



CITY OF LA CROSSE HERITAGE PRESERVATION COMMISSION

Historic Landmark Nomination Form

1. What is the historic name of the Landmark or Landmark District?

Fire Station No. 4

2. What is the current name of the Landmark or Landmark District?(If applicable)

Fire Station No. 4

3. Property Address: 906 Gillette St., La Crosse, WI 54603

4. OWNERSHIP

- a. Owner(s): City of La Crosse
- b. Street: 400 La Crosse St.
- c. City, State, Zip Code: La Crosse, WI 54601 Phone: (608) 789-2489
- d. Email: _____ Parcel ID#: 17-10104-20

5. NOMINATED BY (If different):

- a. Name: David Riel, Preservation Alliance of La Crosse, Inc.
- b. Street: 119 King St.
- c. City, State, Zip Code: La Crosse, WI 54601 Phone: (608) 784-1976
- d. Email: preservationalliance@gmail.com

6. CLASSIFICATION AND USE (Check all that apply):

Proposed Designation (choose one)

Landmark District

Landmark

If it is a Landmark, choose a category (definitions can be found on the instructions page)

Historic Structure

Historic Site

Historic Object

Present Use

Agriculture

Industrial

Religious

Commercial

Military

Scientific

Educational

Museum

Transportation

Entertainment

Park

Government

Private Residence(s)

Other _____

Condition:

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Excellent | <input type="checkbox"/> Deteriorated |
| <input checked="" type="checkbox"/> Good | <input type="checkbox"/> Ruins |
| <input type="checkbox"/> Fair | <input type="checkbox"/> Other |

Has the property been nominated previously? Yes No

When? _____

What was the outcome? _____

Is the proposed Landmark or District on the National Register? Yes No

When? Though Fire Station No. 4 is potentially eligible for the National Register of Historic Places.

7. SIGNIFICANCE:

Section 20.90 of the *Municipal Code of Ordinances* lists 4 criteria that a district, site, structure or object may be designated under.

Please check one or more of the listed criteria that apply to this Property:

- Associated with events or person(s) who have made a significant contribution to the history, heritage, or culture of the City of La Crosse, the County of La Crosse, the State of Wisconsin, or the United States.
- It embodies the distinguishing characteristics of an architectural type or specimen, inherently valuable for a study of a period, style or method of construction or of indigenous material or craftsmanship.
- It is representative of the notable work of a master builder, designer or architect whose individual work is significant in the development of the City of La Crosse, the County of La Crosse, the State of Wisconsin, or the United States.
- It exemplifies or reflects the broad cultural, political, economic or social history of the nation, state, or community.

8. HISTORIC OVERVIEW/ANALYSIS (See attached instructions for analysis outline):

Please attach the analysis as a separate document containing the following sections:

A. Existing Physical Description

- a. Write a physical description of the nominated property or district in its current state.
- b. If it has been altered over time, indicate the date(s) and nature of the alterations.
- c. Include additional information as applicable.

B. Narrative History

- a. Provide a complete narrative history of the district, structure, site, or object.
- b. If known, include the year it was built, the architecture style, and the name of the architect or builder.
- c. Include references to source material that are listed in the bibliography.

C. Additional Information

- a. Include any additional information that helps support the claim of criteria (Section 7) made in this document; or is otherwise deemed useful for the purposes of evaluation.

D. Bibliography

- a. Include a list of all sources consulted.
- b. Include copies of relevant source materials with the nomination form.

9. PHOTOGRAPHS:

Include photos, as applicable, of the nominated district, structure, site, or object as follows:

A. Current photographs

- a. Exterior photographs are required.
- b. Interior photographs if available and relevant to its historic significance.

B. Historic photographs


- a. Interior and exterior if available.

Each photograph must be labeled with the street address of the building(s) and the month and year the photograph was taken.

Designation of property will require affixing a plaque to said property and that the plaque will be the sole property of the City of La Crosse. Signature of the property owner assures the Heritage Preservation Commission that designation and installation of a plaque are supported.

