the north elevation interior wall accesses the second, third, and fourth floors. On the second floor, the stairs are modern; however, on the third and fourth floors they may be original and are enclosed with wood boards. Historic fire insurance maps do not reveal the location of interior stairs and original plans for the building were not found. The existing elevator locate in the northeast corner of the 1898 building was added after the period of significance. Except where noted below, floors and ceilings were of wood and walls were of exposed brick.



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*First Floor*

Although the first floor contained multiple uses, it featured an open floor plan and was not partitioned (Historic Photograph #3). No evidence of individual office spaces is found on the first floor. Exposed framing consists of cast iron columns, while the addition has a concrete frame. Hard maple flooring, a wood board ceiling and a vault with decorative surround – all of which are original to the building – are found throughout on the first floor. Following the Funke Company's occupancy, modern stairs and a terrazzo floor were added in western portion of the first floor, while an elevator was installed in the northeast corner of the 1898 building.

*Upper Floors*

Upper floors retain their original maple flooring throughout and feature exposed wood post-and-beam framing. A notable original element on the second floor is the wood board paneling on the south wall and southern portion of the west wall, which was installed to insulate this area where chocolate-dipping occurred (Historic Photograph #4). The second floor also retains its wood board ceiling throughout. Modern finishes in the form of a fiberboard ceiling and acoustical tile ceiling are found on the third and fourth floors, respectively. As well, modern fiberboard wall paneling covers painted brick walls on the fourth floor. Painted and unpainted brick walls are found throughout the interior of the building.

Historic photographs reveal exterior alterations made to the Joseph B. Funke Company over time and after the period of significance. These include the removal of the pedimented parapet with date and pilaster extensions. Building entrances and windows have been removed from the primary façade and an entrance with a limestone surround has been added by the southwest corner. Upper floor window openings have been infilled with glass block and the water tower formerly located on the roof has been removed. The proposed rehabilitation of the building for a hotel and restaurant will reintroduce many of these aforementioned original architectural features based on the historic photographs that are included with this nomination (NPS Project #30082).

**Integrity**

The Joseph B. Funke Company building possesses its original massing, exterior materials, window openings and some decorative features. On the interior, the building retains many of its features dating to the period of significance including its first floor vault, maple flooring and wood board ceilings. As well, on the interior, it retains its open floor plan and exposed framing consisting of cast

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iron columns on the first floor and wooden members on the upper floors. The upper floors have a high level of integrity related to their industrial use. As a result, the subject building continues to possess a high degree of integrity that allows it to convey its identity as a manufacturing facility on both the exterior and interior.

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**Statement of Significance**

The Joseph B. Funke Company is locally significant under Criterion A as the largest candy manufacturer in La Crosse. As well, the subject building is the last remaining vestige of the city's once thriving confectionery industry since the manufacturing facilities of the other two notable La Crosse candy producers are no longer extant. A significant industry in La Crosse, the average output of the city's three candy-manufacturing firms was 30,000 pounds per day in 1907 (the equivalent of one pound for each resident of the city) and, at their height in the 1920s, they provided employment for approximately five hundred people. Confectionery production in La Crosse was reflective of the national and statewide growth of the candy industry during the late nineteenth and early twentieth centuries. The number of Wisconsin confectionaries and their production increased steadily over this time period and, in 1914, confections were ranked 24<sup>th</sup> amongst all statewide manufacturing industries in terms of the value of their products. The Joseph B. Funke Company was one of the larger candy manufacturers in the state and their products ultimately included over 160 different kinds of chocolates for fancy packages and over 500 other kinds of candies including "bon bons, filbertines, pineapple dips, nougatines, nut caramels and caramel creams."<sup>2</sup> The firm was also an innovator in its field, specifically as it pertained to the development of the manufacture of chocolates. As well, Joseph Funke was an industry leader serving on the executive committee of the National Confectioners' Association in the early 1920s. The period of significance is 1898-1933; the starting date representing the subject building's date of construction, while the ending date is the year the Joseph B. Funke Company ceased operations. Within this period of significance, 1898 and 1908 are significant dates representing the construction of the building and construction of its rear addition, respectively.

**Joseph B. Funke Company**

In the early 1880s, Joseph Funke arrived in La Crosse and purchased an interest in a candy manufacturing business with Jacob Schreiber. At that time, the business was characterized as employing "but a small staff of men." Shortly thereafter, Funke bought out his partner and, in 1890, incorporated the firm as the Joseph B. Funke Company. For much of its history, company management consisted of Joseph B. Funke as president and treasurer. Brothers William H. Funke and Frank N. Funke alternatively served as vice-president and secretary. The Joseph B. Funke Company grew to

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<sup>2</sup> Joseph B. Funke Company candy box. This candy box is in the possession of the University of Wisconsin-La Crosse, Murphy Library, Special Collections Department.

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become the largest candy manufacturer in La Crosse.<sup>3</sup>

Designed by architects Stoltze & Schick, the Funke Company had the subject building constructed in 1898. By 1907, the firm had 147 employees, although this number increased to approximately 220 during peak times of production (generally September to December). That same year, the average daily output of the Funke confectionary was 15,000 pounds of candy and the firm was characterized as “perhaps the widest known candy concern in the west.” Business prosperity led to the construction of an addition on the rear elevation by the Northwest Tile Company in 1908. A newspaper article on the addition indicated that “the Funke Candy Company is one of the biggest concerns in La Crosse and among the most successful.”<sup>4</sup>

