

Architectural and Historical Survey of New Glarus, WI

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**New Glarus Historic Preservation
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***Architectural and Historical Survey Report
Village of New Glarus, Wisconsin***

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Prepared for the New Glarus Historic Preservation Commission
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New Glarus Historic Preservation Commission

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CHAPTER ONE

Methodology

INTRODUCTION

The Village of New Glarus, working with the New Glarus Historic Preservation Commission, received funding from a federal survey and planning grant administered by the Division of Historic Preservation of the Wisconsin Historical Society to conduct an intensive architectural and historical survey of New Glarus. The New Glarus Historic Preservation Commission and the Village of New Glarus awarded a contract for this survey to Carol Lohry Cartwright, Historic Resources Consultant.

The intensive architectural and historical survey had four work elements: (1) a reconnaissance survey of the historic properties in New Glarus; (2) historical research for properties that were potentially eligible for the National Register and to provide historical context to evaluate surveyed properties and to prepare the chapters of the intensive survey report; (3) an evaluation of surveyed properties for their potential eligibility for the National Register of Historic Places and/or their contribution to potential historic districts; (4) completion of the survey report.

Reconnaissance Survey

The consultant surveyed the entire Village of New Glarus. The field work was completed according to the Wisconsin Historical Society's Historic Preservation Division's requirements for reconnaissance surveys. The consultant surveyed properties structure by structure and street by street for resources of architectural interest. Digital images of properties of architectural interest were taken, along with images of properties included in previous surveys.

Research

The consultant undertook site-specific research for potentially eligible properties by reviewing Sanborn-Perris Fire Insurance Maps, historic plat maps, tax assessment roll information, and local history materials. This research was used to identify individual properties and to help in evaluating the surveyed resources. The consultant also conducted general historical research in order to help prepare this report. For this research, the consultant used the published materials on the history of New Glarus and information found in a comprehensive 20th century newspaper search.

Identification and Evaluation of Significant Resources

During the course of the project, the consultant analyzed the architectural and historical data to determine which resources were potentially individually eligible for the National Register of Historic Places and which groups of resources might form potentially eligible historic

districts. These evaluations were reviewed with the head of the Division of Historic Preservation.

These evaluations were based on the criteria of the National Register of Historic Places. The National Register criteria are used to guide state and federal agencies in evaluating nominations to the National Register of Historic Places. The criteria are described in *How to Complete National Register Forms* (U.S. Department of the Interior, 1991), and reads as follows:

“The quality of significance in American history, architecture, archeology, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and:

- “A. that are associated with events that have made a significant contribution to the broad patterns of our history; or
- “B. that are associated with the lives of persons significant in our past; or
- “C. that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
- “D. that have yielded, or may be likely to yield, information important in prehistory or history.

“Ordinarily, cemeteries, birthplaces, or graves of historical figures, properties owned by religious institutions, or used for religious purposes, structures that have been moved from their original locations, reconstructed historic buildings, properties primarily commemorative in nature, and properties that have achieved significance within the past 50 years shall not be considered eligible for the National Register. However, such properties will qualify if they are integral parts of districts that do meet the criteria or if they fall within the following categories:

- “A. a religious property deriving primary significance from architectural or artistic distinction or historical importance; or
- “B. a building or structure removed from its original location, but which is significant primarily for architectural value, or which is the surviving structure most importantly associated with a historic period or event; or
- “C. a birthplace or grave of a historical figure of outstanding importance if there is no other appropriate site or building directly associated with his or her productive life; or
- “D. a cemetery which derives its primary significance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events; or

- “E. a reconstructed building when accurately executed in a suitable environment and presented in a dignified manner as part of a restoration master plan, and when no other building or structure with the same association has survived; or
- “F. a property primarily commemorative in intent if design, age, tradition, or symbolic value has invested it with his own
- “G. a property achieving significance within the past 50 years if it is of exceptional importance.

“As noted above, a historic district is placed in the National Register of Historic Places in a manner similar to individual properties; using essentially the same criteria. A historic district is comprised of resources; that is, buildings, structures, sites, or objects located in a geographically definable area. The historic district is united by historical factors and a sense of cohesive architectural integrity. District resources are individually classified as contributing or non-contributing.

- “A. A contributing building, site, structure, or object adds to the historic architectural qualities, historic associations, or archeological values for which a property is significant because (a.) it was present during the period of significance and possesses historic integrity reflecting its character at that time or is capable of yielding important information about the period, or (b.) it independently or individually meets the National Register criteria.
- “B. A non-contributing building, site, structure, or object does not add to the historic architectural qualities, historic associations, or archeological values for which a property or district is significant because (a.) it was not present during the period of significance [less than 50 years old or moved to the site], (b.) due to alterations, disturbances, additions, or other changes, it no longer possesses historic integrity reflecting its character at that time or is incapable of yielding important information about the period, or (c.) it does not independently meet the National Register criteria.”

Intensive Survey Data Base

The consultant entered the architectural and historical information for the surveyed resources into the Historic Preservation Division’s Architecture and History data base. This data base is a custom application that was created for the Division of Historic Preservation. The general public can view information from this data base on the Wisconsin Historical Society’s web site: www.wisconsinhistory.org, select Historic Buildings and Preservation, then select AHI.

Preparation of the Survey Report

The survey report is meant to provide architectural and historical context for surveyed resources, along with survey results and recommendations. The goal is to provide important and easily accessible information for the New Glarus Historic Preservation Commission, the Village of New Glarus staff and elected officials, local and regional planners, the Historic Preservation Division of the Wisconsin Historical Society and others so that they can make informed planning decisions regarding the city's architecturally or historically significant resources. The report is designed to be a working document that can become the basis for further research and can be updated and changed over time, as new information is revealed or historic resources altered.

The results chapter includes lists of local landmarks, properties listed in the National Register of Historic Places, individual properties potentially eligible for the National Register of Historic Places, and potential historic districts.

CHAPTER TWO

Historical Background

The Swiss Come to New Glarus

The immigration story of the Swiss who came to New Glarus in the middle of the 19th century is both similar and different than other European emigration stories in Wisconsin. The immigrants came due to poverty in the old country and the desire to have a better life in the new country. But, what was unusual is that they came with the backing of Swiss officials, and they settled an entirely new community, rather than joining an already established Yankee or American community.

By the mid-19th century, the Swiss Canton of Glarus was overpopulated with a finite amount of land that had been subdivided so many times that the average family had little land upon which to make a living. Because farming was not profitable, people in Glarus became weavers of cloth they made for export. The industrial revolution hurt the small family weavers of Glarus as weaving became the province of large factories. With little farmland to develop and no industry to employ people, Glarner were in economic trouble.¹

To solve this problem, both Glarus officials and citizens became interested in immigration and information was gathered from other parts of Europe, Central and South America, and North America. Most immigrants were interested in the United States and correspondents from Switzerland who had already settled in America sent word that rich, cheap, land was available in the Midwest and they were doing well in the new world.²

In March of 1844, more than 100 people attended a meeting to discuss immigrating to the United States to form a new colony they would name “New Glarus.” The Swiss government was aware that some immigrants had been cheated in immigration schemes and suggested that the citizens immigrate in a controlled, group, manner. A newly-formed Emigration Society in Glarus sent Nicholas Duerst and Fridolin Streiff as advance men to locate and buy land for the entire group. These agents would help the immigrants settle in the new location and would see that land was allocated fairly. Land was to be purchased by the group, but each person who received an allotment would pay the money back over time.³

In March of 1845, Duerst and Streiff left for the United States. They traveled to Chicago and began searching for land in the Midwest. They looked at land in the Rock River valley in Illinois, traveled to Missouri and Iowa, and toured around southwestern Wisconsin. They ended up in Green County, where they found land with both good soil and the timber tracts

¹ Millard Tschudy, *New Glarus Mirror of Switzerland*, booklet in the collections of the Library of the Wisconsin Historical Society, Madison, Wisconsin, 1-2; Miriam Theiler, *New Glarus' First 100 Years* (Madison: Campus Publishing Company, 1946), 2-4.

² Tschudy, 2; Theiler, 4.

³ Tschudy, 3-4; Theiler, 5-6.

they desired. They purchased 1200 acres of farm land and 80 acres of timber land in July of 1845.⁴

In April of 1846, the immigrants from Canton Glarus began the journey to Wisconsin. After an arduous four months, in August of 1846, the immigrants reached Green County and began to make their new home in the crude shelters Duerst and Streiff had built for them. By the end of the year, the settlers had built 16 log houses, but their food and supplies were low and many settlers did not have the money to purchase them individually. Fortunately, money from Switzerland helped fund the supplies the group would need for the winter. In reports back to the Emigration Society in Switzerland, Streiff told how he made sure that all immigrants received supplies, carrying over payments for those who had no money. This was part of the communal settlement rules that the immigrants agreed to before leaving and were adhered to once the settlement was established. Aside from initially sharing food and supplies at cost, and carrying immigrants along on credit, the Glarners agreed that everyone would accept the parcel of land they drew by lots; that new streets built would adhere to certain widths, that water sources were common property; that everyone would help build the first houses and barns; and that any minerals found would become property of the society with the land owner receiving just compensation.⁵

Duerst returned to Switzerland and was replaced by J. J. Tschudy, who went on to represent the immigration society's interests until 1856, when the new settlement ended their special relationship with the old world and all land was placed into private hands. Slowly, but surely the immigrants of Canton Glarus began to improve their land and create a new community. In 1847, a second group of immigrants from Canton Glarus came to the nearby Town of Washington and purchased 40 acre tracts of land for each colonist. Between these new immigrants and the original group of Glarners, north-central Green County was becoming dominated by the Swiss.⁶

For the first few years, supplies for the settlers were purchased communally, but in 1851, George, James, and Conrad Ott established the first general store in the community. In that same year, Joshua Wild built the first industry, a saw mill. During the remainder of the 1850s, New Glarus developed much like a typical Wisconsin settlement. In 1853, the New Glarus Hotel (still extant) was built, and with a post office, the community was firmly established. Because it was an exclusively Swiss settlement, more Swiss immigrants came to New Glarus over the years, making the settlement distinctive. In most southern Wisconsin communities, Yankees from New England or other Americans were the first settlers, followed by other European ethnic groups. In New Glarus, the first settlers were Swiss and New Glarus would remain almost exclusively Swiss for decades.⁷

Soon after settlement, the Swiss would start to establish important institutions. In 1847, the first English school was established in a private log home. In 1849, the settlers built a log church for a congregation that, in 1850, formally founded the Swiss Evangelical and

⁴ Tschudy, 4-5; Theiler, 5-6.

