

NSP Form 10-900
(Rev. 8/86)
Wisconsin Word Processor Format (1331D)
(Approved 3/87)

OMB No. 1024-0018

United States Department of the Interior
National Park Service

JAN 21 1988

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

NATIONAL
REGISTER

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in Guidelines for Completing National Register Forms (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries. Use letter quality printer in 12 pitch, using an 85 space line and a 10 space left margin. Use only 25% or greater cotton content bond paper.

1. Name of Property

historic name Zeisler, George, Building

other names/site number N/A

2. Location

street & number 201 Pearl Street N/A not for publication

city, town La Crosse N/A vicinity

state Wisconsin code WI county La Crosse code 063 zip code 54601

3. Classification

Ownership of Property	Category of Property	No. of Resources within Property	
		contributing	noncontributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)		
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u>1</u>	<u>1</u> buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site		<input type="checkbox"/> sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure		<input type="checkbox"/> structures
	<input type="checkbox"/> object		<input type="checkbox"/> objects
		<u>1</u>	<u>1</u> Total

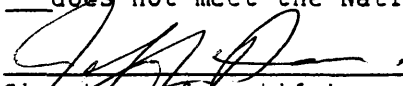
Name of related multiple property listing:

N/A

No. of contributing resources previously listed in the National Register 0

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this x 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 x meets does not meet the National Register criteria. See continuation sheet.



1/22/93

Signature of certifying official
State Historic Preservation Officer-WI

Date

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.

Signature of commenting or other official

Date

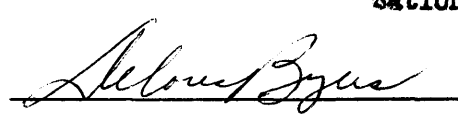
State or Federal Agency and bureau

5. National Park Service Certification

I, hereby, certify that this property is:

Entered in the National Register

entered in the National Register.
 See continuation sheet

 2/25/93

 determined eligible for the National Register. See continuation sheet

 determined not eligible for the National Register.

 removed from the National Register.

 other, (explain:)

Signature of the Keeper

Date

6. Functions or Use

Historic Functions
(enter categories from instructions)

Current Functions
(enter categories from instructions)

Commerce/Trade/restaurant

Commerce/Trade/restaurant

7. Description

Architectural Classification
(enter categories from instructions)

Materials
(enter categories from instructions)

Italianate

foundation stone

walls brick

stone

roof asphalt

other metal

Describe present and historic physical appearance.

The George Zeisler Building, located in the commercial district of the city of La Crosse, was built in 1886 on a small lot, 25 ft x 40 ft, on the south end of Lot 5 in Block 20 of the Original Plat of La Crosse (La Crosse City Tax Records, 1866-1918; La Crosse Daily Republican and Leader, 4 September 1886, 20 September 1886, 30 September 1886). This small brick commercial building, sited in a south to north direction on the northeast corner of the intersection of Pearl Street and South Second Street, fronts on the north side of Pearl Street. The physical environment of this building includes 19th century buildings on its east and north sides and a contemporary hotel and convention complex across Second Street on its west side. An open asphalt covered parking lot is located across the street on the south side of Pearl Street. The Zeisler building property presently includes a small brick building, approximately 25 ft x 20 ft, constructed in 1909 by George Warminger at the rear (north) end of the building (La Crosse, City Tax Records, 1908-1910; Sanborn [map], 1906, revised 1910), which is a noncontributing building.

1. ZEISLER BUILDING, 201 Pearl Street. 1886.

This small Italianate influenced commercial building is a two-story, four-bay building, constructed on a stone foundation, that displays red brick elevations and a flat roof. The recessed front and side elevations are bordered by corbeled brick along the top of the elevations and by brick piers at the ends of the elevations. Flat, white stone window lintels and sills linked by a white stone belt course above the upper story windows and metal cornices along the top of the brick elevations contrast with the red color of the brick. A metal entablature, comprised of a projecting metal cornice ornamented by modillion brackets and a frieze accented by plain round rosettes, is continued around to the west side elevation. It is topped by a low brick parapet and by triangular shaped pediments rising above the entablature over the two center bays of the front elevation and above the center bays on the west elevation. The front pediment is characterized by a "rising sun" design pressed into the metal in a round arch form while the west pediment features the same design in an oblong or elliptical arch format. The front and side elevations are divided horizontally by a projecting metal cornice and a frieze accented by rosettes at the second floor level above the

X See Continuation Sheet

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 1

George Zeisler Building
La Crosse La Crosse County Wisconsin

storefront. This small building is characterized further by a contemporary metal and glass storefront with a brick apron. Iron columns flank the recessed entrance, and brick piers are located at both ends of the storefront. The cast iron columns are inscribed with the name of the local foundry, "J.W. Torrance and Son, La Crosse Wisc." An entrance door to the upper story, located in the east bay of the front elevation, is flanked by the brick pier at the east end of the storefront and the brick end pier of the lower story. This contemporary entrance is fitted with a metal and glass door that is topped by a glass transom window. The lower story of the west elevation features a large, contemporary metal and glass window located in its south bay story and a narrow metal window in its north bay. The upper story windows also are fitted with contemporary metal one-over-one storm windows.