The building contained offices, salesroom, stockroom and shipping department on its first floor and general storage in the basement. The second floor featured the chocolate department and, as reported in one publication, a cold storage area (describe in Section 7) kept at a low temperature by refrigeration machines. The cream department was found on the third floor, while hard candies were produced on the fourth floor.<sup>5</sup> By 1927, Funke was making over 160 different kinds of chocolates for fancy packages and over 500 other kinds of candies including “bon bons, filbertines, pineapple dips, nougatines, nut caramels and caramel creams.” Funke’s “Charmant” chocolates were its premiere brand featuring mixed fruit and nut centers surrounded by chocolate. Annual production at that time consisted of over 350,000 pounds of high quality package candies, 300,000 pounds of bulk chocolates and over 8,500,000 five and ten cent bars. Total poundage was over two million pounds. In terms of the staples required to manufacture their candies, the Funke Company annually used more than a quarter of a million pounds of chocolate, over 600,000 pounds of Hawaiian cane sugar, 100,000 pints of milk and cream, and several tons of butter and egg whites. Additionally, considerable quantities of

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<sup>3</sup> “Joseph B. Funke, 74, Prominent Citizen and Manufacturer, is Dead,” *La Crosse Tribune*, 3 January 1930, Page 1; “Funke’s New Factory,” *International Confectioner*, November 1898; “Funke Pioneer Firm Here,” *La Crosse Tribune*, 25 December 1927, Page 1; “30,000 Pounds of Chocolate Daily,” *La Crosse Tribune*, 26 October 1907, Page 5.

<sup>4</sup> “The Funkes to Build,” *La Crosse Daily Republican and Leader*, 16 February 1898, last page (unpaginated); “Building Big Factory Addition,” *La Crosse Tribune*, 15 July 1908, Page 6; “Funke Candy Company Will More Than Double Capacity,” *La Crosse Tribune*, 2 March 1908, Page 1; “Jobbers’ Union Visits Two Large Plants,” *La Crosse Tribune*, 15 February 1907, Page 2; “30,000 Pounds of Chocolate Daily,” *La Crosse Tribune*.

<sup>5</sup> In 1907, Joseph B. Funke Company employees included the following. Fourth Floor: Oscar Hellman (foreman), Nathan Lamont, Oscar Staum; Third Floor: E. Endresen, candy maker and decorator; Cream Department: Carl Findelsen, Charles Smmutney, Edward Konetchy, Andrew Konetchy, Rolland Greene, Charles Hagland, Frank Kotnour (“Jobbers’ Union Visits Two Large Plants,” *La Crosse Tribune*).

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malted milk, nuts, corn syrup, molasses, raisins and fruits were utilized in the manufacture of Funke candies. An example of one ingredient purchase was the ninety tons of blanched Virginia peanuts bought in 1913. This variety of peanut was used for "high grade" confections and, at that time, the Joseph B. Funke Company was the second largest user of these peanuts in the country.<sup>6</sup>

In addition to its large La Crosse workforce, which ultimately grew to feature as many as 225 individuals, the Joseph B. Funke Company employed multiple traveling salesmen. The company utilized approximately two hundred wholesale agencies to distribute its confections throughout the United States excepting in "the far western and eastern coasts." Funke candies were also carried in the passenger cars of some of the country's major railroad lines.<sup>7</sup>

The Joseph B. Funke Company was recognized as a leader in its industry as reported in a *La Crosse Tribune* article:

Perhaps one of the greatest contributing factors in the expansion of the company was its pioneer work in the development of the manufacture of chocolates, in which it has been one of the leaders. Experimentation in this particular work covered many years until handicaps such as refrigeration, today handled automatically, were removed. Few manufacturers were making this class of candies at the time, and this early development in the local plant has stamped the Funke Company as a leader in the candy manufacturing field.<sup>8</sup>

Early in its history, the Joseph B. Funke Company also was the only factory in the country outside of two confectioners in New York City to create fancy decorations with almond paste.<sup>9</sup>

During his time as president and treasurer of the firm, Joseph Funke was an important figure nationally in the confectionery industry serving on the executive committee of the National Confectioners' Association from 1922-23. Locally, he was a director of both the National Bank of La Crosse and the La Crosse Trust Company. As well, he served as president of the vocational school board. Joseph

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<sup>6</sup> "Funke's New Factory," *International Confectioner*; "Funke Company Makes 160 Kinds of Special Candies," *La Crosse Tribune*, 25 December 1927, Page 7; "Buy Ninety Tons Blanched Peanuts," *La Crosse Tribune*, 1 April 1913, Page 4.

<sup>7</sup> "Local Firm Maintains Branch for Distribution in Minneapolis, St. Paul," *La Crosse Tribune*, 25 December 1927, Page 7; "Funke Company Has Large Force of Loyal Employees," *La Crosse Tribune*, 25 December 1927, Page 7.

<sup>8</sup> "Funke Pioneer Firm Here," *La Crosse Tribune*.

<sup>9</sup> "Jobbers' Union Visits Two Large Plants," *La Crosse Tribune*.

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Funke also was an active Mason and the only 33<sup>rd</sup> degree Mason – the highest degree in Masonry – in all of western Wisconsin. The Joseph B. Funke Company ceased operations within a few years of his death in 1930. The subject building was then owned by the Spence-McCord Drug Company and, later, the Ross of La Crosse furniture company. It is currently vacant.<sup>10</sup>

**The Confectionery Industry in La Crosse**

While the Joseph B. Funke Company was the most widely recognized and largest of La Crosse's confectionaries, the city also featured two other candy manufacturing concerns; namely, the M. Kratchwil Candy Company and the W. R. Montague Company. Interestingly, the histories of La Crosse's candy producers are quite similar. Organized in 1884 by G. R. Montague, the W. R. Montague Company had its origins as the La Crosse Cracker Company. Later introducing candy production to their line, the firm became the La Crosse Cracker and Candy Company. Noted for their "Samoset" brand, the W. R. Montague Company was formerly located on Third Street (current site of the La Crosse Tribune building). The smallest of the three firms, M. Kratchwil Candy Company was organized in 1880 by Michael Kratchwil. In 1898, Kratchwil Candy relocated to a building on Front Street just south of the Joseph B. Funke Company before moving again, in 1916, to a new building at the corner of Front and Pearl streets (current site of the Radisson Hotel). "Velvo Sweets" was a popular brand produced by Kratchwil. The Montague and Kratchwil companies briefly merged in 1927; however, Kratchwil later reorganized independently from 1929-30. In 1907, the average daily output of La Crosse's three candy-manufacturing firms was 30,000 pounds per day (the equivalent of one pound for each resident of the city) and, at their height in the 1920s, they employed approximately five hundred people. By the mid-1930s, all three had ceased operations. Adding to the significance of the Joseph B. Funke Company building is the fact that it remains the last vestige of La Crosse's once thriving confectionery industry given that the Montague and Kratchwil factories are no longer extant.<sup>11</sup>

**The Confectionery Industry in the United States and Wisconsin**

Two important factors contributing to the post-Civil War growth of the confectionery industry in the

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<sup>10</sup> "Joseph B. Funke, 74, Prominent Citizen and Manufacturer, is Dead," *La Crosse Tribune*.