⁵ Tschudy, 6-12; Theiler, 19-20.

⁶ Tschudy, 12-14.

⁷ Tschudy, 15-16.

Reformed denomination in New Glarus, to which most settlers belonged. The church building also served as a school house and meeting hall. A second religious denomination was founded by Swiss immigrants around the same time as the Swiss Reformed congregation, but it was very small in numbers. Known as the Evangelical United Brethren Church, the congregation initially met in homes, and built a church building outside of the village in 1859. In 1865, the congregation moved the church into New Glarus, and remained a small congregation for over 100 years.⁸

The Swiss Reformed Church dominated New Glarus and the connection of the Swiss immigrants and their church was strong. The church was not just a place of worship, but also a place for social gatherings and celebrations. The Kilbi holiday of thanksgiving and of rededication to the church was celebrated every September with religious services, sharpshooting competitions, food, and lively dancing. Kilbi celebrations were instrumental in keeping Swiss culture alive in New Glarus.⁹

In 1858, the settlers erected a larger stone church that had a distinctive tower that suggested the churches in Switzerland. A more typical church type, one-story, frame building was constructed 10 years later to use for the Sunday school and for public and church meetings. Known as Zwingli House, the building was named for the religious reformer of German-speaking Switzerland. A year before, in 1866 or 1867, New Glarus residents also upgraded the local school. A two-story Greek Revival style building was constructed west of the Swiss Reformed Church and served as a public school building for 30 years. The school program offered some instruction in German, but held classes predominantly in English.¹⁰

During the mid-19th century, the settlement at New Glarus remained a tight-knit ethnic Swiss community, but at the same time, the settlers embraced American institutions and were quick to become American citizens. One of the ways the Swiss immigrants showed their loyalty to their new country was service during the Civil War. In 1861, dozens of Swiss immigrants volunteered for the Civil War and served with distinction in many units of the Union army, including the famed Iron Brigade.¹¹

New Glarus Becomes a Thriving Village

Between 1870 and 1900, New Glarus made the transition from pioneer settlement to thriving village, primarily because of the success of the dairy industry that brought prosperity to area farmers. During the mid-19th century, farmers in Wisconsin were growing wheat as a cash crop, but when the soils were depleted by this type of intensive farming and wheat prices dropped after the Civil War and new areas northwest of Wisconsin opened up to intensive wheat-growing, Wisconsin farmers needed to find a new source of income.

The Swiss, who were familiar with cheese-making began to make the transition to dairying in the 1870s. At first, like many farmers, cheese-making was done on the farm and the

⁸ Tschudy, 18; Theiler, 25-27.

⁹ Tschudy, 19.

¹⁰ Tschudy, 18-19.

¹¹ Tschudy, 16-17.

products were sold to distributors and retailers. But, soon entrepreneurs began building cheese factories where farmers could sell milk, making the production of milk a cash crop. As early as 1873, the New Glarus Cheese Company built a cheese factory in the village and cheese factories were being established elsewhere in the county. During the 1880s, dairying expanded as cheese factories were built in large numbers in Green County. Ironically, the New Glarus area did not specialize in Swiss cheese, but Limburger cheese that was shipped to large cities and overseas.¹²

The prosperity of dairy farmers meant economic growth in New Glarus. Most of this growth was commercial, as there were no large factories that provided the village with an industrial economy. General stores, small shops, hotels, and saloons formed a thriving downtown by 1880 and served not just the village population, but the surrounding farm population as well. Most of the downtown buildings were of frame construction with simple Commercial Vernacular facades that suggested the Italianate style, popular at that time for commercial buildings.¹³

Until 1901, New Glarus was an unincorporated community within the Town of New Glarus. One of the important events in town government history was the construction of the Town Hall in 1886. The Ancient Order of United Workmen, the most important fraternal group in New Glarus in the 19th century, helped build the town hall by funding its second story that was used as a meeting hall for their group, but was also open for other public meetings and groups. The construction of the town hall illustrated the importance that government was beginning to have in the late 19th century.

One of the most important events in New Glarus occurred in 1887 when the Chicago, Milwaukee & St. Paul Railroad built a rail link to the community. The rail line boosted local growth. In that same year, a lumber yard was established, and a residential housing boom began as the village grew to 600 people by 1890. The relationship with the Swiss Reformed Church in the community remained strong and residents still celebrated Kilbi and other Swiss cultural events. Every 10 years, on the anniversary of the founding of New Glarus, the residents held a large celebration that culminated in impressive gatherings in 1895, 1905, and 1915. These celebrations grew off of the very successful celebration in 1891 that New Glarus residents held for the 600 anniversary of the founding of the Swiss federation.¹⁴

The 1890s also brought an important advancement in New Glarus in regard to education. By this time, the old 1866-67 school building had become overcrowded and classes had to be held in other locations. The community funded a new, brick schoolhouse just west of the downtown to meet the educational needs of the community.

Economic progress continued in New Glarus through the 1890s, though mainly in the downtown commercial area. An important event was the founding of the Bank of New Glarus in 1893, the community's first financial institution. The bank constructed a

¹² Tschudy, 20-21.

¹³ Tschudy, 20-21.

¹⁴ Tschudy, 22-23.

commercial building in the downtown and remained there until 1910. Another large building constructed in 1893 was Puempel's Tavern, a two-storefront building that housed a popular saloon.

Continuing the commercial progress in New Glarus at the turn of the 20th century was the construction of several important retail buildings. In 1904, the Hoesly Block was completed as a two-storefront building on 2nd Street. It would later become the location of a large meat-packing company. In 1905, a large new building was constructed on 1st Street for the Levitan-Stuessy department store. Along 2nd Street, a few blocks north of the downtown, a small commercial area developed and three brick blocks were built around the turn of the 20th century. In 1891, the Hoesly Block was constructed, in 1900, the new Wilhelm Tell Hotel was built, and around 1900, the Ott Block was built in this area. These buildings anchored commerce in the north end of town.

The growth of the community in the late 19th century made for civic growth, as well. In 1901 New Glarus incorporated as a village and built a waterworks system. With the waterworks system in place, a formal volunteer fire department was established in 1902. But, perhaps, the most significant event that took place in 1900-1901 was the building of the new and current Swiss Reformed Church. The quaint, European-looking stone building was long outgrown and the congregation decided to replace it. The very large, late Gothic Revival church building dominated the landscape when it was completed.¹⁵

During the 1910s and 1920s, perhaps the historic peak of the growth and development of New Glarus occurred. Events in these two decades would give the community stability for decades. In 1910, cheese-making was flourishing in the New Glarus area with dozens of small factories, along with creameries making butter. But in that year, most of the small factories in the New Glarus area would close due to the opening of the Helvetia Condensed Milk factory. The new condensed milk plant would buy as much milk as they could from area farmers, who quickly abandoned the local cheese and butter factories in favor of a regular check from the Helvetia milk plant. And, although the small dairy-related factories would close around New Glarus, the opening of the milk condensing plant would lead to good jobs in the village and a stable industry, even during the Great Depression of the 1930s.¹⁶

The opening of the milk plant, which expanded almost continuously over the next three decades brought physical changes to the community beyond the construction of the large factory. Several large brick buildings were constructed in downtown New Glarus in 1914, including a double-storefront hardware store and a large car dealership. The local school was overcrowded again and a new addition doubled its size in 1914. The new space in the school would also mean that New Glarus would have a four-year high school program.¹⁷

Most significantly, perhaps, was the growth in the residential stock of the community. Between 1910 and 1920, dozens of new homes were built in New Glarus, many south of the

¹⁵ Tschudy, 25; Theiler, 47, 65.

¹⁶ Theiler, 90-92.

¹⁷ Theiler, 51.

downtown and many built by a single builder. In 1928, a review of this builder's career showed that he was responsible for building at least 70 houses in New Glarus between 1910 and 1928. Since almost all of the houses built south of the downtown were in the Queen Anne and Craftsman styles of architecture, the neighborhood has a very cohesive appearance.

The World War I years and the years immediately afterward were difficult ones for German-related communities like the German-Swiss of New Glarus. Anti-German feeling was high and one of the results was that the celebration in 1925 of the founding of the New Glarus settlement was a more subdued affair. This was a change from the 1915 celebration, which was the largest yet held and featured the installation of the Pioneer Monument in front of the Swiss Reformed Church. But, one bright spot in the 1920s was the construction of the new Zwingli House in 1923-24. With new classrooms for the Sunday School, and meeting spaces for church groups and others, this building was a welcome addition to the community.

Swiss Heritage Revival

By 1930, the population of New Glarus had topped 1,000, but the economic depression had started and would not let up significantly until the 1940s. New Glarus was fortunate in that the milk condensing factory, now called the Pet Milk Company, continued to operate and even expand during the 1930s, maintaining jobs for village residents and milk checks for area farmers, even if they were often low due to falling milk prices. But, it was during this time that several events helped focus citizens' thoughts beyond economic hard times to an examination of the importance of their Swiss heritage and how it would be presented in New Glarus in the mid-20th century.

One of the important events of the 1920s had been the establishment of the Upright Swiss Embroidery Company, although it was not known by this name for several years. The Chicago Embroidery Products Corporation built a lace-making textile factory in New Glarus in 1924-25. But, the factory had a largely unsuccessful run during its early years, and the stockholders shut down the plant in 1932. In 1935, A.W. Wieser partnered with another investor to revive the factory and after dissolving the partnership, in 1938, he renamed the company the Upright Swiss Embroidery Company and began successfully marketing the factory's lace products in the Midwest. Customers nicknamed the business, "the Swiss Miss," a name that stuck.¹⁸

The Embroidery Company marketed the Swiss heritage of many of its products to good effect, and after World War II, when the company did well making insignia for uniforms, it entered into a several-decade phase of successful production. At the same time, the community began to increase its interest in its heritage in other ways. The 1930s were a time of change. Most of the old settlers were gone and fewer people spoke the Swiss-German dialect. The local newspaper had been printed in English since the World War I era, and new generations were becoming removed from their Swiss culture.

¹⁸Theiler, 103; Information from the Swiss Historical Village, New Glarus, Wisconsin.

The 1935 festival of the 90th anniversary of the founding of New Glarus can be credited with beginning the revival of Swiss heritage and culture. It featured an elaborate historical pageant dramatizing the early history of the Swiss immigrants. While the pageant was all about immigrants building a community in America, Swiss culture and language was part of the display and the pageant honored the community's Swiss heritage. The 1935 festival was a well-attended and successful celebration.