* The interior of the Zeisler building features commercial space on the first floor and vacant apartment space on the upper floor (See Floor Plans 1-3). The lower story, although remodeled in a contemporary manner, is characterized by white and gray floor tile accented by a black, gray and gold band with a red border around the edges, all in geometric designs. The upper floor of the Zeilser building is accessed by the stairway from the street on the east side of the building. It features oak stair railing and a vestibule with a skylight at the top of the stairway. A 1940s bathroom is located at the north end of the vestibule and a small storage room is located on the south end of the vestibule. The rooms as well as the hallway or vestibule are characterized by plastered walls and stained woodwork accented by "bullseye" ornament. The entrances to the three rooms from the vestibule are fitted with paneled wooden doors and transom windows. Paneled interior doors of stained wood are located between the rooms. The small room at the rear of the building features wide plank pine floors. The basement area of the Zeilser building, accessed through a door on its north wall from the Warminger building at 129 South Second Street, is divided into three rooms. The remains of previous windows and a door, presently filled with concrete block, are located on the west wall. The remains of window wells, also filled with concrete block, are located on the south wall. The door to the basement from the front of the stairway has been closed up. The wall dividing the space features wooden wainscotting comprised of narrow, vertical, tongue-and-groove boards.

The exterior of the Zeisler building has been altered mainly by the addition of a

* tile is original and historic

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 2

George Zeisler Building
La Crosse La Crosse County Wisconsin

contemporary styled metal and glass storefront in the mid-1980s. However, the cast iron columns made by the local foundry and the brick end piers of the original front remain on the building. In addition, the south bay of the west elevation, originally the site of a door topped by a flat stone lintel, was altered also in the mid-1980s to receive the present large metal and glass store window. Also, the exterior stairway to the basement space on the west elevation as well as the light wells for the basement on the front of the building have been removed. Furthermore the brick fabric of this small Italianate influenced building has been damaged by the sandblasting of the exterior in the mid-1980s. Metal storm windows cover the original one over one wooden windows frames.

The Zeisler building was constructed in 1886 to house a saloon or sample room, which functioned as an outlet for products produced by Zeisler's brewery (La Crosse, City Tax Records, 1885-1887; La Crosse Daily Republican and Leader, 4 September 1886, 20 September 1886, 30 September 1886). Although the Zeisler building continues to be used as a commercial building, it presently houses a jewelry store. The upper story, originally used as residential quarters for the operator of the sample room, presently is vacant. The Zeisler building was combined legally with the commercial space of the Warminger building, which is attached to the rear of the building at 129 South Second Street, in 1923 when both buildings were under the ownership of Bertha Gilmeister (La Crosse, City Tax Records, 1900-1918; La Crosse County, Deed, 137:440; 113:312). Apparently a door was constructed between the two buildings in the 1930s, at which time the address (129 South Second) was removed from the La Crosse City Directory (Wright, 1930-1940).

2. GEORGE WARMINGER BUILDING, 129 South Second Street. 1909. non-contributing

The small, two-story, brick building, which fronts on South Second Street at the rear or north end of the Zeisler building, is characterized by a metal entablature comprised of a cornice ornamented only by small brackets and a plain frieze along the top of the west elevation. The plain red brick elevation is further ornamented by flat, straight, white stone lintels over the two-over-two windows on the upper story. A plain metal cornice, continuous with the building adjacent to its north side, runs along the top of the storefront. This small commercial building displays a contemporary metal and glass storefront with a recessed entrance on the south end. An entrance to the upper story also is located on the south end of the lower story.

The interior of this building features commercial space on the lower story and vacant

NPS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
Approved 2/87

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 3

George Zeisler Building
La Crosse La Crosse County Wisconsin

residential space on the upper story (See Floor Plans 1-3). The lower story, remodeled in a contemporary manner for commercial space in the mid-1980s, features a door to the commercial space on the lower story of the adjacent Zeisler building. The upper story, accessed by the stairway on the south end of the storefront, also is accessed from the upper floor of the Zeisler building. The upper floor of this building is comprised of one room and a small kitchen and bathroom. This space is further characterized by a skylight over the bathroom and by two-over-two windows with painted frames topped by a small cornice. The basement of this building is accessed by the stairway along its south wall.

The exterior of the small, Italianate influenced, vernacular brick Warminger building has been altered only by the addition of the contemporary metal and glass storefront in the mid-1980s. At the same time, the interior floor was raised to the level of the floor in the Zeisler building (Satory, Interview, 1991). This small commercial building, built by George Warminger for rental property was combined legally with the commercial space of the Zeisler building located adjacent to its south elevation at 201 Pearl Street in 1923 when both buildings were under the ownership of Bertha Gilmeister (La Crosse, City Tax Records, 1900-1918; La Crosse County, Deed, 137:440; 113:312). Apparently a door was constructed between the two buildings in the 1930s, at which time the address (129 South Second) was removed from the La Crosse City Directory (Wright, 1930-1940). It was initially rented until c. 1920 to Catherine Oehler. Mrs. Oehler housed her confectionary store on the lower story of the building and her residence on the upper floor (Wright, 1909-1915).