<sup>11</sup> Doug Connell, "How Sweet It Was: La Crosse Once Home to Large Candy Factories," *La Crosse Tribune*, 14 February 2003, Page D-1; "Merger of Kratchwil and Montague Candy Companies Announced," *La Crosse Tribune*, 22 April 1927; "30,000 Pounds of Chocolate Daily," *La Crosse Tribune*.

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United States were improved means of transportation and a significant decrease in the price of sugar.

Cheap, fast rail transport equalized the price of commodities across the United States, whether it was sugar, flour, or even lard. This meant that candy manufacturers were able to set up shop in Chicago even though most sugar was refined in New York... By the 1840s, improvements in [sugar] refining machinery were quickly followed by a rapid fall in price. In the 1850s, sugar cost half of what it had two decades earlier. By the 1880s, when you adjust for the cost of living, the sugar Hershey's and other manufacturers were buying had plummeted by 75 percent in fifty years; moreover, they didn't need to spend any money on additional refining.<sup>12</sup>

At the turn of the twentieth century, a *New York Times* article on the industry's growth noted that the thousands of existing varieties of candies were a substantial increase over late-nineteenth-century production, which was largely confined to "kisses, stick candy, lozenges, and gumdrops." The number of candy manufacturers had grown nationally from 1,348 in 1904 to 1,944 in 1909. Over the same period, the value of confectionary production saw a similarly dramatic increase from \$87 million to \$134.8 million. New York City was the nation's leading candy-maker in 1900; however, by 1910, it had been overtaken by Chicago, which featured 15,000 individuals working in the candy industry producing over 75,000,000 pounds of candy annually. Interestingly, Chicago's growth and preeminence as a candy-making center occurred within a period of only two decades and, in 1910, some of its largest confectionary plants were only recently completed.<sup>13</sup>

In Wisconsin, confections were ranked 24<sup>th</sup> amongst all statewide manufacturing industries in terms of value of products in 1914. That year, Wisconsin featured fifty-five confectionaries as measured by the United States Bureau of the Census. These fifty-five confectionaries collectively employed 2,242 individuals on average (employment in the candy industry was at its lowest in July and highest in November before the Christmas season). Confectioners value of products had grown steadily in the early twentieth century in Wisconsin increasing by sixty-four percent from 1899-1904, eighty-eight percent from 1904-1909 and forty-one percent from 1909-1914. The census reveals that the Joseph B. Funke Company was one of the larger candy manufacturers in Wisconsin in 1914. By 1919, the number of confectionaries in Wisconsin had increased to eighty and they collectively featured 3,736

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<sup>12</sup> Michael Kronld, *Sweet Invention: A History of Dessert* (Chicago: Chicago Review Press, 2011), 326-328.

<sup>13</sup> "Candy Trade's Growth," *New York Times*, 20 December 1903, Page 18; "City Leads in Candy Making," *Chicago Daily Tribune*, 16 November 1910, Page A9; "Confectionery Manufacture," *Wall Street Journal*, 11 December 1911, Page 3.

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**National Register of Historic Places**  
**Continuation Sheet**

Section 8 Page 6

Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin

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employees.<sup>14</sup>

A significant amount of candy production was focused on satisfying demand during certain holidays and the industry sought to strengthen these associations.

Why, then, is it not possible for us, by means of co-operative advertising, to create more holiday periods of demand? We have watched the Easter season grow and benefit everybody, and its growth was promoted and made possible by our co-operative effort in creating attractive Easter candies, window displays, novelties and advertising. We, as an industry, made the Easter candy business... One of the best ways to stimulate and increase the general demand for candy is to create more candy seasons, more special days for buying candy, and to do this by co-operative advertising.<sup>15</sup>

Interestingly, in the early 1920s, the candy industry had yet to fully develop an association with the one holiday we currently most associate with candy – Halloween.

Have you any doubt, if manufacturers would create special “Hallowe’en Candies” and retailers in large numbers would feature special displays and sales on Hallowe’en, but that it would greatly increase candy sales on that day, and all doing it, would eventually make Hallowe’en a candy season.<sup>16</sup>

The need to increase demand was particularly acute by the 1920s due to the fact that the candy industry was suffering from overproduction, which resulted in a business downturn. Indeed, at the National Confectioners’ Association Annual Convention in 1922, the Association president characterized 1921 as “probably the worst [year] for business generally that has been experienced by most of us assembled here today.” A *Wall Street Journal* article indicated that confectioners were facing a “defunct market and a precipitous price decline” and that additional competition was coming from home candy-makers

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<sup>14</sup> United States Department of Commerce, Bureau of the Census, *Census of Manufactures, 1914, Volume 1: Reports by States with Statistics for Principal Cities and Metropolitan Districts* (Washington, D.C.: Government Printing Office, 1918), 1630, 1636, 1645; United States Department of Commerce, Bureau of the Census, *Fourteenth Census of the United States, State Compendium, Wisconsin: Statistics of Population, Occupations, Agriculture, Drainage, Manufactures, and Mines and Quarries for the State, Counties, and Cities* (Washington, D.C.: Government Printing Office, 1925), 148.