A few years after the 1935 festival, Edwin Barlow, an actor and producer in New York, retained Jacob Rieder, a local architect, to design a Bernese mountain chalet with authentic architectural details for his aunt. Barlow had spent considerable time in Switzerland and decided to bring the play, *Wilhelm Tell*, to New Glarus. Barlow organized the outdoor production of this play, using 140 local people as actors. The two performances in the fall of 1938 were hugely successful and began a tradition that has lasted to this day.¹⁹

While Barlow was promoting what he felt was authentic Swiss culture in New Glarus, the effort to boost the community's interest in its pioneer heritage moved on from the 1935 anniversary festival. In the fall of 1937, residents of New Glarus who had been involved in forming the Green County Historical Society formed the New Glarus Historical Society. One of the main interests of this group was the formation of an old Swiss village history park where artifacts could be displayed in replicated buildings that represented various pioneer themes. Promoting the history park idea in New Glarus was Esther Stauffacher, who worked with Jacob Rieder to design the park. Rieder also designed nine buildings for the village.²⁰

The first building constructed in the new historic park was built by Rieder based on his design, and it is a replica of the log cabin in which Swiss settlers spent the first winter in New Glarus. The building was completed in 1942. In 1952, a replica of the 1849 log church constructed in New Glarus was completed and during the 1950s through the 1970s, most of the other buildings were added to the museum that was named the Swiss Historical Village.

After World War II, the economy of New Glarus was thriving as it was in most Wisconsin communities. The Pet Milk plant was running continuously, the Embroidery company was making lace fabrics, and the downtown was the center of considerable commercial activity. A large addition had been made to the New Glarus School and High School in 1939, but by the 1950s, it was evident that new facilities would be needed to provide more space for the "baby boomers" born after World War II and to provide an up-to-date high school facility. In 1957-58, the New Glarus school district had a modern school building constructed that was designed by Monticello architect John W. Steinmann. An addition was made to the building in 1964 to house the "baby boomers" who had reached their teens.

In the 1950s, too, as the Swiss Historical Village was growing, the interest in Swiss culture continued. In 1947, Jacob Rieder designed another authentic chalet for Ernest Thierstein. This was a chalet based on the Emmental region of Switzerland, and after it was completed

¹⁹ National Register of Historic Places Nomination for the Chalet of the Golden Fleece, 2014.

²⁰ Steven Hoelscher, *Heritage on Stage* (Madison: University of Wisconsin Press, 1998), 98-107.

in 1948, it became a gathering place for local Swiss heritage organizations and as a boarding house for Swiss immigrants.

The emphasis on Swiss heritage with the annual production of *Wilhelm Tell* and the continuation of popular Swiss cultural activities such as musical and yodeling groups remained strong in the mid-20th century. But, the physical expression of Swiss culture in New Glarus intensified during the 1960s and 1970s. The development of the Swiss Historical Village continued at a rapid pace in the 1960s and 1970s and culminated with the construction of the Hall of History and the visitor's center building.

In 1965, local historian Millard Tschudy led the effort to add another cultural event to New Glarus, the presentation of Johanna Spyri's *Heidi*. Like the *Wilhelm Tell* play, the *Heidi* productions eventually became part of a weekend festival still held today. The *Heidi* festival was established at the same time the citizens and businesspeople of New Glarus were reeling from the announcement in 1962 that the Pet Milk plant would close.

The closure of the milk plant created a crisis for local businesspeople who feared an economic downturn that would result in a decline of the community. By 1962, already, downtown businesses were in decline as good roads leading to Monroe to the south and Madison to the north took retail business away from New Glarus. With the closing of the largest industry in town, New Glarus residents began to look for new ways to boost the economy.

Tourism and Swiss heritage had been increasingly important in the village since World War II. In the 1950s, the Chalet of the Golden Fleece, which had become a museum, and the expanding Swiss Historical Village attracted many visitors. Before the phrase "heritage tourism" entered the common vocabulary, it was embraced in New Glarus. The idea was organic, coming from the already high interest in the annual Wilhelm Tell play, the historical village, the Chalet of the Golden Fleece and other ethnic organizations, such as the Yodel Club, the men's chorus, and shooting matches. The Upright Swiss Embroidery Company opened a large retail store on the new highway bypass around the south end of New Glarus and attracted many travelers who stopped to buy authentic "Swiss goods."

Two downtown buildings may have also played a role in the economic decisions made in 1962. In 1935, a Swiss immigrant built a Swiss-style tavern on 2nd Street and in 1955, a downtown building was given a Swiss-style façade. It would not have taken much of a leap to create a Swiss-influenced downtown and market it as a tourist attraction. This idea was controversial and not everyone was on board. And there was disagreement over the amount of planning and coordination necessary for the transition of the downtown into a Swiss village. Some in New Glarus felt that the building facades of the downtown should be planned and coordinated to create a unified appearance. Others did not like the idea of this type of planning.

The idea to make the downtown into a "Swiss village" was eventually achieved, but not in a coordinated manner. Some building owners enthusiastically embraced the idea and gave their buildings Swiss-style facades or features. During the 1960s and 1970s, many buildings

in downtown New Glarus received Swiss-style makeovers and the Bank of New Glarus used this theme for their new building, constructed in 1970. Because there was little planning in how the building facades would look, building owners used various interpretations of what they thought was Swiss architectural style in their buildings.

The most popular look that came out of this period was one of a “generic” Swiss chalet, with details that may have been influenced by the authentically-designed Chalet of the Golden Fleece and the Chalet Emmental, but overall, did not represent any particular ethnic Swiss style. The most common features of downtown makeovers included changing flat roofs to gable roofs, adding vertical and horizontal wood boards to facades, adding balustrades with cut-out designs, and putting decorative shutters on windows.

In the early 1980s, a newly constructed motel on the edge of town, the Chalet Landhaus Inn, designed by an architect, created the most cohesive Swiss-style look, one of a generic chalet with all of the above details, but executed in an attractive and high-quality manner. In the downtown, a building rehabilitation in 1981 completely changed an old gas station into another generic Chalet, also with an attractive appearance. For the past 15 years, the Swiss Architectural Style, as it is referred to, is in the New Glarus building codes and applies to new construction and major façade reconstruction in the downtown. This code also applies to commercial buildings constructed along Highway 69, which has become a retail business corridor.

Whether appreciated or not, the alterations of the downtown buildings with Swiss style facades and the Swiss style new construction in the village has resulted in an increase in the tourist industry and the village markets itself as “America’s Little Switzerland.” Throughout the summer, Swiss heritage activities are held in New Glarus, including a Saengerfest or Swiss music festival, the *Heidi* festival, the Volksfest or Swiss Independence Day, the *Wilhelm Tell* festival, and Oktoberfest among the major festivals held between the end of May and the end of September.

The festivals are only part of the draw of tourists to New Glarus. Two popular bicycle trails along abandoned rail lines are heavily used anytime weather permits. The Sugar River State Trail, a 23-mile bike trail traveling through picturesque Green County, and the Badger State Trail, a 53-mile bike trail that links Madison to Freeport, Illinois are major tourist attractions.

The tourist industry is an important part of the economic base of New Glarus today, but another industry is actually the village’s largest employer. In 1966, the Swiss Reformed Church, now the United Church of Christ, helped establish the New Glarus Home. Beginning as a skilled nursing home, the facility expanded into providing assisted living units, independent living apartments, and retirement living duplexes over the decades. A large, recently constructed, assisted living facility provides the latest in amenities to its elderly residents. As “baby boomers” age, this type of retirement home-assisted living-nursing home complex will be heavily in demand, providing employment to New Glarus residents.

Another industry that has also grown over the last 20 years is the New Glarus Brewery. The old New Glarus Brewery was located near downtown and never reopened after prohibition (1920-1933), but the “new” New Glarus Brewing Company, founded in 1993, is well-known in the upper Midwest. It started as a “micro-brewery” in the village and soon gained a good reputation for its highly crafted, unusual beers.

Its “Spotted Cow,” label is the company’s most popular product and New Glarus beers are only distributed in Wisconsin, given them special status among micro-brew consumers. Some beer is still brewed in the village, but 10 years ago, the company built a state-of-the-art brewery just outside of town that handles most of their production.

Being fairly close to Madison, it could be expected that New Glarus would have become a “bedroom” community for that city. And, to be sure, many people who live in New Glarus work in Madison. However, large, modern subdivisions have not overwhelmed the village. Therefore, the character of the community is still a small town, albeit one that swells in population during the weekends between April and November.

Preserving the small-town charm and the legacy of the village’s Swiss heritage is an on-going task taken on by hard-working volunteers of the Historic Preservation Commission, the Swiss Historical Village, the Chalet of the Golden Fleece museum, the Town Hall Preservation Society, and the annual heritage festivals. Balancing economic development, shrinking community resources, and a variety of special interests is not easy. It is hoped that this report will assist the people of New Glarus in preserving their special community as it moves forward while respecting its past.

CHAPTER THREE

Architecture

INTRODUCTION

New Glarus is known for its distinctive Swiss-style architecture and indeed, the Swiss style architecture in the community is important for the community's image as "America's Little Switzerland." But, as this survey illustrates, there are more architecturally distinctive resources in New Glarus than just Swiss style facades. These distinctive buildings are also worthy of local interest and preservation.

The purpose of this chapter is to place New Glarus' historic architecture within the context of historic architectural themes. This information will assist in planning decisions that affect not only the previously-identified significant architecture of the community, but the newly identified properties as well.

The chapter will be organized as follows. First, residential architectural styles will be discussed, followed by commercial architecture, and other historic buildings. Within many of these categories, the distinctive Swiss style architecture of the community will be discussed. Also included in the chapter will be information about important architects and builders.

Most important for planning purposes, the chapter will identify those buildings that have distinctive architectural characteristics that meet the criteria for the National Register of Historic Places either individually or in a group in the form of a historic district. For a discussion of the National Register of Historic Places criteria and the issue of historic integrity, please see Chapter One, Methodology.

RESIDENTIAL ARCHITECTURE

Architectural Styles

Greek Revival and Italianate

The Greek Revival style was the first national style commonly seen in Wisconsin and was popular between 1830 and 1870. The hallmark of the style is a formal, orderly, and symmetrical form and massing. Details, if they are present, consist of returned eaves, pediments, classical columns and/or pilasters, friezes, and entrances with transoms and sidelights. The style was used for many frame, clapboard-sided, buildings, but decorated brick and stone constructed buildings as well. While there are some high-style Greek Revival buildings that have been identified in the state, the style is seen more commonly on vernacular houses in the form of symmetrical massing, regular fenestration, simple cornices and returned eaves, and entrances with transoms and sidelights. Because the style was very

popular with New England immigrants who came to southern Wisconsin in large numbers during the 1840s and 1850s, many Greek Revival-influenced houses were built, but they tend to be the oldest buildings in any community and have been subjected to significant remodeling in most cases, making good examples of the style very difficult to find.²¹

Only one house stands out for its Greek Revival characteristics. The Dr. Samuel Blumer House (112 6th Avenue) was listed in the National Register of Historic Places in 1992 as a significant house related to early settlement in New Glarus. Its Greek Revival details include a general symmetrical form and massing, a main entrance with sidelights, and returned eaves.