Because the building has no direct relationship to the architectural significance of the Zeisler Building, it is considered a noncontributing building for the purposes of this nomination, although it would contribute to a larger downtown commercial historic district.

NPS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
Approved 2/87

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 1

George Zeisler Building
La Crosse La Crosse County Wisconsin

HISTORICAL BACKGROUND

The La Crosse 1880s boom period, in which the Zeisler building was constructed, followed an earlier period of development from 1860 until 1880 in which La Crosse benefitted from the rise in lumbering, grain milling, local manufacturing, trans-shipment improvements, railroading, and the growth of the local shipbuilding and steamboat network. During this period, La Crosse's population expanded by 101% in the 1860s and by 86.3% in the 1870s (Rausch and Zeitlin, 1984:11-27).

By the 1880s, La Crosse had become the second largest city in Wisconsin. In the 1880s, the older manufacturing concerns such as breweries and lumbering expanded and new ones were founded. Transportation improvements had a great effect on La Crosse. The Chicago and Northwestern Railroad built a new depot on 3rd and Vine in the heart of downtown La Crosse in 1885. Also in 1885, the Chicago, Burlington and Quincy Railroad cleared the way to construct a depot on the corner of South Second and Pearl Street directly across the street from the future location of the Zeisler Building (Rausch and Zeitlin, 1984:11-27, 330; La Crosse County, Deed 63:163; Sanborn [map], 1884, 1891). In late 1885, Alex Wanner sold the south end of his lot on the corner of Pearl and Second to George Zeisler, the owner of the Plank Road Brewery located on North Third Street (La Crosse County, Deed 63:163)

The 1890s witnessed a slowing of La Crosse's dramatic growth. By 1910, the population of La Crosse did not grow at all. Several factors contributed to the slowdown. The lumber industry declined and then disappeared entirely. The demise of the steamboat and the conservative policy of La Crosse's businessmen contributed to the slowdown. However, by 1920, new local industries and interest gradually stimulated the economy and La Crosse entered a new growth decade until the great Depression in the 1930s (Rausch and Zeitlin, 1984:11-27).

The Zeisler building was built in 1886 on the west 25 feet of Lot 5, Block 20 of the Original Plat of the city of La Crosse. (La Crosse, City Tax Records, 1885-1887; La Crosse Daily Republican and Leader, 4 September 1886, 20 September 1886, 30 September 1886). This small commercial building, constructed during La Crosse's boom period, was built in place of a small wooden, one-story saloon building previously on the lot (La Crosse, City Tax Records, 1872-1885; Sanborn [map], 1884, 1891). It is located on land platted from the original land holdings purchased in 1849 from the United States

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 2

George Zeisler Building
La Crosse La Crosse County Wisconsin

government by Nathan Myrick, who is credited with the founding of the city of La Crosse (La Crosse County, Deed 13:326). In September 1885, George Zeisler purchased the south 40 feet of the west 25 feet of Lot 5 from Alex Wanner, who operated a confectionary, an insurance office and a travel ticket office in his small frame building on the north 20 feet of the lot (La Crosse County, Deed, 63:163; La Crosse City Directory, n.p. 1885-1886:92). George Zeisler, the owner of the local Plank Road Brewery, had a two-story brick commercial building constructed on his property, which was conveniently located on the corner of Pearl and Second Streets across the street from the newly constructed Chicago, Burlington and Quincy Railway passenger and freight depots. Zeisler constructed this building to house a saloon from which he sold the products manufactured by his brewery, a business practice common to other prominent 19th century La Crosse breweries such as the Gund, Michel and the Heilemann Breweries. The Zeisler family sold the building to the Gund Brewery in 1907 (La Crosse, City Tax Records, 1885-1887; Sanborn [map] 1891; Rausch and Zeitlin, 1984:253; La Crosse County, Deed, 108:542). The Wanner property at 129 South Second [listed earlier in the La Crosse City Directories as 127 South Second], which apparently was an empty lot by the early 20th century, was sold by Anna Wanner in 1908 to George Warminger. In 1909, he had the small brick building presently located on the property constructed. This property was combined legally with the adjacent Zeisler building in the early 1920s when Bertha Gillmeister acquired both properties (La Crosse, City Tax Records, 1885-1918; La Crosse County, Deeds, 113:312, 137:440, 143:566) The Zeisler building and the Warminger building were purchased by the present owner, John Satory, in 1988 (Satory, Interview, 1991).