<sup>15</sup> “Thirty-Ninth Annual Convention National Confectioners’ Association,” *Confectioners Journal* 48, no. 569 (June 1922): 98.

<sup>16</sup> *Ibid.*



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Section 8 Page 7

Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin

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who learned the trade from correspondence courses.<sup>17</sup>

As the largest city in Wisconsin, Milwaukee was reflective of these statewide and national trends in the candy industry. It also was home to *The Northwestern Confectioner*, a candy trade journal founded in April 1916 by Alva H. Cook. Cook established his publication in Milwaukee due, in part, to the fact that the city was the fourth largest confectionery manufacturing center in the United States with the highest level of output per capita. One of the factors responsible for Milwaukee's prominence as a candy producer – and similarly affecting other Wisconsin confectioners – was the state's dairy industry since milk, cream and butter were used in candy manufacturing. In addition to publishing *The Northwestern Confectioner*, Alva Cook wrote articles concerning the industry for the *Milwaukee Journal Annual Trade Review*. His contributions in 1924 and 1931 reveal an industry on the decline in the city. In 1924, the industry nationally was suffering from overproduction as a result of rapid expansion following World War I. The value of confectionary output in Milwaukee had generally decreased from \$20 million in 1923 to \$17 million in 1924 with the city featuring thirty candy manufacturers at that time. In 1931, Cook reported a regional decline in sales values of 15.2 percent (compared with a decline of 14.5 percent nationally) with the value of confectionary output in Milwaukee at just less than \$13 million. By 1941, the number of wholesale candy manufacturers in Milwaukee had decreased to twelve.<sup>18</sup>

Outside of Milwaukee, this decline in the candy industry also claimed the Madison Candy Company (Madison, Wisconsin – NRHP 28 March 1997). Established in 1899, the Madison Candy Company manufactured a variety of candy, and also sold crackers, cigars, cheese and nuts. The firm ceased operations in 1927.<sup>19</sup>

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<sup>17</sup> Ibid., 93; "An Infant Industry," *Wall Street Journal*.

<sup>18</sup> William George Bruce, ed., *History of Milwaukee, City and County* (Chicago: S. J. Clarke Publishing Co., 1922), Volume 1, 737; Louise W. Mears, "Milwaukee: A City of Good Foods," *The Wisconsin Magazine of History* 24, no. 4 (June 1941): 434; Alva H. Cook, "Candy Big Item in City Output," *Milwaukee Journal Annual Trade Review*, 31 December 1924; Alva H. Cook, "Candy Trade Outlook Good," *Milwaukee Journal Annual Trade Review*, 31 December 1931.

<sup>19</sup> "Madison Candy Company," National Register Nomination, prepared by Barbara Wyatt (22 September 1995). In this nomination, Wyatt notes that "although a comprehensive analysis of the [candy] industry has not been completed as part of the state's cultural resource management plan, it clearly was an industry of some significance, and illustrative of the increase in wholesale production of foods in Wisconsin as the nineteenth century progressed." ("Madison Candy Company," National Register Nomination, Section 8, Pages 3-4.)

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Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin

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**Conclusion**

Producing candies at the subject location from 1898-1933, the Joseph B. Funke Company is eligible for the National Register under Criterion A as the largest candy manufacturer in La Crosse and as the last remaining manufacturing facility associated with the city's once thriving confectionery industry. The firm was a leader in its field, and company president, Joseph Funke was an industry leader serving on the executive committee of the National Confectioners' Association in the early 1920s. The property is significant at the local level.

**Preservation Activities**

The City of La Crosse has had a historic preservation ordinance and commission for many years. An intensive survey of the city's historic resources completed in 1984 and updated in 1996 identified the Joseph B. Funke Company as potentially eligible for the National Register of Historic Places. The City of La Crosse subsequently designated the Joseph B. Funke Company a local historic landmark in 1997. More recently, a *Part 1 Historic Preservation Certification Application* (NPS Project #30082) was approved by the National Park Service on March 6, 2014.<sup>20</sup>

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<sup>20</sup> Joan Rausch, *City of La Crosse, Wisconsin Intensive Survey Report: Architectural and Historical Survey Project* (La Crosse, WI: City of La Crosse, 1996), 205, 345.

**United States Department of the Interior**  
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Funke, Joseph B., Company  
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“Building Big Factory Addition.” *La Crosse Tribune*, 15 July 1908, Page 6.

“Buy Ninety Tons Blanched Peanuts.” *La Crosse Tribune*, 1 April 1913, Page 4.

“Candy Trade’s Growth.” *New York Times*, 20 December 1903, Page 18.

“City Leads in Candy Making.” *Chicago Daily Tribune*, 16 November 1910, Page A9.

“Confectionery Manufacture.” *Wall Street Journal*, 11 December 1911, Page 3.

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Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin

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“Funke Company Has Large Force of Loyal Employees.” *La Crosse Tribune*, 25 December, 1927, Page 7.

“Funke Company Makes 160 Kinds of Special Candies.” *La Crosse Tribune*, 25 December 1927, Page 7.

“Funke’s New Factory.” *International Confectioner*, November 1898 (article in possession of University of Wisconsin-La Crosse, Murphy Library, Special Collections Department).

“Funke Pioneer Firm Here.” *La Crosse Tribune*, 25 December 1927, Page 1.

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“Madison Candy Company.” National Register Nomination. Prepared by Barbara Wyatt (22 September 1995).

Mears, Louise W. “Milwaukee: A City of Good Foods.” *The Wisconsin Magazine of History* 24, no. 4 (June 1941): 434.

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Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin

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“The Funkes to Build.” *La Crosse Daily Republican and Leader*, 16 February 1898, Last Page (unpaginated).

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Continuation Sheet

Section 10 Page 1

Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin

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**Latitude & Longitude:**

Latitude: 43.814776; Longitude: -91.254245

**Verbal Boundary Description:**

The historic boundary reflects the property's current lot lines, the parcel of which is otherwise known as: TOWN OF LA CROSSE SLY 1.2 FT OF W 143 FT & S 7.25 FT OF E 7 FT LOT 4 & ALL LOT 5 BLOCK 9 T/W ESMT IN DOC NO. 1612272 LOT SZ: IRR.