The Italianate style was widely popular in Wisconsin between 1850 and the early 1880s. Since many Wisconsin communities went through an economic boom during this era, Italianate houses are common in most communities. Italianate houses are generally square or rectangular, are two-stories in height topped with hip roofs, and are decorated with wide, overhanging eaves with brackets, arched openings, and picturesque porches with thin posts and decorative brackets. Italianate houses built during the early period of the style's popularity are usually more "boxy," with a low, square plan, a hip roof, and picturesque details. Later Italianate houses are generally taller and more rectangular in plan, with heavier classical details. During the entire period, Italianate style elements were also very popular on vernacular gabled ell, front gable, and side gable form houses. Formal, decorative Italianate houses with square towers are often classified as a sub-style known as the Italian Villa.²²

No houses in New Glarus were evaluated as architecturally significant for the Italianate style, and no houses featured enough detail that could be attributed to the Italianate style that made these examples of architectural interest. Some houses with four-over-four-light sash windows decorated with pediment style moldings or with a square form typical of the style were identified and surveyed, but none of these houses were of architectural interest for this popular style.

The lack of Greek Revival and Italianate style houses in New Glarus suggests that the residents of the very small community did not have the economic means to build stylish houses during the mid-to-later 19th century. Beginning around 1890, this would change and between 1890 and 1920, and especially between 1900 and 1920, a building boom occurred that consisted of primarily Queen Anne and Craftsman style houses. This factor gives New Glarus an unusual architectural appearance.

Queen Anne

The Queen Anne style is often called "Victorian" and like other communities in Wisconsin, its long popularity resulted in many houses with these style characteristics being built in New Glarus in the late 19th and early 20th centuries. What is most unusual about the Queen

²¹ Barbara Wyatt, ed., *Cultural Resource Management in Wisconsin* (Madison: State Historical Society of Wisconsin, 1989), Architecture, 2-3.

²² Wyatt, Architecture, 2-6.

Anne style in New Glarus, though, is how long the style was popular in the community, long after it has declined in the rest of the state. In fact, many of the Queen Anne houses in New Glarus were built between 1910 and 1920.

According to Wisconsin's *Cultural Resources Management Plan*, the Queen Anne style was popular in Wisconsin between 1880 and 1910. The style is characterized by asymmetry and irregularity of plan and massing. Queen Anne houses often express their asymmetry with a variety of surface materials such as wood shingles, stone veneer, or stucco. Common details of the style include steeply-pitched multiple gable or combination hip and gable roofs, gable projections, bays with elaborate hood moldings or cornices, round or polygonal turrets or oriels, classical details, and large, wrap-around porches. The early versions of the style tend to be more picturesque, while later versions, especially after 1900, reflect the emerging popularity of the Colonial Revival style and are more symmetrical with more classically-influenced details.²³

Because of the large number of Queen Anne style houses built in New Glarus, there was a large selection of examples to evaluate for the National Register. Six examples of the style were determined to be individually potentially eligible for the National Register as the most distinctive and most intact examples. Also, the proposed 1st and 2nd Street Historic District is architecturally significant for the concentration of Queen Anne houses within its boundaries. In fact, all but one of the individually eligible examples of the Queen Anne style are within the boundaries of this proposed district.

A large number of the Queen Anne style houses in New Glarus are of brick construction, and not surprisingly, these examples have retained the most integrity. But, fortunately, there are several houses with clapboard exteriors that have retained a high level of integrity, making them potentially eligible for the National Register. For example, the Henry Hoesly House (812 2nd Street), built in 1904 by local builder James Gross, is an unusual example of the style because houses of this size are very rarely preserved. The Hoesly house is a Queen Anne style cottage of only one and one-half stories in height with almost all of its original wood trim and decorative windows. A house this diminutive might not normally be eligible for the National Register, but due to its rarity and high level of integrity, in this case, it meets the National Register criteria.

Perhaps the finest Queen Anne style house with the best level of integrity is the Sam Duerst House, 1000 1st Street, built in 1915 by local builder Oswald Altman. This house features all the important elements of the style, including an irregular plan, a mix of wood details, a large veranda, and original windows with decorative mutins. Because this house is a fine example of the Queen Anne style and has a high level of integrity, it is potentially eligible for the National Register of Historic Places.

Two houses with almost identical plans and details are fine examples of the Queen Anne style as executed with brick walls. The Albert Wittwer House, 1101 2nd Street, built in 1912 by local builder Oswald Altman, and the Henry Marty House, 113 8th Avenue, built in 1913 are mirror images. They feature hip and gable roofs, irregular plans, and large openings

²³ Wyatt, *Architecture*, 2-15.

topped with distinctive stone lintels. The main difference between the houses is that one has painted brick walls and one has decorative multi-color tan and brown brick walls. They both have a high level of integrity and are potentially eligible for the National Register.

Another distinctive brick Queen Anne house is the Fred Zuker House, 1219 2nd Street, built in 1916 by Oswald Altman. The house has the standard Queen Anne style features, but it is distinguished by its large size, projecting wood-framed shallow bay on the second story of the main elevation, and the front porch with the thick square columns and cut-out style porch balustrade and porch apron. The paired windows also make this house stand out as somewhat different from the previous examples.

The Jacob Luchsinger House, 212 7th Avenue, built around 1919, has a distinctive maroon color in its brick walls. This house also is distinguished by its size and almost-craftsman style porches. The late date of construction might explain the style of the porches, but the form and massing of the house is Queen Anne and its projecting two-story bay is similar to many of the other Queen Anne style houses in New Glarus.

Both the Zuker and Luchsinger houses have high levels of integrity with most of their historic details intact. It is the high level of integrity of these houses that largely make them potentially eligible for the National Register.

There are a number of Queen Anne style houses that have architectural interest and provide context for those found potentially eligible. Four houses with clapboard siding and similar plans stand out in New Glarus even though they do not have enough distinctive characteristics to make them eligible for the National Register. They do have many of their historic details and are worthy of preservation at the local level. They include the Casper Zwickey House, 600 9th Avenue, built in 1909; the John Schneider House, 812 3rd Street, built in 1911; and the Nicholas Elmer House, 912 2nd Street, built in 1912.

Many of the brick Queen Anne style houses in New Glarus have similar plans and a number of them can be attributed to local builder Oswald Altman. Four of these houses are included in the group that was evaluated as potentially eligible for the National Register while the others were not evaluated as eligible due primarily to lack of integrity because of enclosed porches, replacement windows, or other alterations. As a group, though, they provide a good context in which the eligible properties were evaluated.

For example, a group of houses featuring red brick construction have architectural interest because of their similar details. These houses all have prominent front gables attached to two-story bays on the main elevation. Set into the gables are rectangular openings with heavy stone lintels and sills. Heavy window lintels and sills are used as decoration on all of these houses and windows are more symmetrical than typical Queen Anne house designs. All of these houses were built between 1909 and 1913. Their similarities are probably the result of their common builder, Oswald Altman. These houses include: Peter Hoesly, 16 8th Avenue, 1909; Henry Hefty, 1201 2nd Street, 1911; J. U. Rhyner, 306 10th Avenue, 1913; John Hefty, 1018 2nd Street, 1913; and Strahn-Kundert, 312 6th Avenue, 1914.

Although they have similarities to Oswald Altman built houses, the J. Jacob Ott House, 216 2nd Street, 1909; the Henry Stuessy House, 701 1st Street, 1910, cannot be definitively attributed to Altman 1910. The William Elmer House, 318 10th Avenue, 1912 can be attributed to Altman, but it has a slightly different form and plan than his works listed above. The Ott House and the Stuessy House also have slightly different plans than the Altman houses listed above, but all three houses feature the heavy stone lintels and sills and projecting gables on the main elevation. They do, though, have architectural interest within the context of the Queen Anne style in New Glarus.

One unusual house that is attributed to Oswald Altman is the David Zimmerman House, 1301 2nd Street, built in 1911. The house features a central gable projecting above the roofline and a two-story bay on the south side elevation. What is most interesting is the symmetry of the main elevation, a symmetry that is seen primarily in the two front doors that sit side-by-side on the main elevation that suggest the house is a duplex, although it is not. This house was the subject of extensive research by local historian Tracey L. Schwalbe, who was fascinated by this symmetry, especially the two front doors, neither of which takes precedence over the other. She investigated whether other houses in New Glarus had this type of symmetry and whether this unusual main elevation treatment had something to do with the Swiss-German heritage of the community. She made some interesting comparisons with other houses in New Glarus, and after researching Swiss-German European and American building types that might explain this type of symmetry, she concluded that it might be related to old-world Swiss and/or German customs.²⁴

Although the Zimmerman house is unusual and has a number of its historic features extant, its altered front porch detracts from its overall integrity and it is not potentially eligible for the National Register.

Craftsman Style, Bungalow, American Foursquare

One of the most interesting aspects of New Glarus architecture is how long the Queen Anne style was used in residential building. While this might be attributed to Oswald Altman, who constructed many of those houses, it is also known that Altman constructed many Craftsman Style houses in New Glarus at the same time he was building Queen Anne houses. And, the Craftsman Style houses built in New Glarus were largely constructed in the 1910s, well within the popular era for this architectural style. Probably personal taste played a large role in what type of houses were built during the first 20 years of the twentieth century.

Craftsman, Bungalow, and American Foursquare houses have their roots in the Arts and Crafts movement of the turn-of-the-twentieth-century. This movement was a revival of medieval craftsmanship traditions as a reaction to an industrialized economy that was mass producing goods that had once been hand-made or produced in small shops. The movement had a major effect on textiles, furniture, and home décor and carried over into architecture and building materials and methods. Related to the Arts and Crafts movement in America

²⁴ Tracey L. Schwalbe, "Two Doors Into Their Hearts," unpublished paper, 2001, 2003, in possession of the author.

was the development of the Prairie, Craftsman, and Bungalow architectural styles and some forms of the American Foursquare type house.