Immediately after its construction in 1886, the Zeisler building was leased to F. Habel, who operated the Morning Call Sample Room in the building. F. Habel also had residential quarters in the building. The second floor, apparently intended to accomodate offices, was occupied briefly by the La Crosse Employment Bureau, operated by J.Nomis and Company (Bunn and Philippi, 1888). J.H. Collins, who also maintained a residence here in the late 19th century, operated the saloon, then known as the Bon-Ton Sample Room, in the 1890s and in the first decade of the 20th century (Philippi, 1904-1907; Spicer and Buschman 1890). The Zeisler building was used briefly in c.1909 by the adjacent Hotel Bronson (Wright, 1909). In the second decade of the 20th century, the Zeisler building housed Michael Michaelson's saloon followed by the Schmidt and Schultz Saloon. The saloons were followed by a series of restaurants and

NPS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
Approved 2/87

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 3

George Zeisler Building
La Crosse La Crosse County Wisconsin

beverage stores in the 1920s and 1930s. By the 1940s, this building, which now included the space of the adjoining Warminger building, was again occupied by a tavern. More recently, the Zeisler building housed the Metamorphosis Record Store in the 1970s and the Pearl Street Antique Store in the early 1980s (Wright, 1911-1983). Presently, this building is occupied by the Satory Arts Store. The second story has been vacant since at least the 1960s (Wright, 1911-1973).

The Warminger building was constructed in 1909 on the north 20 feet of the west 25 feet of Lot 5, Block 20 of the Original Plat of the City of La Crosse as rental property for George Warminger, who was treasurer-manager of the People's Ice and Fuel Company (La Crosse, City Tax Records, 1908-1910; Sanborn [map], 1906, revised 1910; Wright, 1907). This small brick building originally housed Catherine Oehler's Confectionary Store on the lower floor and her residence on the upper floor. Oehler's Confectionary store continued to occupy this small building until around 1920, at which time the building was used for a soft drink store until the late 1930s (Wright 1909-1941).

ARCHITECTURE

The Zeisler Building is significant under Criterion C as a good example of the Italianate influence on a small commercial building in the city of La Crosse in the late 19th century. This brick building is one of the few small commercial buildings built in La Crosse during the 1880s that continues to exhibit a more elaborate, although increasingly eclectic, Italianate style. According to the Cultural Resource Management in Wisconsin manual, the Italianate style was popular generally in Wisconsin from 1850 until 1880. Italianate design sources, the most popular commercial style in America, were used eclectically to create the commercial Italianate style. Featuring articulated decorative window treatment, the characteristic flat roofed, Italianate style commercial building is crowned at the eaves by a projecting cornice with modillions or brackets. Cornices and classical motifs and architectural details are used for ornament (Wyatt, 1986 [Architecture]:2-6).

NPS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
Approved 2/87

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 4

George Zeisler Building
La Crosse La Crosse County Wisconsin

This small commercial building was built for George Zeisler, who was an early settler and "one of the oldest and most prominent Germans" in the city. Zeisler leased the building immediately after construction to F. Hobel, who operated the Morning Call Sample Room, a saloon established to sell products produced by Zeisler's brewery (Bunn and Philippi, 1888). George Zeisler, born in Bavaria, Germany, in 1825, settled for three years in Monroe County before he moved on to La Crosse in 1856. After working for the C.L. Colman Lumber Company for five years, Zeisler operated a copper still where he manufactured malt whiskey for six years. He also operated a butcher shop on Main Street until he established the Plank Road Brewery in 1867. Zeisler, in partnership with Otto Nagle, built the brewery adjacent to the Plank Road which connected north and south La Crosse on the north end of La Crosse's south side. Located on Third Street between the La Crosse River and Grove Street, the Zeisler brewery produced 2,800 barrels in 1880, increasing to 3,5000 barrels at the turn of the century. George Zeisler, who died in 1902, turned his business interest over to his sons George, Jr. and Leonard when he retired a few years earlier (La Crosse Morning Chronicle, 14 August 1902; La Crosse Daily Press, 14 August 1902; Western Historical Company, 1881:809; Bunn and Philippi, 1888).

The Zeisler building was constructed for a total contract price of \$3,684 in the fall of 1886. Royal Reynolds was awarded the contract for excavating and for the foundation of the building. Reynolds, listed as a general contractor and builder in the La Crosse City Directory, apparently worked in the La Crosse area at least from around the late 1870s until the early 1890s. Raymond Kiensle was contracted to do the brick work and Chris Johannes was given the contract for the woodwork in the building. Kiensle was the head of a family contracting company in the late 1880s known as R.N. Kiensle and Brothers with offices at 4th and Mississippi Streets. The Kiensles specialized in brick and stone work and plastering. The company was run by his brothers Matt and John in the 1890s (La Crosse Daily Republican and Leader, 4 September 1886, 20 September 1886, 30 September 1886; Western Historical Company, 1881:769; La Crosse, City Tax Records, 1880-1918; Morrissey and Bunn, 1880; Bunn and Philippi, 1888; Spicer and

NPS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
Approved 2/87

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 5

George Zeisler Building
La Crosse La Crosse County Wisconsin

Buschman, 1890; Philippi, 1891, 1893). The Zeisler building is a well preserved example of a Italianate influenced vernacular brick building built by local contractors. This two-story red brick commercial building displays the prominent projecting iron cornices associated with the Italianate style. In addition, the cornices typically are accented by classical pediments and brick parapets rising above the roof line. The "rising sun" design is pressed into the metal tympanums of the pediments, and plain block modillions under the corona articulate the cornice while plain rosettes accent the frieze. White stone belt courses, which along with the white stone lintels, create a white horizontal band that contrast with the red brick in a manner associated with the constructional coloration of the Victorian period.