**Boundary Justification:**

The historic boundary of the Joseph B. Funke Company coincides with the legal boundary of the property and includes all of the property historically associated with this building.

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Continuation Sheet

Section Photos Page 1

Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin

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**Funke, Joseph B., Company**  
**City of La Crosse, La Crosse County, Wisconsin**  
**Photo by Michael T. McQuillen, February 2014**

Photo 1 of 6

Context view on State Street, view looking northwest

**The information for the following photos is the same as above, except as noted:**

Photo 2 of 6

State Street and rear (east) facades, view looking northwest

Photo 3 of 6

Rear (east) and side (north) facades, view looking west

Photo 4 of 6

Primary (west) and side (north) facades, view looking southeast

Photo 5 of 6

Primary (west) and State Street facades, view looking northeast

Photo 6 of 6

Interior (2<sup>nd</sup> Floor), view looking east

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Section Figures Page 1

Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin

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The following historic photographs are the property of the Special Collections Department/Area Research Center, Murphy Library, University of Wisconsin-La Crosse, La Crosse, Wisconsin:



Historic Photograph #1: Joseph B. Funke Company, photograph included in "Funke's New Factory," *International Confectioner*, November 1898 article.



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Section Figures Page 2

Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin



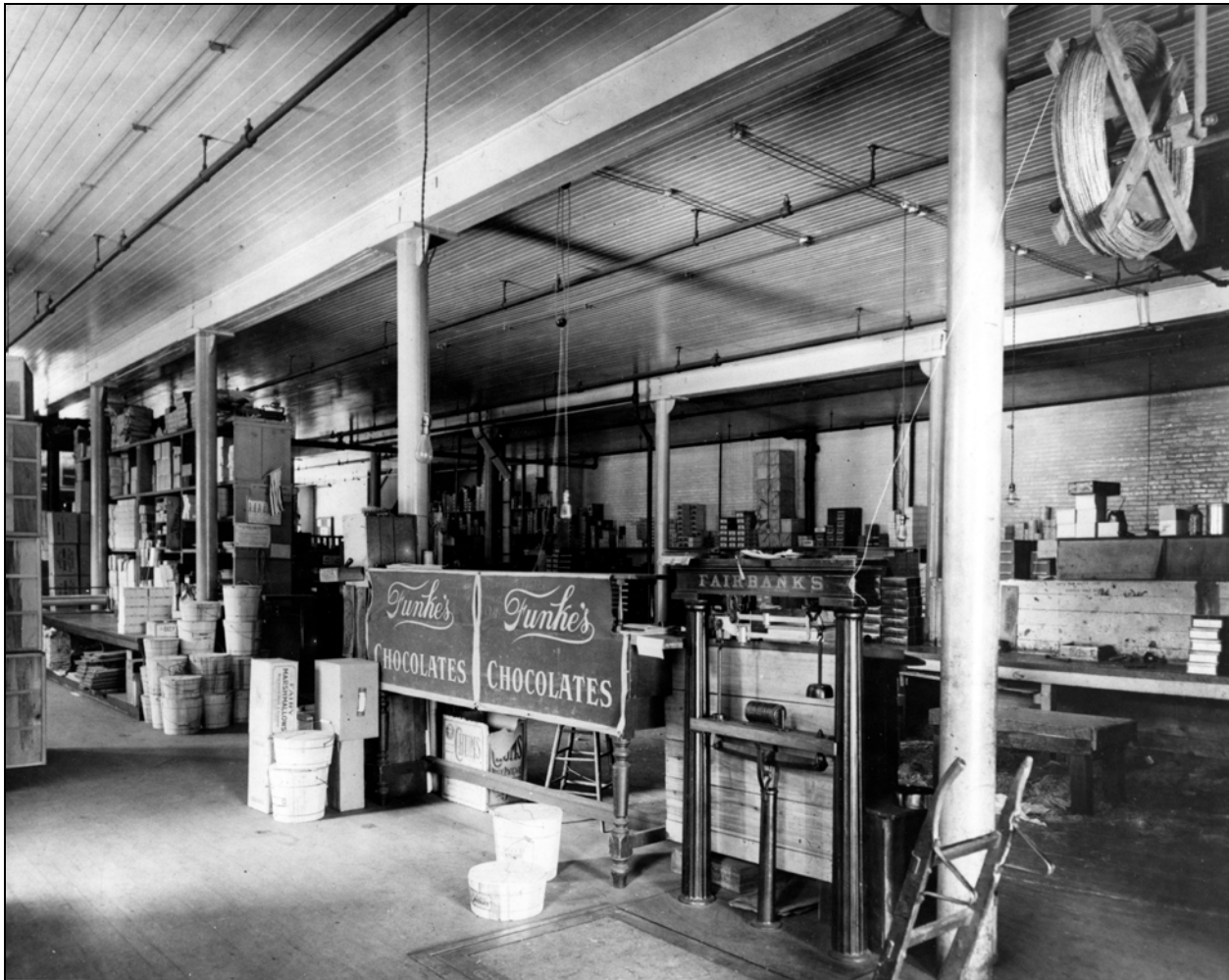
Historic Photograph #2: Joseph B. Funke Company, undated photograph showing the primary (Front Street) and south (State Street) elevations.

**United States Department of the Interior**  
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Section Figures Page 3

Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin



Historic Photograph #3: Joseph B. Funke Company, first floor, undated photograph.

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Section Figures Page 4

Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin



Historic Photograph #4: Joseph B. Funke Company, second floor, circa 1900 photograph.

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Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin



Historic Photograph #5: Joseph B. Funke Company, second floor, circa 1910 photograph.



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Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin



Historic Photograph #6: Joseph B. Funke Company, third floor, circa 1900 photograph.