In Wisconsin, between 1900 and 1940, styles related to the Arts and Crafts movement were popular. In particular, the Prairie style, under the influence of Frank Lloyd Wright, was strongly popular in the state. Prairie and Craftsman style houses were largely built for upper middle class and wealthy families in larger cities. In small communities, few elaborate Prairie Style houses were built, but the related Craftsman style was popular. Bungalows and American Foursquare houses were more commonly built for middle and working class families in larger cities as well as smaller communities.²⁵

The hallmarks of the Craftsman and Bungalow styles are similar in that they reflect the Arts and Crafts aesthetic of “honest” construction. This is often seen in details such as brackets and exposed rafters under roof eaves and half-timbering on stucco walls. Decoration is limited to details that are functional and not just decorative. Bungalows commonly feature low form and massing, sloping roofs, and large front porches. The interiors of most Craftsman and Bungalow style houses were usually designed with an abundance of plain, but high quality, woodwork and amenities like built in cabinets and bookshelves. The American Foursquare was more of a form than a style and its hallmarks are a square plan, hip roof, and wide front porch. If decorated, they tended toward either a Craftsman influence or Colonial Revival influence.²⁶

As a small community, it is somewhat unexpected to find the number of examples of the Craftsman Style seen in New Glarus. And five of these examples are potentially eligible for the National Register of Historic Places. The first and, perhaps, most typical of a Craftsman house is the Swiss Reformed Church Parsonage (300 3rd Avenue). The house was designed by Monticello architect and lumberman John C. Steinmann, Jr. and built by Oswald Altman. It is distinctive due to its horizontal emphasis with the second story appearing to be shorter than the first story; the low form of its large front dormer; and the front porch with grouped posts and slightly projecting bases. It has a high level of integrity with its original narrow clapboards intact.

Oswald Altman also constructed the potentially eligible Dr. E.D. McQuillan House (122 2nd Street) in 1913. This house is another variation of the Craftsman Style with its horizontal emphasis found in its wide eaves and a low-pitched sloping roof despite its size at a full two stories in height. The paired and grouped windows are typical of the Craftsman style and the stucco exterior with decorative half-timbering suggests the honesty in construction typical of the style. It has a high level of integrity, which adds to its potentially eligible status for the National Register.

The Edward Zwickey House (919 2nd Street), constructed in 1914 by Oswald Altman also features a stucco exterior and grouped windows. Although the house has a large veranda, its main roof, dormer roofs, and porch roof have wide eaves that strongly suggest a horizontal

²⁵ Wyatt, Architecture, 2-23, 24, 25, 26.

²⁶ Wyatt, Architecture, 2-23, 24, 25, 26.

emphasis. This distinctive house features a high level of integrity that is a factor in it being potentially eligible for the National Register.

Before local architect Jacob Rieder became noted for his Swiss style chalets and other buildings in New Glarus, he designed houses in popular styles in the community. Built around 1930, the Conrad Elmer house (606 2nd Street) is a potentially individually eligible house in the Bungalow Style. This house sits with its side gable facing the street so that the attached garage is accessible, an unusual, yet highly functional, variation of typical Bungalow houses. The sloping roofline, large dormer and porch are details that were typically used for Bungalow designs, as are the exposed knee-brace brackets. Interestingly, the form and massing of this house and its orientation, suggests the Swiss chalet that would become increasingly popular in the mid to late 20th century.

Several Craftsman Style houses, while not potentially eligible for the National Register, are of interest in the community because they add to the architectural context for this style. Two houses, both built by Oswald Altman, have the same plan and are similar to the Swiss Reformed Church Parsonage, but less distinctive. They are the Dietrich Stauffacher House (707 1st Street), built in 1919; and the John Zweifel House (218 3rd Avenue), built in 1922.

A very nice example of the Craftsman Style is the Stauffacher farmhouse at 100 State Highway 69. Built in the 1910s, this house has many Craftsman features, including wood shingle and faux half-timber wall surfaces, paired and grouped windows and a horizontal emphasis with its full front porch and low-pitched sloping roof. Although not potentially eligible for the National Register, it adds to the context of these houses in New Glarus.

An unusual house adding context to the Craftsman Style is the Joshua Eichelkraut House (607 1st Street), built in 1916. The house has a tall profile on the main elevation, with a half-timber gable that is distinctive. The full front porch and the very low-pitched shed roofed dormers give the house a horizontal emphasis. Built for a narrow lot, this house has some characteristics that make it of architectural interest in New Glarus even though it is not potentially eligible.

As stated above, American Foursquare houses often feature Craftsman style details and there are several examples of this in New Glarus. Two of the most interesting are located along 1st and 2nd Streets. The John Streiff House, built around 1919 has strong Craftsman lines, with very wide flared eaves, a full front porch, and exposed rafters on the main elevation. Although not elaborate enough to be called Craftsman, it adds to the architectural context of the community. The John W. Duerst House, built by Oswald Altman in 1917, is of architectural interest due to its very large American Foursquare plan that also features wide overhanging eaves and a horizontal emphasis. These houses are not potentially eligible for the National Register, but are of architectural interest in the community.

There are no potentially eligible Bungalow style houses in New Glarus, but like the American Foursquare examples described above, there are some good examples of this style that add to the architectural context of the community. Two houses built in the 1920s are the most interesting. The John Duerst House, built in 1927 by Oswald Altman (612 2nd

Street) and the Jacob Hefty House, built in 1928 (318 2nd Avenue) are both brick Bungalow style houses accented with faux half-timbering. They feature the sloping roofs, dormers, and front porches of the style and have a high level of integrity.

The Pet Milk Company houses (see Historical Themes, Industry) along 4th Avenue are of interest in a discussion of bungalow architecture. These houses (401, 405, 409, 413, 417, and 421 4th Avenue) were built in 1914 and have identical Bungalow Style influences. The sloping rooflines and shed-roofed dormers suggest the style in a vernacular sense. More interesting, though, is the fact that they seem to reflect the worker bungalows built in large cities during this period. The Pet Milk Company was from Chicago where such housing would be very common. Although the houses are mostly remodeled and have lost integrity and are not eligible for the National Register, they have historic interest in New Glarus not just for industry, but for architecture, as well.

There are a number of good quality Craftsman and Craftsman-influenced houses within the boundaries of the proposed, potentially eligible, 1st and 2nd Street Historic District, including several of the above-mentioned houses. Like the Queen Anne Style, the proposed historic district is also architecturally significant for its concentration of Craftsman and related houses.

Period Revival Styles

The Queen Anne and Craftsman Styles dominated New Glarus house construction during the first three decades of the 20th century so that good examples of concurrently popular styles, collectively known as the Period Revival styles, are not as common. There are a few interesting examples of these styles in New Glarus, but only one is potentially eligible for the National Register of Historic Places, and it is an example that is almost as much a Craftsman Style house as it is Period Revival.

Between 1900 and 1940, a number of architectural styles known as the period revival styles were popular in Wisconsin. These styles were based on historic architectural styles and included the Colonial Revival, Georgian Revival, Tudor Revival, and Spanish Colonial/Mediterranean Revival styles, among others. These styles revived details from the historic styles upon which they were based. For example, the Colonial Revival style featured symmetrical form and massing and simple classical details that reflected the Colonial period in American history. The Tudor Revival style revived historic English castle and cottage forms from the Tudor era. Other styles were based on French, Spanish, and Italian medieval and renaissance styles. Many Period Revival houses have details that mixed these styles as thousands of these houses were built in Wisconsin during the first few decades of the 20th century.²⁷

The S. Albert Schindler House (513 6th Avenue) was built in 1911 and was the design of noted Madison architects Claude and Starck. According to the determination of eligibility for the National Register for this house that was completed in 1997, the house is less about a particular architectural style and more about the work of master architects. The design of

²⁷ Wyatt, Architecture, 2-28—2-33.

the house is loosely based on the Tudor Revival, but this style was used primarily as a means to organize the exterior design. The grouped windows, projecting gables and large chimney are details common to the Tudor Revival style. The Craftsman Style is shown in the strong horizontal emphasis of the wide belt course and the wide front porch. The result is a fine example of a design by Claude and Starck that has retained its high level of integrity. Almost 20 years after the determination of eligibility for this house was completed, it remains eligible for the National Register, a testament to the preservation efforts of its owners.

Three other houses in New Glarus are of architectural interest for their variations of the Period Revival styles. An unusual house is the Henry & Irma Zinn home (300 6th Avenue), built around 1939. The house has a form and massing and details that reflect what some architectural historians call Regency Revival, a style that revives details of English buildings of the early 19th century. The building can also be compared to some eclectic French Revival houses. It is not eligible for the National Register but adds architectural interest to the buildings of New Glarus.

An interest cottage variation of the Tudor Revival style is the Elmer Figi House (312 2nd Avenue), built in 1928 by Oswald Altman. Designed by Monroe architect Alvin Rote, the house has a simple form, but is distinguished by the roof with rolled shingles at the ends and the eyebrow window on the main elevation. These details suggest the form of the Tudor Revival style often called “Cotswold Cottage.” The house has a high level of integrity and is one of the few more stylish Period Revival houses in New Glarus.

Mid-Twentieth Century Styles—Lustron

New Glarus is the location of two Lustron houses, unusual post-World War II house types that were produced for only a brief period and are distinctive for their building materials. The Lustron House was the brainchild of Carl Strandlund, who worked for the Chicago Vitreous Enamel Products Company. The company manufactured porcelain-enameled panels for the construction of gas stations, but right after World War II, building gas stations was not essential construction. Constructing houses was essential in the post-war era, so, in an effort to boost the company’s fortunes, Strandlund helped establish the Lustron Corporation to produce houses constructed of porcelain-enameled panels in an old airplane factory in Columbus, Ohio.²⁸

The design for Lustron houses was the modern “Ranch,” and the architects of the prototype added innovations that made the best use of the small (1,000 square foot) plan of the house and the fact that it was entirely constructed of steel panels. There was radiant heat housed in the ceiling and built-in cabinets and shelving throughout the house.²⁹

Almost immediately there were problems in production and marketing the houses. Strandlund established a network of Lustron House dealers, but some of the dealers had

²⁸ Tricia Canady, “The Lustron Home,” *Wisconsin Preservation*, Vol. XVI, No. 5, September/October, 1992, 8.

²⁹ Canady, 8-10.

difficulty in raising the capital needed to buy the number of houses demanded by the company and in providing equipment to build the houses on site. By late 1948, the first Lustron houses were shipped, but by early 1950, the federal government began to foreclose on the company because they could not make payments on their large federal loans.³⁰

Lustron houses were only built for two years, late 1948 to early 1950. In June of 1950, foreclosure was completed and the factory in Ohio closed. Overall, the company only made about 2,500 homes, of which records show that only about 150 homes were ever sent to Wisconsin. At the present time, 64 Lustron houses have been recorded in the Division of Historic Preservation's data base, two of which are located in New Glarus. In fact, only one of the Lustron houses in New Glarus was in the database prior to this survey effort, so it is likely that a number of these houses are yet to be recorded.