Although the one-over-one windows have been covered by metal storm windows and the storefront has been replaced, for the most part, the original Italianate influenced design of the Zeisler building has been preserved (Pratt and Owen, 1887 [photograph]:31)). The interior of the building also continues to exhibit its original spatial plan as well as its original woodwork on the second story and its tile floor on the first floor. In addition, the iron columns of the original storefront continue to flank the entrance. The columns are inscribed with the name "J.W. Torrance and Son," a local foundry who manufactured iron storefronts in addition to all kinds of machinery, brass work and stoves on South Front Street in La Crosse in the late 19th and early 20th centuries. This firm continues to operate today as Torrance Castings Inc. at 3131 Commerce Street, La Crosse. (Rausch and Zeitlin, 1984:58;

Italianate designs were among the wide variety of architectural styles which are reflected in the La Crosse commercial buildings constructed in the 1880s "boom" period. Italianate, Romanesque, Queen Anne, Classical, Gothic and vernacular styles were among the sources which shaped the architectural environment of La Crosse during this period. However, La Crosse commercial architecture in the 1880s, particularly the large commercial blocks such as the 1885-1886 McMillan Building at 401 Main Street, the 1887 Batavian Bank at 319 Main Street and the 1889 Tillman Brothers Furniture Block at 116 South Fourth Street, reflects a definite preference for the Romanesque style while the Italianate style was more popular earlier, in the 1870s. Although the Italianate style began to decline in popularity by the 1880s in America, La Crosse's commercial architecture continued to show the influence of the Italianate style in an eclectic manner. The Zeisler building is among the better preserved of the small

NPS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
Approved 2/87

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 6

George Zeisler Building
La Crosse La Crosse County Wisconsin

commercial buildings built during the 1880s boom period that were identified in the 1983-1984 La Crosse Intensive Survey. The Zeisler building is not as large as the Italianate style buildings such as the Bliss and Sill building constructed in 1885 at 307-309 Main Street, the Gantert building also built in 1885 at 110 South Third or the adjacent Bronson Hotel at 205-209 Pearl Street enlarged and remodeled in 1885. In addition, it is not as elaborate as the large architecturally significant Italianate commercial blocks built in the 1870s such as the Solberg building at 127-129 South Third or the Healy Block at 200-212 Main Street. Commercial buildings built a few years after the Zeisler building such as the eclectic Lienlokken Bank at 203 South Fourth and the Doerre buildings at 135 and 201 South Fourth also are well preserved examples of the Italianate influence. However, these buildings are transitional buildings already beginning to show the 1890s interest in the Classical Revival style. The architectural integrity of the Zeisler building is similar to several other Italianate Revival influenced small late 19th century buildings in La Crosse's commercial district such as the 1870s Jorgenson building at 125 South Third and the Hoegh building at 123 South Third as well as the the 1889 Zeisler building at 204 South Fourth. However, the Zeisler saloon building is better preserved than other small, brick, Italianate influenced commercial buildings built in the 1880s such as the 1884 Drake building at 133 South Fourth (Rausch and Zeitlin, 1984:141-145; La Crosse, City Tax Records, 1857-1918).

The Zeisler Building is a significant example of the Italianate influence on small commercial buildings in the late 19th century in La Crosse's commercial district. The architectural significance of the Zeisler building rests on its integrity, that is the retention of its original form and architectural details. In addition, it contributes to the architectural significance of the potential historic district that encompasses La Crosse's commercial district.

9. Major Bibliographical References

See continuation sheet

Previous documentation on file (NPS):

N/A preliminary determination of individual listing (36 CFR 67) been requested

N/A recorded by Historic American Engineering Record # _____

N/A previously listed in the National Register

Primary location of additional data:
 State Historic preservation office

N/A previously determined eligible by the National Register

Other State agency

N/A designated a National Historic Landmark

Federal agency

N/A recorded by Historic American Buildings Survey # _____

Local government

University

Other

Specify repository:

Architectural Researches, Inc

La Crosse, WI

10. Geographical Data

Acreage of property Less than one acre

UTM References

A 1/5 6/4/0/4/2/0 4/8/5/2/3/3/0 B / / / / / / / / / / / / /
Zone Easting Northing Zone Easting Northing

C / / / / / / / / / / / / / D / / / / / / / / / / / / /
See continuation sheet

Verbal Boundary Description

Original Plat, Block 20, West 1/3 of the west 1/2 of Lot 5.

Commencing at the northeast corner of the intersection of Pearl Street and South 2nd Street, then in a northerly direction along the east line of 2nd Street 60 feet to the northwest corner of the property, then east approximately 25 ft to the northeast lot line of the building, then south along the east property line and the east elevation of the building to the north boundary line of Pearl Street, then west approximately 25 ft along the north boundary line of Pearl Street to the point of beginning.