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Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin



Historic Photograph #7: Joseph B. Funke Company, third floor, circa 1900 photograph.

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Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin



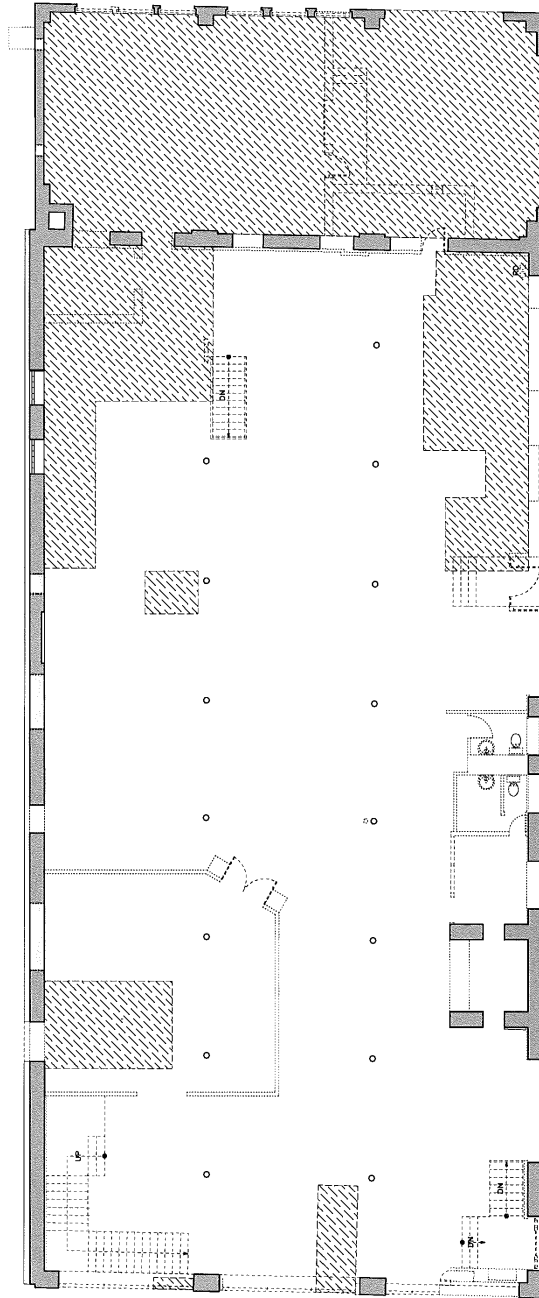
Historic Photograph #8: Joseph B. Funke Company, fourth floor, circa 1900 photograph.

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Section Figures Page 9

Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin



Joseph B Funke Company - First Floor  
SCALE: 1/8" = 1'-0"

*Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin*

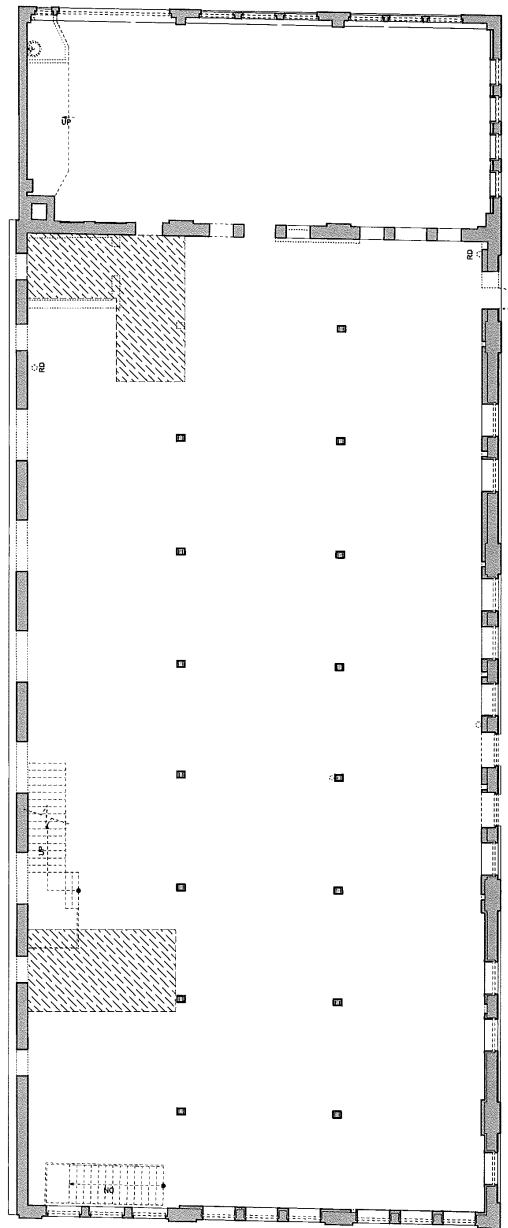


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Section Figures Page 10

Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin



  
**Joseph B Funke Company - Second Floor**  
SCALE: 1/8" = 1'-0"

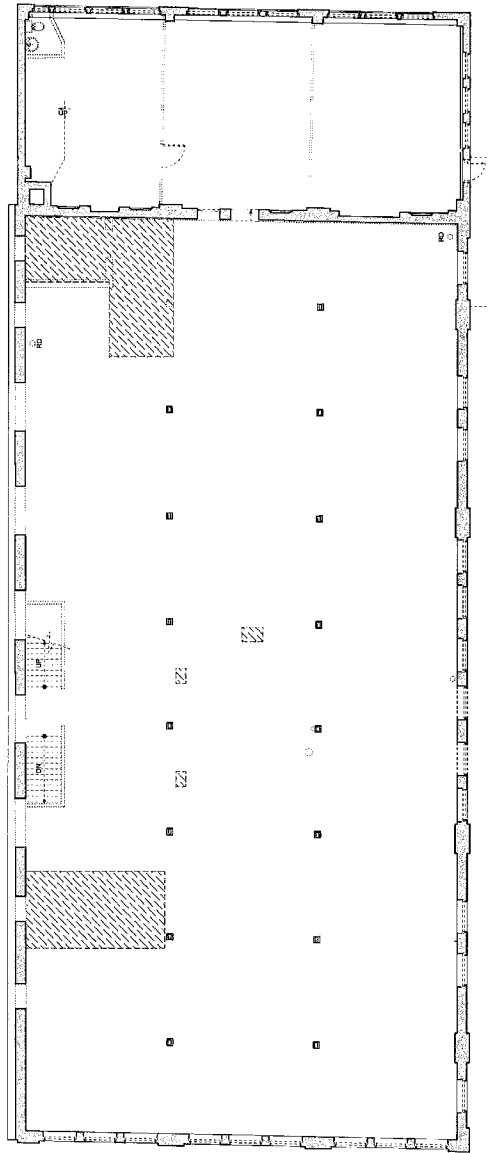
*Funke, Joseph B., Company*  
*La Crosse, La Crosse County, Wisconsin*