Despite being a relatively rare resource, the Lustron house needs to have good integrity to be considered potentially eligible for the National Register. Lustron houses are simple, their major architectural features being the porcelain enamel walls and roof, and metal windows. The metal windows were particularly distinctive "picture" style windows and this is where most Lustron houses have seen the most remodeling. In fact, the Lustron house at 318 11th Avenue has had its windows replaced with modern sliding windows that have lowered its integrity. However, the Lustron house at 419 8th Avenue, probably built for Walter Taplick (*New Glarus Post*, May 25, 1949, p. 2.) still retains its original windows and has a high level of integrity. It is for this reason that this Lustron house is potentially eligible for the National Register of Historic Places.

Mid-Twentieth Century Styles—Ranch and Contemporary

The Great Depression of the 1930s and World War II and its materials shortages in the 1940s stunted the growth of residential construction at a time when architecture was making a transition to mid-century modern influences. During the 1950s, the economy improved and built-up housing demand forced an abundance of new construction. Much of this new construction reflected popular Ranch house styles and during the 1960s, the Ranch style became even more popular and long, low Ranch style houses popped up on new spacious suburban subdivision lots. Some of the best quality Ranch style houses were designed by architects, but many more were the result of local builders and popular design books.

A few architects and builders of the 1950s into the 1980s offered progressive designs that produced houses of a style that would come to be called "Contemporary." These houses rejected the rigid Ranch form in favor of steeply-pitched roofs, multiple and irregular stories, vertical wood siding, and large amounts of glazing, including glass walls. Some of these contemporary designs were influenced by the work of Frank Lloyd Wright in the 1950s. These houses are often referred to as Wrightian and some were even designed by architects who worked at Wright's Taliesin Fellowship.

Because Ranch houses are so numerous, only those with high integrity and distinctive details are of architectural interest or significance. Many Ranch style houses, like

³⁰ Canady, 8-10.

vernacular houses of the nineteenth century, have been altered with vinyl siding and modern windows, so only those with an abundance of original details generally stand out. In New Glarus, there is a full complement of Ranch style houses, most of which do not stand out as distinctive.

One that is distinctive has been identified as the work of nearby architect, John W. Steinmann, who was a progressive mid-20th century architect and who is known to have designed many houses in area. Identifying these Steinmann designs is difficult as building permits from this era are not available and even newspaper searches have not been very fruitful in discovering his designs. One building that was identified as a Steinmann Ranch house is the Edwin Christen House (418 3rd Avenue), built in 1949. This long, low, Ranch style house with a rustic stone veneer is very progressive for 1949 and illustrates Steinmann's talent in mid-20th century modern design. Although it has a high level of integrity, it is not potentially eligible for the National Register as it is difficult to know to what extent this house fits into the work of Steinmann, as so few of his houses have been identified. Further investigation into Steinmann's career and his designs in the future may change this evaluation if the house retains its integrity.

The house at 1300 13th Avenue is another high quality Ranch house design that could have been the work of Steinmann. It has a very long, low, hip roof with wide overhanging eaves across the north and west elevations that cover window banks. Also clad in stone veneer, this Ranch style house has a high level of integrity, but like the Christen House, it is not potentially eligible because more information is necessary to provide an appropriate context.

Three interesting contemporary houses also have architectural interest for mid-20th century modern architecture. The Wayne Duerst House (500 12 Avenue), designed by the owner, an architect, has a very Wrightian appearance with its flat roof, horizontal emphasis, and window walls. Duerst's architectural career has not been analyzed, but this house is a good example of a high quality mid-20th century Wrightian-influenced design.

Two houses in New Glarus have small floor plans, but interesting contemporary designs. The houses at 400 10th Avenue and 713 First Street both feature rustic limestone walls and contemporary lines. The house at 400 10th Avenue has a flat roof and high frieze windows and strong modern lines. Unfortunately its wood walls are covered with vinyl siding and the house appears to be undergoing remodeling. The house at 713 First Street features a sloped shed roof with a gable-roofed garage wing, both vertical and horizontal window blocks and modern lines. Both of these houses add to the architectural interest of New Glarus but are not potentially eligible for the National Register.

An interesting contemporary house at 913 6th Street was designed in 1954 by an architect from the Taliesen Fellowship, Herb Fritz. Fritz began working with Frank Lloyd Wright in 1937 and was still designing in the late 20th century. The design of 913 6th Street features long, Ranch-influenced lines, with many windows and a massive fireplace. Although built in the 1950s, it is progressive and similar to more vernacular examples of the 1970s. It adds to the architectural diversity of New Glarus, but is not potentially eligible for the National Register.

There is one additional building that is particularly interesting as an example of Contemporary design. This building is the Hall of History (612 7th Avenue) that sits in the Swiss Historical Village, a pioneer museum with primarily reconstructed buildings that represents the early history of New Glarus, emphasizing the Swiss immigration story of the community. The Hall of History was partly the result of mid-20th century collaboration between residents of New Glarus and Canton Glarus in Switzerland. In 1965, Canton Glarus donated materials for an exhibit in the village hall and donated money for an exhibition hall at the Swiss Historical Village. With funds being raised in the community, there was a discussion of how the exhibition hall should look.³¹

When the building was first planned in 1965-66, New Glarus was at the beginning of the transformation of many downtown buildings from historic 19th and early 20th century commercial storefronts to Swiss-style facades. This effort was seen as a way to enhance the Swiss heritage of the community to push economic development after an important industry closed. The first suggestion for the Hall of History was for a traditional Swiss chalet-influenced design. Local architect, Wayne Duerst, drew up plans for a Swiss-style chalet building in 1966. Some members of the Board of Directors of the Swiss Historical Village did not like this design because it was an interpretation of a chalet, not an “authentic” chalet design. Others felt it was appropriate for the historical village.³²

Swiss contacts with the historical village were not in favor of the building design, and suggested that Jakob Zweifel, a noted Swiss architect, be included in the project. At the time that New Glarus was giving many of its downtown buildings Swiss-influenced facades, architects like Jakob Zweifel were designing in modern European architecture at the time. Zweifel urged that the Hall of History should be designed in its own time, not in a past time as an authentic Swiss chalet or a building influenced by past designs of Swiss chalets.³³

Zweifel’s design, a contemporary building with a large flat roof that extends to cover a large porch, horizontal wood siding, and large window walls, was built in 1970. The building was not well-liked by all citizens of New Glarus. But after 45 years, the building can be now seen for what it is, a fine example of modern architecture by a master architect. It is not yet 50 years old and not currently eligible for the National Register, but in 2020, if it retains its integrity, it should then be eligible for the National Register of Historic Places for its architectural significance.

Swiss Chalet

The Swiss Chalet style was introduced to America by A. J. Downing in his 1850 book, *The Architecture of Country Houses*. The style was revised in a limited manner with the publication of William S. D. Dana’s *The Swiss Chalet Book*, 1913 and Henry Saylor’s *Architectural Styles for Country Houses: The Swiss Chalet Type*, 1912. The style was revived as part of the Arts and Crafts movement of the early 20th century. The revival took the timber, log, and stone construction materials and methods of genuine Swiss Alps chalets

³¹ Hoeschler, 204-207.

³² Hoeschler, 207.

³³ Hoeschler, 207-208.

and transformed it using modern materials and methods. The chalets built in this period were generally two stories in height with a square or rectangular plan, low-pitched front-facing gable roofs, wide eaves with large brackets, multi-pane casement style windows, and balconies with decorative cut-outs.³⁴

The Swiss chalets built in the mid-20th century in New Glarus did not result from this uncommon architectural revival, but from the requests by building owners to have authentic Swiss chalets built for them. The first was the Chalet of the Golden Fleece (618 2nd Street). Edwin Barlow, of Swiss descent and with a strong connection to New Glarus, asked local architect Jacob Rieder to build a house for his aunt, Fanny Figi. He requested an authentic chalet design from Canton Bern, and Rieder was happy to design it. Unfortunately, Figi died before the house was finished in 1938 and Edwin Barlow took possession of it. Barlow filled it with interesting collections, including Swiss antiques and gave it to the Village of New Glarus in 1955 for a museum, which has operated ever since.

The Chalet of the Golden Fleece was recently listed in the National Register of Historic Places as an outstanding example of an authentic Swiss chalet and for its association with Edwin Barlow, who brought the play *Wilhelm Tell* to New Glarus. *Wilhelm Tell* has been produced every year on Labor Day weekend in New Glarus for over 75 years and is an important part of New Glarus' reputation as "America's Little Switzerland."

Jacob Rieder designed a second authentic chalet for local resident Ernest Thierstein in 1947 and it was completed in 1948. Thierstein asked Rieder to design a chalet that reminded him of traditional Emmental buildings in Canton Bern. Known as the Chalet Emmental, Thierstein's home became a center for Swiss heritage in the mid-20th century, as it functioned as a meeting place for Swiss visitors and local singing groups.

Chalet Emmental (301 12th Avenue) has a different appearance than the Chalet of the Golden Fleece and it features a broad gable roofline with curved bargeboard and second story cut-out balustrade. It has a high level of integrity and is potentially eligible for the National Register of Historic Places.

After 1962, the decision was made by numerous business owners and community leaders to give New Glarus' downtown a "Swiss" appearance by adding Swiss-style facades to existing buildings and by constructing new buildings with the same Swiss-style appearance. While this movement did not widely spread into residential areas of the village, it did influence some residential construction. One person who was influenced by this movement was Don Ott, who was working at the local lumber yard, New Glarus Lumber Company. Ott used his building skills and his knowledge of Jacob Rieder's work on the Chalet of the Golden Fleece and the Chalet Emmental to build his own chalet home in 1963. The result was a sort of "folk" chalet that expressed Ott's own interpretation of a Swiss chalet and his own tastes and construction preferences. Don Ott's chalet (319 7th Avenue) adds to the

³⁴ "Swiss Chalet Revival," Washington State Department of Archaeology and Historic Preservation, website <http://www.dahp.wa.gov/styles/swiss-chalet>

architectural interest of Swiss-style construction in New Glarus in the later 20th century. It is, though, not eligible for the National Register of Historic Places.