See continuation sheet

Boundary Justification

The boundary lines of the Zeisler building property include all the land and buildings legally attached to the property at the present time.

See continuation sheet

11. Form Prepared By

name/title Joan Rausch, architectural historian

organization Architectural Researches, Inc. date August 22, 1991

street & number W5722 Sherwood Drive telephone (608) 788-5932

city or town La Crosse, Wisconsin state Wisconsin zip code 54601

NPS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
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United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 9 Page 1

George Zeisler Building
La Crosse La Crosse County Wisconsin

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NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 9 Page 2 George Zeisler Building
La Crosse La Crosse County Wisconsin

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CONTINUATION SHEET

Section number Photographs Page 1

George Zeisler Building
La Crosse La Crosse County Wisconsin

GEORGE ZEISLER BUILDING
201 Pearl Street
La Crosse, La Crosse County, Wisconsin
Photographs by Joan Rausch
1991 August
Negatives: Architectural Researches, Inc
W5722 Sherwood Drive
La Crosse, WI 54601

The above information applies to all the following photographs:

Photograph #1 of 15
Zeisler Building, general setting
View from southwest

Photograph #2 of 15
Zeisler Building
View from south

Photograph #3 of 15
Zeisler Building
View from west

Photograph #4 of 15
Zeisler Building, detail
View from south

Photograph #5 of 15
Zeisler Building, detail
View from south

Photograph #6 of 15
Zeisler Building, detail
View from west

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NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number Photographs Page 2

George Zeisler Building
La Crosse La Crosse County Wisconsin

Photograph #7 of 15
Zeisler Building, storefront detail
View from southeast

Photograph #8 of 15
Zeisler Building, interior [first floor]
View from northeast

Photograph #9 of 15
Zeisler Building, interior detail [second floor]
View from southwest

Photograph #10 of 15
Zeisler Building, interior detail, [first floor]
View from north

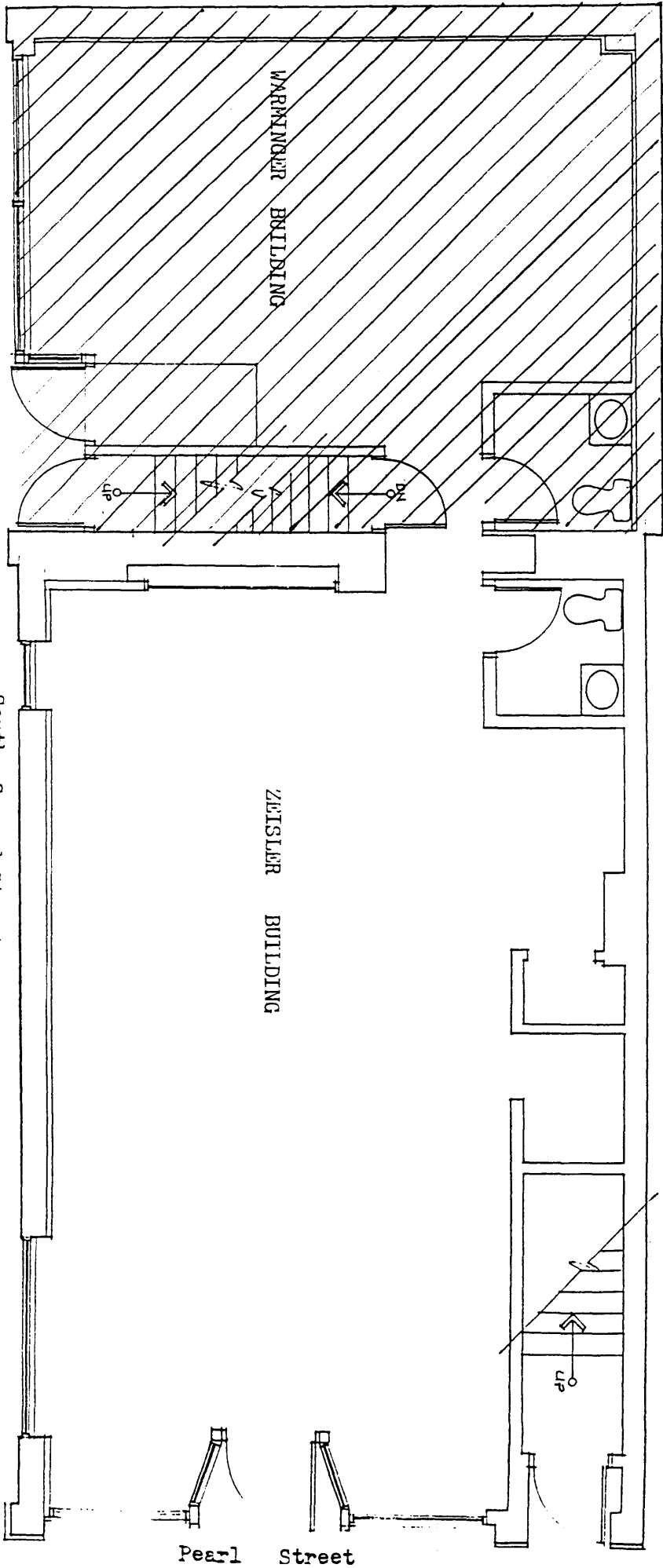
Photograph #11 of 15
Zeisler Building, interior detail, skylight
View from west