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Section Figures Page 11

Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin



**Joseph B Funke Company - Third Floor**  
SCALE: 1/8" = 1'-0"

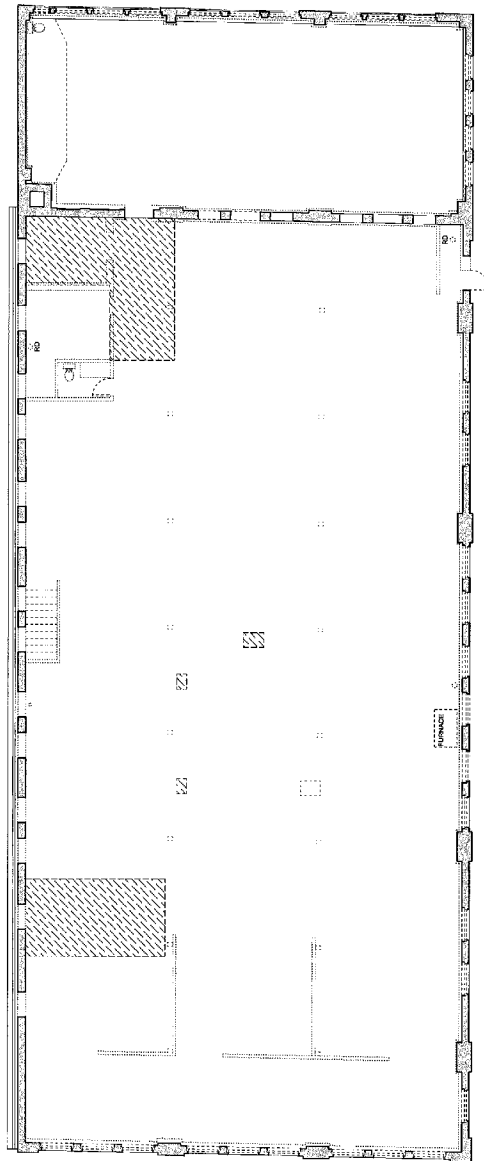
*Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin*

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Section Figures Page 12

Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin



**Joseph B Funke Company - Fourth Floor**  
SCALE: 1/8" = 1'-0"

*Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin*

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National Park Service**

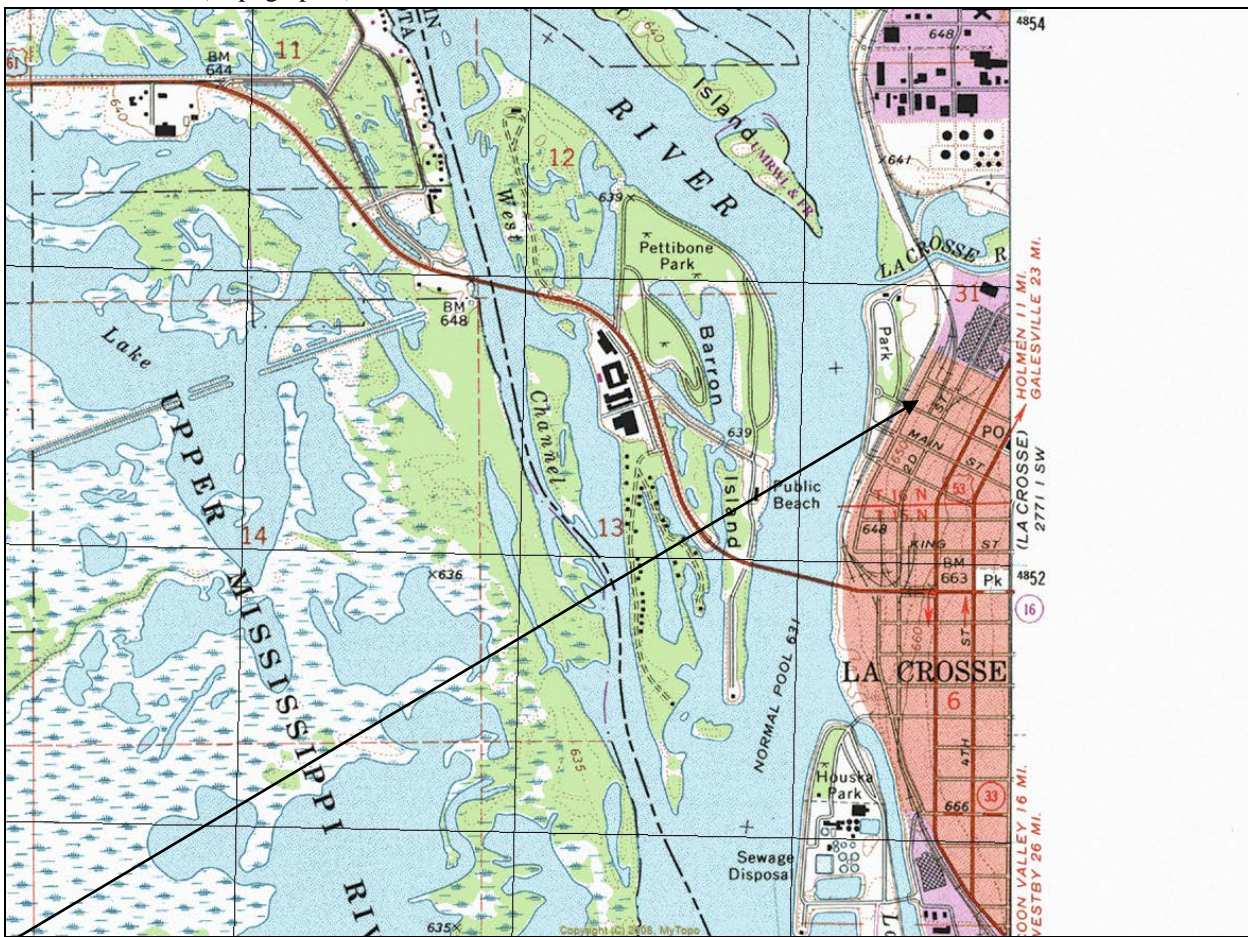
**National Register of Historic Places  
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Funke, Joseph B., Company  
La Crosse, La Crosse County, Wisconsin