Other residential homeowners used Swiss-style details on homes that were built primarily as Ranch houses or constructed simple rectangular buildings that included wide, sloping rooflines and porches with cut-out balustrades. A good example of this is the house at 717 9th Avenue, built in 1971. It has some architectural interest but is not potentially eligible for the National Register.

A more modern interpretation of the Swiss chalet style executed in a house is the building at 112 Hillside Circle. Again, it features the typical rectangular form, low-pitched roofline, and balustrades with cut outs typical of the modern Swiss-style seen in New Glarus. It has some interest for its interpretation of a chalet, but is not potentially eligible for the National Register.

COMMERCIAL ARCHITECTURE

Traditional Styles

Commercial Vernacular

Most of the commercial buildings in New Glarus with traditional facades fall under the category, “Commercial Vernacular.” Commercial Vernacular (or Vernacular Commercial) is a style term that is applied to “simply-designed commercial buildings of the late nineteenth and early twentieth centuries.” These buildings have several common characteristics, including large retail show windows on the first story with simple wood and glass entry doors and simple applied cornices with classically-influenced details such as brackets, dentils, modillions, molded panels, or brick corbeling and/or belt courses in place of cornices. Window openings on upper floors are simple, the only decoration commonly being segmental brick arches or flat stone lintels. Because they are not overly stylistic, commercial vernacular buildings are usually only significant when they have a high level of integrity with many historic details intact or when they are grouped together creating a cohesive and distinctive historic district.³⁵

Some of the best examples of commercial buildings that feature traditional facades are those located in the proposed potentially eligible 2nd Street Commercial Historic District. A review of these buildings will illustrate why, together, they add to the architectural significance of this district.

- Schindler-Urban-Disch Building, 1867, 400-402 2nd Street
One of the oldest commercial buildings that has not been given a Swiss style façade, this building retains its original “boomtown” front and has a period storefront

³⁵Wyatt, Architecture, 3-10.

- Hoesly Block, c.1880, 200 5th Avenue
The Hoesly Block has had some remodeling, but its low-pitched hip roof, wide eaves and brackets suggest the Italianate architectural style, one of the styles used to enhance commercial vernacular buildings.
- Hoesly & Tschudy Building, c.1890, 412 2nd Street
The Hoesly & Tschudy Building has lost its original “boomtown” front, but its overall form and massing illustrate a simple commercial building from the turn of the 20th century.
- Hoesly-Strickler Block, 1904, 421 2nd Street
This building has a second story that features much of its Classical Revival-influenced façade, along with the elliptically-arched tripartite window opening, wide stone lintels, and classically-influenced cornice with brick corbeling. Its first story was one of the earliest Swiss-style alterations in New Glarus’ downtown.
- Citizens Bank, 1910, 130 5th Avenue
The Citizens Bank building is one of the few traditional facades that has strong style elements, in this case related to the Richardsonian Romanesque Revival style, a heavy architectural style that emphasized rusticated stonework and large classical details. The window alterations have detracted from the building’s integrity, but it contributes to the traditional architectural appearance of much of this historic district.
- New Glarus Hardware Building, 1913-14, 401-403 2nd Street
The New Glarus Hardware Building has had considerable remodeling done to its first story storefronts, but its second story still shows the simple, Classical Revival-influenced details of the original block, including paired windows with flat arches and pilasters.
- Zweifel Block, 1913-14, 420 2nd Street
The Zweifel Block is the best example of an early twentieth century commercial vernacular building in New Glarus. Built for an auto dealership, its first story storefront show windows are large so that customers could easily view the automobiles on display inside. The second story features simple Classical Revival-influenced details like the shallow square bays filled with tripartite windows, pilasters, and the round arches that decorate the main entrance and a second story window at the center of the building.
- Stuessy Block, 1929, 407 2nd Street
The Stuessy Block has a commercial vernacular appearance that suggests the popular Twentieth Century Commercial style that used modern geometric details and brickwork that emphasized a horizontal emphasis. This is shown in this building in the horizontal brick corbeled belt course on the second story, the double belt course with stone tabs above the storefront, and the geometric brick corbeled panels above second story windows.

The commercial vernacular facades of downtown New Glarus are not just confined to the 2nd Street Commercial Historic District. Commercial vernacular buildings are scattered through the rest of the downtown amongst the majority of Swiss-style commercial buildings sitting along 1st Street and 5th and 6th Avenues. Although they are not potentially eligible for the National Register, they add to the architectural interest of downtown New Glarus and they are important to preserve at the local level.

The Bank of New Glarus building (113-115 6th Avenue), built in 1893 is an example of a commercial vernacular building with simple details. The plain cornice and simple brick corbeling add interest to the building, but the storefront, which is enclosed with glass blocks, detracts from the building's historic integrity.

Similarly detailed is Puempel's Tavern (16-18 6th Avenue), also built in 1893 of similar cream bricks. Its cornice is similar but has added classical details. Its storefronts, as well, are enclosed with paneling and modern windows, lowering its historic integrity. While the building is not potentially eligible for its architectural significance, it is eligible as a fine example of an intact saloon from the turn of the 20th century.

Built in 1901, the Solomon Stuessy Block (518 1st Street) also has a second story with historic traditional commercial building details intact. As per its 1901 date of construction, it features popular Classical Revival-influenced details, such as a classical cornice and round arches with reveals over second story windows. It is not potentially eligible for the National Register, but adds to the architectural diversity in downtown New Glarus.

Also adding to the architectural diversity of downtown New Glarus is the unusually decorated double-storefront Albert Wolf Block (534-38 1st Street), designed by John C. Steinmann Jr. of Monticello and built by Oswald Altman in 1916. The building has remodeled storefronts, but its second story is unusual. Brown brick used in a cornice and pilasters outline the parts of the building, but red and burgundy bricks were used within these pilasters. The second story also features paired windows (replaced in the north storefront) decorated by tall and somewhat delicate stone arches and keystones. Stone decoration is also seen in the cornice and within the stone arch reveals. The unusual design and brick construction of this building makes it of architectural interest in downtown New Glarus.

In 1940, chiropractor Edna Norton constructed a mid-20th century modern office building in downtown New Glarus (511-513 1st Street). The design of the building still suggests the Twentieth Century Commercial style in its openings and the arch over the main entrance, but the building is a stripped down version of the style that suggests the growing popularity of these types of office buildings constructed after World War II. The building is not eligible for the National Register, but has a high level of integrity and adds to the diversity of architecture in the downtown.

North of New Glarus' downtown are two commercial buildings sitting in a mixed use area along 2nd Street at the north end of town. The buildings are similar in that they have simple commercial vernacular style facades with relatively intact storefronts. The Thomas Hoesly

Block (102 2nd Street), built in 1891, has some decorative features such as a classically-influenced cornice, stone window hoods over the second story, and brick corbeling. The storefront has iron columns, but the windows may not be original.

The Ott Block (224 2nd Street) was built around 1900 and is a bit more simply decorated. It does have an intact storefront whose metal parts were made by William Bayley & Sons Company, a foundry and machine shop in Milwaukee. Both the Thomas Hoesly and Ott Blocks are not architecturally distinctive, but they have some good historic integrity and although not potentially eligible for the National Register at this time, they are worthy of preservation at the local level.

Swiss Style Commercial Buildings

One of the buildings in the proposed 2nd Street Commercial Historic District has a Swiss-style façade. Bigler's Swiss Tavern, 402 2nd Street, was built with a Swiss-style façade in 1935 by a Swiss immigrant who happened to be a brick mason. The building's Swiss façade is more typical of a building in a Swiss village, rather than a rural chalet and features some details that would become common in the New Glarus downtown commercial district. These details include half-timbering, a gable roof with brackets, and a large cut-out balustrade. Although these individual details appear on many downtown commercial buildings, it was a more generic Swiss chalet style that was used on the most attractive of the Swiss-style facades in downtown New Glarus. It is interesting that this more "authentic" village commercial building was not used much as a model for the Swiss-style facades in favor of a more residential, rural, type of building.

In 1962, many New Glarus businesspeople and citizens made a conscious effort to remodel commercial facades using Swiss style details. No specific guidelines were adhered to and the Swiss style facades that resulted in the 1960s and 1970s were a mixture of Swiss chalet-influenced details. Many remodelers probably used elements from the Chalet of the Golden Fleece and Chalet Emmental for inspiration. Beginning in the 1980s, more elaborate and better designed Swiss chalet style buildings were constructed in New Glarus and for the last 15 years, Swiss style design has been mandatory for new buildings and for substantial remodeling of old buildings in both the downtown commercial district and the Highway 69 commercial district. Exceptions to the Swiss style design mandate are for buildings determined historic by the Historic Preservation Commission.

The 500 block of 1st Street and the nearby cross streets of 5th and 6th Avenues is an area with the most Swiss-style commercial facades. This area was examined in this survey to determine where there might be a commercial historic district related to the Swiss-style architecture in downtown New Glarus. Since the start of the remodeling of commercial buildings with Swiss-style facades began in earnest in 1962, 50 years has past, meaning the movement to make this transition is now historic. However, many of the facades date to 1970 and later, meaning that the facades, themselves, are not all 50 years old.

If the existing Swiss-style facades are maintained and not modernized, as has happened in the past, within the next decade, the issue of a potential downtown Swiss-style historic

district that is potentially eligible for the National Register can be revisited. At the present time there are no Swiss-style commercial buildings that are individually eligible for the National Register of Historic Places, however, some of the better quality facades could be eligible once they have reached 50 years old if they have retained their Swiss-style integrity.

The Swiss-style facades on New Glarus' commercial buildings feature one or more of the following details, low-pitched gable roofs, vertical and/or horizontal wood board siding, stucco wall surfaces, shutters, and porch balustrades with cut-out designs that are generally not functional. One of the earliest Swiss-style facades was applied to the N.C.Duerst building in 1955, however, that façade was altered again in the 1970s. Its neighbor, the Fred Aeshbacker Building was also altered in the 1970s. These buildings have only a minimal amount of Swiss style, with the Duerst building being more decorative on the second story.

The building at 101 6th Avenue has had several renovations, the most recent of which created a simple second story of vertical boards and a low-pitched gable roof with brackets. Two buildings that were given early Swiss facades are the New Glaus Hotel (100 6th Avenue), built in 1853 and given a new façade in 1962, and the E. S.Hilton building at 108 5th Avenue, built in 1906 and given a Swiss-style façade in the early 1960s. The New Glarus Hotel received a stucco exterior with painted Swiss-style trim over the original clapboard walls and two large ells were added to the building. One addition is an enclosed porch that wraps around the building and the other addition is an ell with a low-pitched gable roof and brackets. The combination of these elements results in a façade that is not as well-executed as other Swiss-style facades.