Signature of Property Owner

Date



Signature of Nominator

2/26/21
Date

When completed, submit application to the City of La Crosse Planning Department, 400 La Crosse Street, La Crosse WI.

PLEASE NOTE: It is the responsibility of the nominator to provide the Heritage Preservation Commission and its Staff with information sufficient to fairly evaluate the nomination. **Incomplete nomination forms will not be accepted. A fee, in the amount stated in the Schedule of Fees and Licenses table in Section 25.01 of the Municipal Code, must be included.**

INSTRUCTIONS FOR FILLING OUT THE NOMINATION FORM

1. Indicate the historic name of the property if it is currently known by a different name.
2. Indicate the current name of the property, if it is different than the historic name.
3. Indicate the street address for the property. For districts, attach a separate sheet listing the street address of each property included in the nomination and a clear street map of the area showing the boundaries of the proposed district.
4. Indicate the owner of the property and his or her mailing address and phone number. For districts, attach a separate sheet listing the owner of each property and his or her mailing address.
5. Indicate the nominator of the property and his or her contact information including mailing address, phone number, and email address.
6. Check the classification and use as indicated. Check the current condition of the property. Indicate whether or not the property has been previously nominated. Indicate whether or not the property is on the National Register of Historic Places.
 - a. **“Landmark District”** or Historic Overlay District is an area designated by the Common Council on recommendation of the Commission composed of one or more improvements or sites that is of special character or special historic interest or value as part of the development, heritage or cultural characteristics of the city, state or nation and which has been designated as a Historic District.
 - b. **“Historic Structure”** means any improvement which has a special character or special historic interest or value as part of the development, heritage, or cultural characteristics of the City, state or nation and which has been designated as a historic structure.
 - c. **“Historic Site”** means any parcel of land whose historic significance is due to a substantial value in tracing the history of aboriginal people, or upon which a historic event has occurred, and which has been designated as a historic site under this section, or an improvement parcel, or part thereof, on which is situated a historic structure and any abutting improvement parcel used as and constituting part of the premises on which the historic structure is situated.
 - d. **“Historic Object”** means a material thing of historic significance for functional, aesthetic, cultural or scientific reasons that may be, by nature or design, moveable yet related to a specific setting or environment.
7. Select, as applicable, one or more of the four listed criteria that applies to the nominated property or district.
8. Write a **Historical Overview/Analysis** of the nominated property or district that supports the claim of criteria made in section 7. Attach to the nomination form a document that includes:
 - A. An existing physical description of the structure, district, site, or object. Include the following information as applicable:
 - architectural style(s)
 - arrangement of architectural elements
 - building materials
 - method(s) of construction

- visual character
- street pattern
- density
- type and arrangement of buildings
- topography

B. A narrative history of the structure, district, site, or object. Include the following information when available:

- History of the development of the area;
- Circumstances which brought the structure, district, site, or object into being;
- Biographical information on architects, builders, developers, artisans, planners, or others who created or contributed to the structure, district, site, or object;
- Contextual background on building type(s) and/or style(s);
- Importance of the structure, district, site, or object in the larger community over the course of its existence.
- **Include references** to consulted sources, listed in the bibliography, as necessary. Where any historical information is uncertain or disputed, reference sources directly in the text.

C. Any additional information that contributes support to the argument being made for the significance of the structure, district, site, or object; as selected in section 7 of the nomination form.

D. A bibliography consisting of all consulted source material used in the preparation of the Historical Overview/Analysis. Copies of major supporting documents should accompany the bibliography. Such documents may include, but are not limited to:

- Historic and contemporary maps;
- Historic or contemporary texts describing the subject property or district;
- Historic or contemporary texts describing people, places, or events that comprise the historic context of the subject property or district.
- Oversized materials (such as architectural drawings) and materials too fragile to copy may be accepted.

9. Clear photographs of the nominated buildings or districts should accompany the nomination form. The applicant shall include photographs of all elevations of an individual building and its setting, or the front elevation of each building in a district. In case of closely spaced buildings or row houses, several buildings may be included in one photograph. Each photograph must be labeled with the street address of the building(s) and the month and year the photograph was taken. A current exterior photograph of the structure, district, site, or object must accompany the nomination form.