Section Figures Page 13

**Specific site is located in USGS LA CRESCENT, MN-WI map.**

Wisconsin, La Crosse County  
7.5 Minute Series (Topographic)



Funke, Joseph B., Company, 101 State Street, La Crosse, La Crosse County

UTM Coordinates: 15/640414/4852570

Latitude: 43.814776 Longitude: -91.254245





ROSS FURNITURE  
ROSS  
FURNITURE

TRIST  
P...  
C...  
C...



ROSS FURNITURE

ROSS FURNITURE

PRIVATE PROPERTY  
PARKING BY  
PERMIT ONLY

TRUST POINT





ROSE  
FURNITURE









ROSS FURNITURE

Front St N



UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Funke, Joseph B., Company

MULTIPLE NAME:

STATE & COUNTY: WISCONSIN, La Crosse

DATE RECEIVED: 9/05/14 DATE OF PENDING LIST: 9/29/14  
DATE OF 16TH DAY: 10/14/14 DATE OF 45TH DAY: 10/22/14  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 14000876

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N  
OTHER: N PDIL: Y PERIOD: N PROGRAM UNAPPROVED: N  
REQUEST: Y SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT  RETURN  REJECT 10-22-14 DATE

ABSTRACT/SUMMARY COMMENTS:

The Joseph B. Funke Company in La Crosse, Wisconsin, is listed in the National Register under Criterion A for its local significance in Industry. The period of significance is 1898-1933, reflecting the period when candy manufacturing was carried out in the building. The Funke Company was the largest candy producer in La Crosse, which boasted two other candy producers in the period of significance.

RECOM./CRITERIA A

REVIEWER Rubina Coyall

DISCIPLINE Historian

TELEPHONE 202-354-2252

DATE 10-22-14

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.





RECEIVED  
JUL 25 2014  
DIV HIST PRES

Jim Draeger  
Wisconsin Historical Society  
Division of Historic Preservation  
816 State Street  
Madison, WI 53706

RE: National Register nomination  
Joseph B. Funke Company  
101 State Street, La Crosse

Wisconsin Preservation Review Board Members

The nomination for the Joseph B. Funke Company was reviewed by the City of La Crosse's Heritage Preservation Commission at their June 19, 2014 meeting. The Heritage Preservation Commission unanimously voted to support the listing of this building to the Wisconsin State Register of Historic Places and the National Register of Historic Places.

If you have any questions please contact me at (608) 789-7512.

Sincerely,

Timothy Acklin  
Heritage Preservation Planner

**JILL BILLINGS**

STATE REPRESENTATIVE

DIV HIST PRES

AUG 12 2014

RECEIVED

August 8, 2014

Ms. Peggy Veregin  
Wisconsin Historic Preservation Review Board  
Wisconsin Historical Society  
816 State Street  
Madison, WI 53706

Dear Ms. Veregin,

Thank you for this opportunity to express my support for nominating the Joseph B. Funke Company, at 101 State Street in La Crosse, to the Wisconsin State Register of Historic Places and the National Register of Historic Places.

As the State Representative of the 95<sup>th</sup> Assembly District, I am enthusiastic about promoting heritage tourism in La Crosse. Specifically, I support converting the Joseph B. Funke Company into a specialty hotel. I know that market studies in our area have shown that La Crosse is in need of such a tourist destination and I believe that a new historic hotel would be a great addition to our local landscape and economy.

I firmly believe that recognizing historic property in our state is vital to preserving our history for generations to come and investing in our economic future. I know that La Crosse is rich with local customs and traditions and I would be honored to have the Joseph B. Funke Company recognized as such, by the Wisconsin State Register of Historic Places and the National Register of Historic Places.

Thank you.

Sincerely,

A handwritten signature in cursive script that reads "Jill Billings".

Representative Jill Billings  
Wisconsin State Assembly  
95<sup>th</sup> Assembly District



WISCONSIN  
HISTORICAL  
SOCIETY



**TO:** Keeper  
National Register of Historic Places

**FROM:** Peggy Veregin

**SUBJECT:** National Register Nomination

The following materials are submitted on this 5th day of September 2014,  
for the nomination of the Funke, Joseph B., Company to the National Register of  
Historic Places:

1 Original National Register of Historic Places nomination form

         Multiple Property Nomination form

6 Photograph(s)

1 CD with NRHP Nomination Form Word Document

1 CD with electronic images

         Original USGS map(s)

13 Sketch map(s)/figure(s)/exhibit(s)

2 Piece(s) of correspondence

         Other \_\_\_\_\_

**COMMENTS:**

         Please insure that this nomination is reviewed

X  This property has been certified under 36 CFR 67  
         The enclosed owner objection(s) do          do not           
constitute a majority of property owners.

         Other: \_\_\_\_\_