Photograph #12 of 15
Zeisler Building, interior detail, [second floor]
View from northeast

Photograph #13 of 15
Zeisler Building, [Warminger building]
View from west

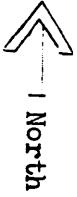
Photograph #14 of 15
Zeisler Building, interior [Warminger building, first floor]
View from southwest



Photograph #15 of 15
Zeisler Building, interior [Warminger building, second floor]
View from east



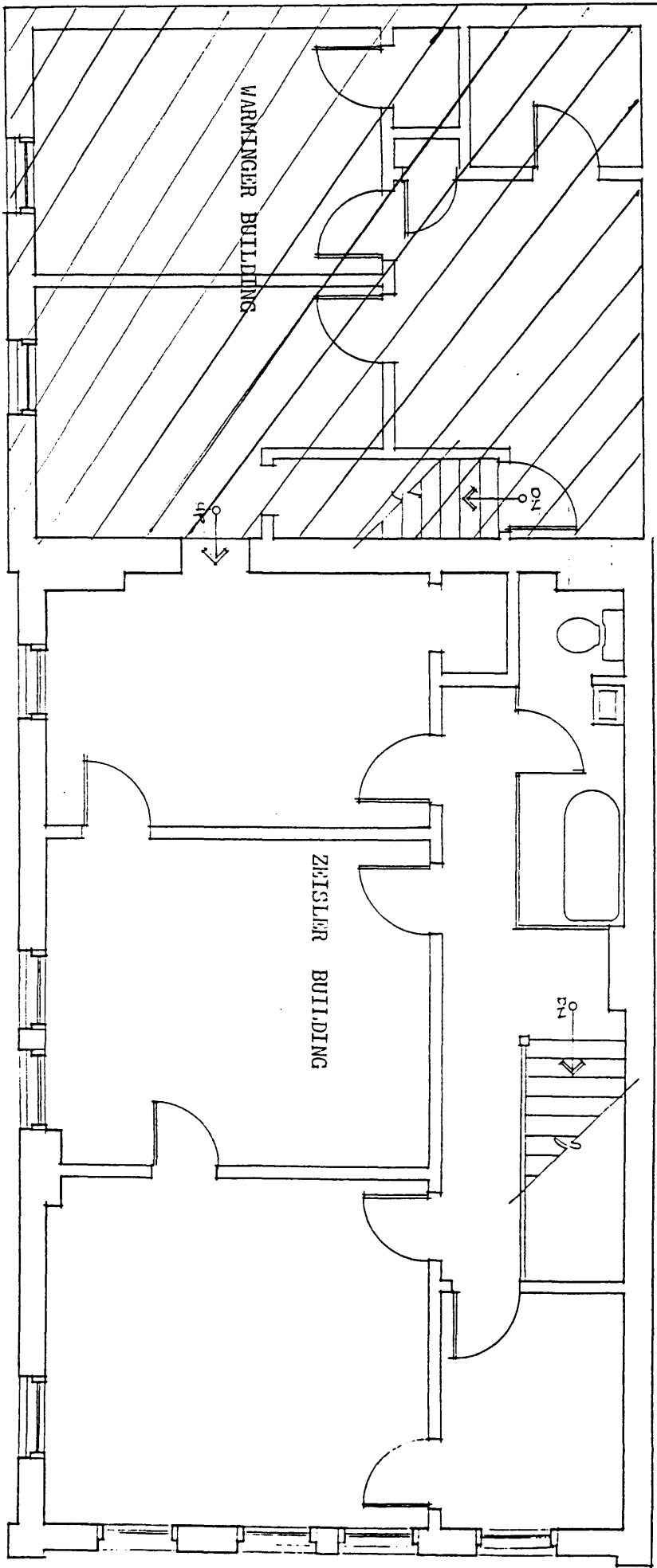
EXISTING FIRST FLOOR PLAN

0' 1' 2' 3' 4'



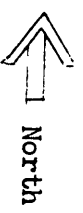
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-  Noncontributing

George Zeisler Building
 201 Pearl Street
 La Crosse, WI
 FLOOR PLAN I
 (Hurt, 1988)
 LaCrosse County

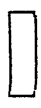


EXISTING SECOND FLOOR PLAN

0' 1' 2' 3' 4'