Fire Station No. 4 - Introduction



Fire Station No. 4, North façade, (facing Southwest), ca. 1996. Source: Wisconsin Historical Society.

Fire Station No. 4 is located at 906 Gillette Street, the Southeast corner of Gillette and Liberty Streets, on the historic North Side of La Crosse. Built in 1940, it's the oldest operating fire station in the City of La Crosse. Fire Station No. 4 is a two-story building, 61 feet long, 54 feet wide, constructed of load-bearing brick walls with Bedford stone trim.

According to a Wisconsin Historical Society architectural survey, Fire Station No. 4 is a “good example of civic architecture – the earliest fire station still functioning and the only station exhibiting the influence of historical styles”.

Designed by Racine, Wisconsin based architect J. Mandor Matson and built by the well-known La Crosse construction firm Peter Nelson and Son, Fire Station No. 4 is an eclectic/Tudor-style structure, built to blend in with the surrounding residential neighborhood, similar to the nearby North Side Public Library, which is also a La Crosse Local Historic Landmark.

In addition to being eligible for La Crosse Local Historic Landmark designation, Fire Station No. 4 is potentially eligible to be listed on the National Register of Historic Places.

Fire Station No. 4 - Existing Physical Description

North Elevation



Fire Station No. 4, North Elevation (facing South), 2021. Source: David Riel.

The North elevation prominently displays a one-story, flat roofed porch clad in stucco with three arched openings. The porch is 33 feet wide, 9-1/2 feet deep, and placed off-center from the main structure, extending toward Gillette Street. The central arch of the porch contains the pedestrian entrance door, segmented by a transom and multi-light sidelights. The central arch is flanked on either side by matching, multi-light arched windows.

The main structure of the building has a rectangular floor plan, with a roofline that is deceptively complex. An L-shaped hipped roof intersects with a flat/hipped roof. The L-shape presents itself on the North façade in a notable pyramid shape above the porch, while also extending to the West where its flat/hipped section is most apparent. The frieze under the eaves is wrapped in Bedford stone with dentil molding. A central wall dormer, with a pair of double-hung, six-over-six multi-light windows, acts as a bridge visually connecting the porch below to the main structure. To the West of the porch is a two-bay wide section with a simple arrangement of four double-hung windows, two on the upper-level and two directly below.

West Elevation



Fire Station No. 4, West Elevation (facing East), 2021. Source: David Riel.

The West elevation faces Liberty Street, and the roof line is a mirror image of the North elevation. The arched entrance to the apparatus room echoes the arches found on the front porch, with a hipped-roof dormer centered above the arch. The West elevation conspicuously displays the large, segmental arched apparatus entrance, used for fire trucks and other apparatus. It is trimmed in Bedford stone, with each segment of stone reducing slightly in size as it rises vertically, creating a subtle, scalloping effect along the way.

A common misconception regarding this elevation is belief that the apparatus entrance was designed at a time when fire departments used horse-pulled apparatus. In fact, horses were retired by the La Crosse Fire Department in 1926. By 1940, it was common for all vehicles, including fire vehicles, to utilize steel wheels and Slant-6 or V-8 gas-combustion engines.

According to a detailed description in the December 31, 1940 edition of the *La Crosse Tribune and Leader-Press*, the entrance for apparatus “has a 20 foot opening with automatic overhead door. The apparatus room is 31 feet wide and 59 feet long” and represented “the latest in modern engine house construction, entirely different from any of the old stations of the city”.

East Elevation



Fire Station No. 4, East Elevation (facing West), 2021. Source: David Riel.

The East elevation faces the alley in-between Liberty Street and Charles Street, and its view is partially obscured by a modern, white vinyl fence. A parking area on the southeast corner of the building separates the building from the alley. The East elevation emphasizes the full shape of the hipped roof, asymmetrical window placement, and is visually divided into multiple sections or bays.

The center of the wall breaks through the roofline, creating a wall dormer with a shed roof situated above pairs of double-hung windows on the upper and lower-level. An employee entrance covered by a triangular awning on the southeast corner is balanced by a triangular, hipped-roof wall dormer on the northeast corner. This use of asymmetrically placed elements creates a dynamic rhythm of visual interest.

South Elevation



Fire Station No. 4, South Elevation (facing North), 2021. Source: David Riel.

The South elevation is entirely symmetrical, representing a complete departure from the asymmetrical layout of the other three elevations. The hipped-roof is prominent, and a pair of hipped-roof dormers are symmetrically placed on the roof.

The lower-level is dominated by four, symmetrically placed 30-light windows, allowing maximum exposure to southern light during the day. These windows, which are almost the height of the wall, are fixed windows. As such, they have a six-light hopper window built into them. This hopper window would tilt open, allowing in extra air and breeze when needed.

Because of the relatively unobstructed nature of the South elevation, the load-bearing brick wall is also a prominent and historically important feature. Solid masonry walls are a bit of a lost art. Walls like this are multiple wythes (or rows) of bricks deep and were significantly more expensive than a wood frame structure with a brick veneer. These bricks follow a traditional pattern where every sixth course of brick is installed sideways, so the end of the brick (called a header) is exposed, creating visual interest as well as increasing the strength of the structure.

Fire Station No. 4 – Narrative History

The earliest fire stations in the City of La Crosse date back to the late 1860s when teams were largely volunteer-based. Fire stations at that time were primarily designed to contain horse-drawn sleighs or wagons, with stables where horses would feed and sleep. All of the existing fire stations in this period more closely resembled a barn than what we commonly think of today as a fire station. The team that now inhabits Fire Station No. 4 can trace its roots back to 1893, when the volunteer company known as “Rescue Hose Company No. 4” was founded. The original Fire Station No. 4 was constructed in 1892-93, demolished to make way for the current Fire Station No. 4, formerly situated immediately south of the current station on Liberty Street.



Fire Station No. 4 Architectural Rendering. Source: *La Crosse Tribune and Leader-Press*, August 18, 1940.

The original proposal (seen above) called for a Tudor-style fire station made of stone, but the decision was made to construct Fire Station No. 4 of brick, “meaning a saving of \$975 in the cost” according to the August 18, 1940 *La Crosse Tribune and Leader-Press*. The final cost of the station was \$26,855, with deductions totaling \$1904.00 from changes in construction plans.

Built in 1940, Fire Station No. 4 is considered to be the first “modern” fire station in La Crosse history, and as of 2021 is the oldest station still in operation in the city. The contract to design Fire Station No. 4 was awarded to Racine, Wisconsin based architect J. Mandor Matson.

J. Mandor Matson



J. Mandor Matson portrait and Registered Architect seal. Source: Mark Hertzberg.

J. Mandor Matson was an architect based in Racine, Wisconsin. According to his May 24, 1963 obituary, “Mr. Matson was born in Arndahl, Norway on Aug. 11, 1890 but had lived in Racine practically all of his life. He was an architect for 55 years, last working in November, 1952.”

Mark Hertzberg, the author and photographer of three books about Frank Lloyd Wright's work in Racine, has also written about the life and work of J. Mandor Matson. The following, written by Mark Hertzberg, appeared in a May 12, 2002 article in The Journal Times of Racine: “Matson was a Norwegian-born architect who left behind a significant body of public buildings in Racine when he died in May 1963. His legacy includes City Hall, Park and Horlick high schools, Mitchell elementary and middle schools, and the Union Tabernacle Church that is now the George Bray Neighborhood Center. That building was placed on the National Register of Historic Places in 1984.” Matson passed away at his home May 23, 1963. He was 72-years-old.