North



Contributing



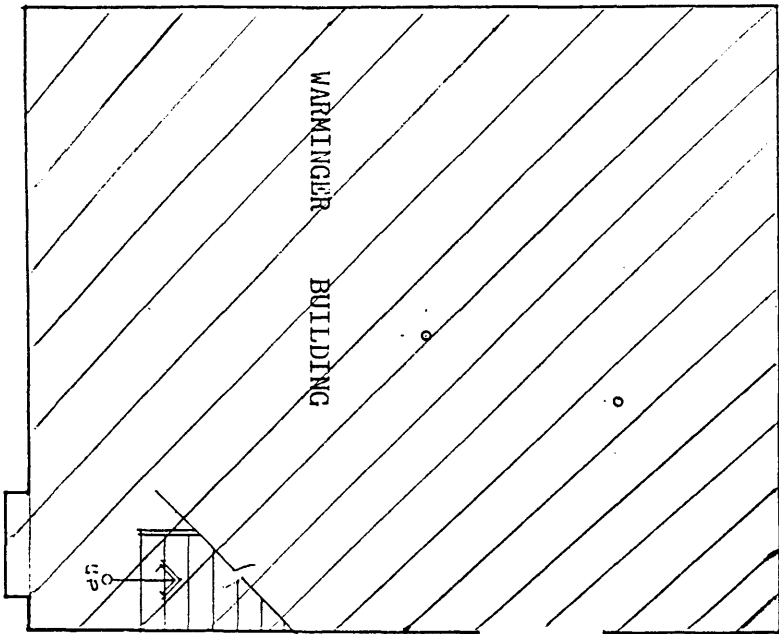
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South Second Street

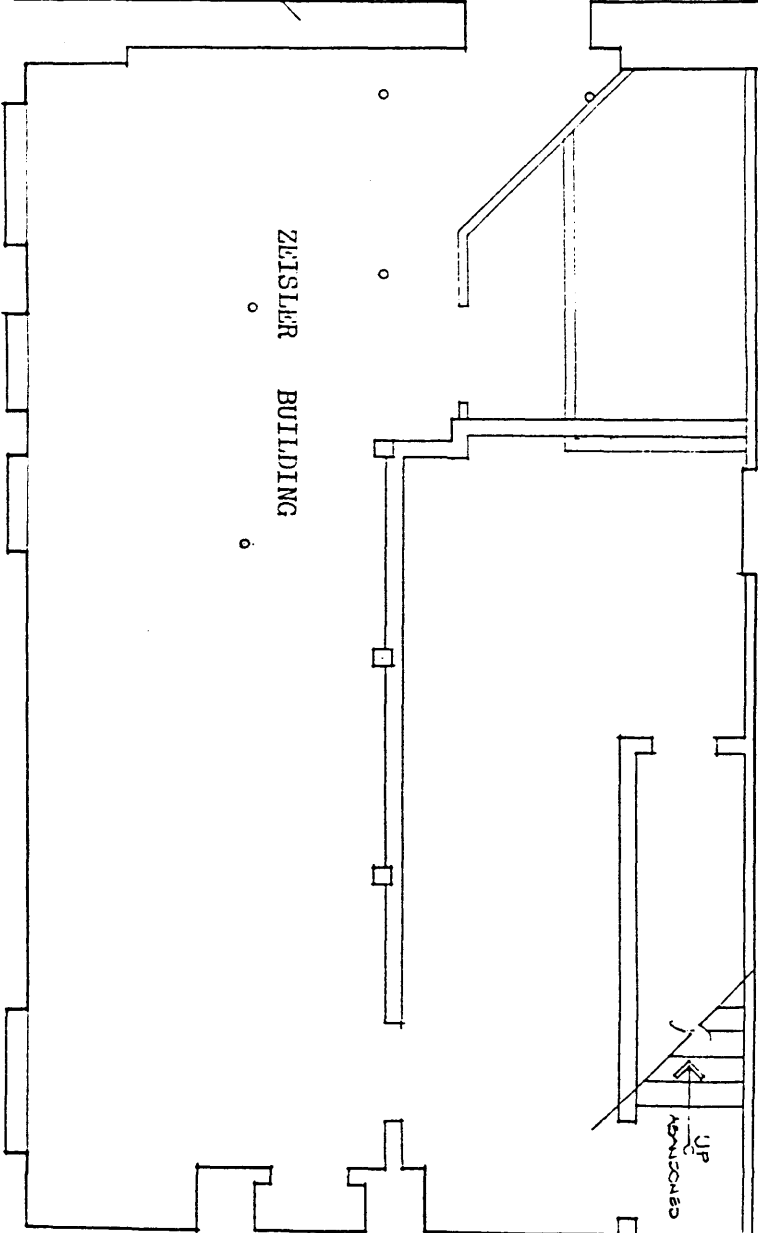
ZEISLER BUILDING

East Street

George Zeisler Building
 201 Pearl Street
 La Crosse, WI
 FLOOR PLAN II
 (Hurt, 1988)
 La Crosse County



EXISTING BASEMENT FLOOR PLAN

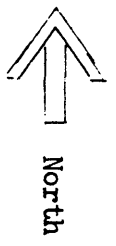


South Second Street

Pearl Street

[] Contributing

[] Noncontributing



George Zeisler Building
 201 Pearl Street
 La Crosse, WI
 FLOOR PLAN III
 (Hurt, 1988)
 La Crosse County