Fire Station No. 4 is the third of three buildings in La Crosse which were designed by Matson. Previous to Fire Station No. 4, Matson was commissioned by Frank Hoeschler to design Hoeschler’s Art Moderne style house at 116 Losey Boulevard North in 1936, and then the Art Moderne styled Exchange Building at 201 Fifth Avenue South in 1940. Though there is no

documentation of this, it is possible that the influential real estate developer Frank Hoeschler persuaded the City to commission J. Mandor Matson to design the new and modern Fire Station No. 4.

Because Fire Station No. 4 has been in continuous use since 1940, it has a higher level of historic integrity than any other public building in La Crosse, including Fire Station No. 5 on Denton Street, which is currently being nominated for the National Register of Historic Places. Designed a Tudor-style fire station, it is not only unique in the City of La Crosse, but unique in the State of Wisconsin. Its historic, cultural and economic value cannot be overstated.

On February 15, 1927, the City of La Crosse purchased the lot on the southeast corner of Gillette and Liberty Streets for a cost of \$3500. The proposed cost of the brick building was \$26,855.00, which adjusted for inflation would be the 1940 equivalent of \$496,454.96.



Fire Station No. 4 - Sanborn Fire Insurance Map. Source: Jenny DeRocher, La Crosse Public Library Archives.

The decision to construct the building of load-bearing brick walls was a significant aspect of its cost. Many of the brick buildings throughout the City of La Crosse are wood-framed structures with a brick veneer. If wood-frame buildings catch fire, the wood-based structural system becomes compromised and fails, often leading to total collapse, as was experienced in the

collapse of St. James Church on Caledonia Street during their fire in 1900. Load-bearing brick walls were seen as the best solution to avoid total loss of a building if a fire occurred inside.

The significant investment made in load-bearing brick walls is another reason this building should be preserved. If it were repurposed as a commercial property, a museum, or a private residence, it would be uniquely protected from fire damage. Alternatively, demolishing this building would needlessly send tens of thousands of pounds of debris to the landfill. The tens of thousands of dollars the city would save by avoiding demolition could be used toward the building's maintenance, repairs and restoration.

Fire Station No. 4 is historically significant because Wisconsin architect J. Mandor Matson designed a Tudor-style fire station in an effort to blend into a residential neighborhood, and it's unlike all existing fire stations made at that time. It's Tudor-style design features roof dormers, double-hung windows, and an arched porch "adding an attractive touch of style" according to the August 18, 1940 *La Crosse Tribune and Leader-Press* article.



Fire Station No. 4. Source: *La Crosse Tribune and Leader-Press*, December 31, 1940.

Fire Station No. 4 is significant as the first "modern" fire station, built after horse-drawn apparatus were retired in 1926, using features like an automatic overhead door and other modern inventions. As pointed out by Joan Rausch in her *Architectural and Historical Intensive Survey of La Crosse* (1996), the construction of Fire Station No. 4 was a milestone as the first fire station in the city to be modernized to 20th Century standards, further influencing the post World War II modern fire stations built in the city, including Fire Station No. 2 (1956), Fire Station No. 1 (Headquarters, 1966-67) and Fire Station No. 3 (1966-67). Fire Station No. 4's

historic integrity is intact, and as such is a significant part of La Crosse history as well as firefighting history, and deserves to be a La Crosse Local Historic Landmark.



Fire Station No. 4. Source: *La Crosse Tribune and Leader-Press*, February 21, 1941.

Fire Station No. 4 – Bibliography

- A) *La Crosse Tribune and Leader-Press*, 18 August 1940, 31 December 1940, 21 February 1941.
- B) Sanborn Fire Insurance Maps 1940-1955. Courtesy of Archivist Jenny DeRocher, La Crosse Public Library Archives.
- C) *The Journal Times* (Racine, Wisconsin) 24 May 1963, Fri, Page 5.
- D) *The Journal Times* (Racine, Wisconsin) "Two men, two visions" by Mark Hertzberg, May 12, 2002.
- E) Images from photo collection of Mark Hertzberg.
- F) 906 Gillette Street listing, Wisconsin Historical Society website:
<https://www.wisconsinhistory.org/Records/Property/HI33409>
- G) Rausch, Joan and Carol Lohry Cartwright, *Architectural and Historic Intensive Survey Report, City of La Crosse, WI*, August 1984, Addendum July 1996.

Fire Station No. 4 – Additional Information

LA CROSSE TRIBUNE AND LEADER-PRESS

How New Fire Station Will Look



Shown above is the proposed new No. 4 fire station at Gillette and Liberty streets, which the common council has indicated it will approve at an adjourned meeting Tuesday night.

The two-story brick building will cost \$26,855, the figure being based on low bids received from contractors with deductions totaling \$1,904, the latter resulting from changes in construction plans.

The structure will replace an old narrow two-story brick building that has been used by the department since the establishment of No. 4 company.

Decision to construct the new building has been before the aldermen since Feb. 11, 1923, when the council ordered plans and estimates for rebuilding the roof and making other repairs on the old station. When the figures were presented, the aldermen decided they did not want to spend so much money.

Buy Land In 1927

Then on Feb. 15, 1927, the aldermen purchased the lot on the southeast corner of Liberty and Gillette streets, the property being immediately north of the old engine house. The city paid \$3,500 for the property.

Almost annually since then Chief F. C. McGlachlin of the fire department has urged the council to proceed with the new construction, pointing out that considerable repairs were necessary to the old building to eliminate hazards.

Early this year the aldermen considered sketches of architects, and then employed J. Mandor Mattson as the architect for the project.

The building pictured above is of stone construction, but the engine house as it is to be constructed will be of brick, meaning a saving of \$975 in the cost.

The building is 61 feet long and 54 feet wide, being of the Tudor residential style. Windows will be double hung, and the trim will be of Bedford stone. The roof will be of asphalt shingles.

The apparatus entrance will be on the Liberty street side, there being a 20-foot opening with an automatic overhead door. The apparatus room will be 31 feet wide and 59 feet long.

On the north side of the building will be three rooms—one in the front being the captain's bedroom and private lavatory facilities; the one in the middle being 18 by 21 and designated as a firemen's lounge; while the one in the rear will be a completely equipped kitchen 12 by 13 feet in dimensions. In the rear of the apparatus room is a combination locker and toilet section.

Large Arched Porch

Opening off the lounge room is an arched porch 33 feet long and 9½ feet wide. It adds an attractive touch to the style of the building.

Above the three rooms on the north side of the building is the dormitory, with the sliding poles running through trap doors in the floor to the apparatus room.

The section above the apparatus room will not be finished under the present contracts, but will provide space for further development as a recreation room.

To the rear of the building is a hose room, which extends from the top of the wall to the basement floor. The hose will be hung in this room to dry after being used, instead of being placed on racks along the walls of the apparatus room, as is the practice in other stations.

Then, there will be a steel drill tower on the rear of the property where the firemen will do their practice work with ladders and other equipment.

There is ample space for having an attractive lawn around the new building. After the building is completed, the old structure will be wrecked.

La Crosse Tribune and Leader-Press, 18 August 1940.

Badger Grocers' Convention May Be Sought Here

West Wisconsin Group Already Makes Plans For Occasion

Members of the Western Wisconsin Grocers' Association... are making plans to hold the annual convention of the Western Wisconsin Grocers' Association in La Crosse in late or early next year.

The local group, organized during the past year, expressed its intention to hold the convention in La Crosse, Wisconsin, between August 1 and 5, 1941.

It is anticipated that the convention will be held at the Hotel La Crosse, and that the local group will be represented by a delegation of about 100 members.

The convention dates back to the early years of the century when a local grocers' association was organized in 1882.

Organized About 1882 About 15 years ago, the La Crosse Grocers' Association was organized in 1882.

The association was organized in 1882, and has since that time been one of the largest in the state.

In connection with the 14th Annual Convention and Dinner, the local group will be holding a social affair at the Hotel La Crosse.

New No. 4 Fire Station Replaces Old-Fashioned Building; Company Dates History Back To Early City Lumbering Days

After many years of agitation the old No. 4 fire station, which has been replaced by the new building, was demolished last night.



Shown is pictured the old No. 4 fire station, which was demolished last night.

The new No. 4 fire station, which was built at a cost of \$25,000, was dedicated last night.

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Working on the new No. 4 fire station, shown above, which will soon be dedicated to the city.

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La Crosse Hears Variety Of Music Entertainment During Past Season

The La Crosse community has enjoyed a variety of musical entertainment during the past season.

Board Refers \$22,000 Machinery Resolution Of Highway Committee

The board of directors has referred a resolution of the highway committee regarding the purchase of machinery.

Smith Is Head Of Logan High June Graduates

Smith is the head of the Logan High School June graduates, who will be holding their commencement ceremony.

Railroads Preparing To Combat Spring High Water

Present Special Holiday Programs At Logan School

The Logan School is presenting special holiday programs for the students.

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Moving Day For Firemen At New No. 4 Station



Moving into the new No. 4 fire station this week from the old station with their equipment, including the new fire engine, is the new fire crew.

The new fire station, which was built at a cost of \$25,000, was dedicated last night.

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175 Fathers, Sons At Church Dinner

A church dinner was held last night, attended by 175 fathers and sons.

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Debate Hospital Bill

A debate was held regarding the hospital bill, with arguments for and against.

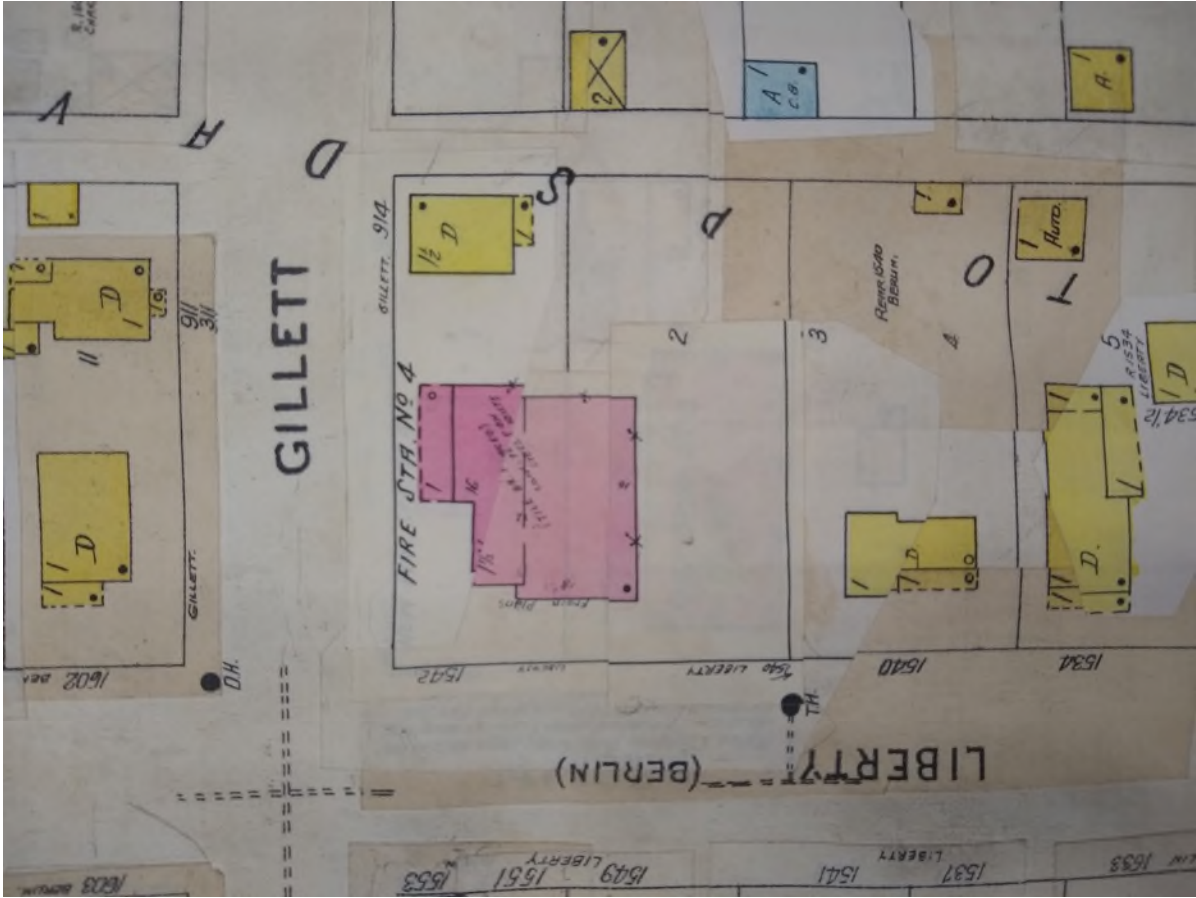
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Sanborn Fire Insurance Map ca. 1940-1950.



Sanborn Fire Insurance Map ca. 1940-1950 (detail).



Architect of Public Buildings, J. Mandor Matson Dies

J. Mandor Matson, Norwegian-born architect who designed and directed construction of numerous public buildings in Racine, died Thursday at his home at 1834 Roe Ave.

Funeral services for the 72-year-old designer will be held Monday.

Matson was an architect for 55 years, last working in November, 1952.

Among buildings Matson worked on are the City Hall, Washington Park and William Horlick High schools, Roosevelt and Mitchell schools, the Wilmanor and Bull apartments, Holy Innocents' Church, Zion Lutheran Church and the Crown, Granada and Douglas theaters.

Matson did work on the first plans for Elmwood Plaza and during that time made several trips to various parts of the country to inspect new shopping areas to incorporate outstanding features of other centers into the Elmwood Plaza plans.

Matson was born in Arndahl, Norway, in 1890 but lived in Racine most of his life. He was a member of the Racine Elks Club and former member of Rotary Club and A.I.A.

Survivors are his wife, Margaret; one son, Oliver of Northbrook, Ill.; three grandchildren, a brother and eight sisters.

Schadeberg Wins Service Award

WASHINGTON — (AP) — Five Republican representatives from Wisconsin were among members of Congress cited Thursday night by the conservative Americans for Constitutional Action.

Receiving distinguished service awards were Reps. Henry Schadeberg, William Van Pelt, Melvin Laird, John Byrnes and Vernon Thomson.

ident Brill Patriotic Award

posts to junior and senior high school graduates who show outstanding achievement in the study of U.S. history and the U.S. Constitution.

Brill said he devised the

The Journal Times (Racine, Wisconsin) 24 May 1963, Fri, Page 5.

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Two men, two visions

By MHERT May 12, 2002

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In 1935, Racine architect J. Mandor Matson had plans to design the new Administration Building for S.C. Johnson & Son. Then H.F. Johnson discovered the architect genius of the era right under his nose - Frank Lloyd Wright. Wright quickly got Matson's commission, created a landmark and cemented his fame. Matson's idea was simply forgotten.

by Mark Hertzberg

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The Journal Times (Racine, Wisconsin) "Two men, two visions" by Mark Hertzberg, 12 May, 2002.

Images from the photo collection of Mark Hertzberg.



J. Mandor Matson portrait.



J. Mandor Matson Registered Architect Seal.

906 Gillette Street listing, Wisconsin Historical Society website:

<https://www.wisconsinhistory.org/Records/Property/HI33409>

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NAMES
Historic Name: **Fire Station #4**
Other Name: **La Crosse City Fire Station No. 4**
Contributing:
Reference Number: **33409**

PROPERTY LOCATION
Location (Address): **906 GILLETTE ST**
County: **La Crosse**
City: **La Crosse**
Township/Village:
Unincorporated Community:
Town:
Range:
Direction:
Section:
Quarter Section:
Quarter/Quarter Section:

PROPERTY FEATURES
Year Built: **1940**
Additions:
Survey Date: **199620162019**
Historic Use: **fire house**
Architectural Style: **Other Vernacular**
Structural System:
Wall Material: **Brick**
Architect: **J. Mandor Matson**

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