The Hilton building has a better quality façade, at least on the second story. It mimics the roofline and porch of the Chalet Emmental and has been well-maintained. The remainder of the building features a modern storefront with small show windows, an enclosed transom and a tall stone veneer-covered bulkhead.

Three commercial building facades only feature a minimal amount of Swiss detail, relying heavily on stucco walls with faux half-timbering and brackets. These buildings at 523 1st Street, 102 5th Avenue, and 600 6th Avenue only marginally express good Swiss-style design.

The best Swiss facades in the downtown are from both new construction and remodeling. The new Bank of New Glarus, built in 1970, has a fully formed two-story chalet design with a very low-pitched gable roof, brackets, wood siding, windows with shutters, and a balustrade with a cut-out design. The lower level has a stucco exterior and openings that are decorated with Swiss motifs.

The related drive-up banking facility for the Bank of New Glarus sits at 26 5th Avenue and was built in 1977. This small building suggests an alpine Swiss cottage with bell tower. Its stucco walls have half-timbered decoration and a massive stone fireplace sits on the west elevation. The main block features a very low-pitched sloping gable roof and the bell tower openings are decorated with wood gables and surrounds.

A remodeled building, the Hoesly & Hoesly Block (109 5th Avenue), built in 1914 and given a Swiss façade in 1978, is also a better proportioned and more decorative example of the Swiss style used in New Glarus. It has stucco walls with grouped windows replacing the original show windows, an arched entrance with a floral painted archivolt, a cut-out wooden balustrade, a wood covered gable and large brackets. There is little to suggest the Twentieth Century Commercial building that existed prior to this remodeling.

One of the most attractive of the Swiss-style facades in the New Glarus downtown is the old gas station building that was remodeled into a Swiss style chalet in 1981 (554 1st Street). The building remodeling was well executed and the spacious set back and large size of the lot of the former gas station gave remodelers the opportunity to give this building a more complete chalet look. The second story with wood siding, low-pitched gable roof with brackets and wide overhanging eaves, and the cut-out balustrade is highly decorative. And the first story, with its stucco walls and well-proportioned, symmetrical openings decorated with Swiss-style details make for a very picturesque building.

A result of the Swiss Architectural Design ordinance in New Glarus can be seen in the recent construction of the building at 116 5th Avenue. The original, very old, building on this site burned in January of 2011 and was reconstructed with approval of the New Glarus design review committee. Although more simple than the 1981 chalet on 1st Street, this relatively new Swiss-style building has similar features; a stained wood second story, cut-out balustrade trim, stucco walls, and grouped windows with built-in flower boxes. It is a somewhat stripped-down version of the 1981 remodeling of the old gas station and suggests the type of façade that is desired for the village's commercial buildings.

The appearance of the remodeling of the gas station on 1st Street is not surprising considering the construction of one of the most influential buildings in the Swiss style the year before, the Chalet Landhaus Inn, designed by Madison architect Stuart Gallaher and built in 1980 by the Kuhne Construction Company. Gallaher's design for this building was based on research he conducted himself in Swiss chalet architecture in an attempt to design more "authentic" Swiss buildings. While Gallaher's Landhaus Inn is not "authentic" in the same way that Jacob Rieder's two chalets were in the 1930s and 1940s, it is much more well-executed than some of the earlier attempts at the Swiss style in the downtown district. And, it appears that this building has been used as a model for at least two designs in the downtown, the 1981 gas station remodeling and the 2011 reconstruction of 116 5th Avenue.

Gallaher was also responsible for the Swiss style visitor's center at the Swiss Historical Village, executed in 1979. This very simple interpretation of the Swiss style is not as decorative as the Landhaus Inn, but expresses the style in the stucco walls, low-pitched gable roof, wide overhanging eaves and heavy brackets.

When State Highway 69 was bypassed around the south side of New Glarus, and no longer running along 2nd Street, it was natural for commercial activities to spring up along this new travel corridor. Several of these commercial businesses were related to automobile use, such as gas stations and motels. Other more traditional retailers moved to the larger commercial

lots along Highway 69. As more and more retailers moved to the Highway 69 bypass, Swiss facades came to this area as well.

One of the earliest buildings constructed with some Swiss-style details was the Swiss Miss store (1101 Highway 69), the retail outlet of the Upright Swiss Embroidery Company that was built in 1960. The two-story brick building features Swiss-style details, but it looks more like an office building with Swiss-style details than a Swiss chalet. A nearby building that has more of a Swiss chalet appearance is the building at 1106 Highway 69, also built in 1960.

The standard Swiss chalet appearance of other, more recently constructed, buildings along Highway 69 follow the style details of 1106 Highway 69 quite closely. The buildings have stucco first stories, second stories clad with wood siding, low-pitched gable roofs, and cut-out shutters and/or balustrades. These buildings include 618 Highway 69, 901 Highway 69, and 512 Highway 69. The last mentioned building is probably the most attractive and best proportioned example of the commercial Swiss-style buildings along Highway 69.

A different variation of Swiss-style design is the Monroe Clinic, 1800 2nd Street, a primarily stucco building with gable roofs with brackets and an unusual tower that is topped with decorative wood trim and intersecting gables with brackets. Not as chalet-like as other buildings along this commercial corridor, it represents a different variation of the Swiss style in New Glarus.

None of these modern buildings are potentially eligible for the National Register of Historic Places, but they were added to the survey to add context in which to evaluate all of the Swiss style commercial buildings and facades in New Glarus.

SCHOOL ARCHITECTURE

New Glarus Public School and High School

The only historic school building that is architecturally significant is the New Glarus Public School and High School. The original 1860s elementary school is heavily remodeled and has been a commercial building for over 100 years. The 1957-58 High School Building (1420 2nd Street) was designed by local architect John W. Steinmann. It was enlarged in 1964. Although this building has some architectural interest as the work of Steinmann, it is not architectural significant and not eligible for the National Register of Historic Places.

A new middle and high school building was completed in 1994-95 (1701 2nd Street). It has the expansive appearance of modern school buildings and is too recently constructed to be eligible for the National Register of Historic Places.

The New Glarus Public School and High School (413 6th Avenue) was listed in the National Register of Historic Places for its architectural significance. Its older sections (1896 and 1914) are good examples of Romanesque Revival style school buildings popular during the

late 19th century. Typically, a 1914 school would have had a different architectural style and form, but the 1896 building was repeated for the addition and has the same appearance. The 1939 addition has style elements that reflect the Art Deco style popular at that time and is a fine example of a “modern” high school type built prior to World War II.

CHURCHES

There are two historic church buildings in New Glarus. The oldest is the Evangelical United Brethren Church (207 6th Avenue) that dates to 1865. The original church was a Gothic Revival style building with pointed arch windows and a decorative bell tower. The church has been remodeled with modern siding over the old clapboards and the decoration has been removed from the tower. It has lost considerable integrity and is not eligible for the National Register of Historic Places.

The third Swiss Evangelical and Reformed Church, completed in 1901, replaced a stone church that replaced a log church on the site. The stone church was a simple building with a tower that reflected the congregation’s European heritage. The 1901 church, the one that is extant today (18 5th Avenue), is a large, elaborately decorated, Gothic Revival style church that is typical of large brick churches constructed in communities throughout Wisconsin. An intense search in available historic materials was made, but no architect was uncovered for the building. It was likely someone who was designing Gothic churches of this type at the turn of the 20th century.

The massive red brick building has beautifully executed Gothic Revival details. There is a steeply-pitched roof and a massive tower with buttresses topped with a pent roof and steeply-pitched gables with clocks on all four sides. The openings have pointed arches, but there is also a large rose window on the west elevation and a smaller rose window in the tower. The red brick walls are heavily accented with stone trim and there is a wide stone water table running above the limestone foundation. The main entrance in the west elevation features pointed arched doors with strap hinges accented by a brick pointed arch surround and topped with an unusual wooden clipped gable decoration. A modern addition projects from the northwest corner. It connects the church with the street level along 4th Avenue that provides for handicapped access into the building.

The church is an outstanding example of turn of the 20th century Gothic Revival style religious architecture. It has all the bells and whistles one would expect to find in a large Gothic Revival church of the era. The modern addition does not overly detract from the building and it is potentially eligible for the National Register of Historic Places as part of a group of two buildings and an object.

The second building in the potentially eligible church complex is the Zwingli House. The Zwingli house, completed in 1924 (18 5th Avenue), is a good example of a small and streamlined Classical Revival building. Its parapet roof, shallow pilasters, and grouped windows suggest the Classical Revival style, but in a stylized, almost Art Deco-influenced

manner. It is a contributing building along with the potentially eligible Swiss Reformed Church.

Pioneer Monument

Also included in a nomination to the National Register of Historic Places of the Swiss Reformed Church complex is a contributing object. The Pioneer Monument sits on the church grounds along Fifth Avenue. The monument was erected in 1915 during the 70th anniversary celebration of the founding of New Glarus by Swiss immigrants. The monument is almost 22 feet in height and consists of a granite and limestone base topped with a life-sized statue of a pioneer figure with one hand resting across his forehead as if he was looking out toward the distance. The monument is inscribed “1916 In Memory of the First Settlers of the Swiss Colony, New Glarus. August 16, 1845.” Also inscribed on the monument are the male names of the 25 families that were the first settlers in New Glarus.

Initial historic research could not uncover the person or company that produced the statue, but the Pioneer Monument is a high quality object that has both artistic elements and historical significance. It represents the community’s desire to honor the pioneers of this unusual settlement, most of whom had long passed on. The many 10-year anniversary celebrations of the founding of New Glarus were an important part of the heritage and culture of the community and the Pioneer Monument was meant to be a physical reminder of where the residents came from and their sacrifices they made to establish a new community in Wisconsin.

The Pioneer Monument, therefore, is an important contributing resource of the Swiss Reformed Church complex.

BUILDING MATERIALS

Log

It is well documented that log cabins were built during the first years of Swiss settlement in New Glarus. Most of these cabins have been lost or are in unknown locations. The best example of a log cabin is the Old Settler’s Cabin located in the Swiss Historical Village (612 7th Avenue). This typical pioneer cabin features hand cut logs with wide chinking and dovetail corners. It was found within a rural farmhouse being torn down and moved to the museum site in 1975. Although it is a fine example of a log cabin and well-preserved by the museum, it is not potentially eligible for the National Register as it has been moved away from its original site and context.

Two other log buildings were constructed in the Swiss Historical Village, one designed by Jacob Rieder. Jacob Rieder prepared the plans for the initial development of the Swiss Historical Village and designed the first building on the site, the Pioneer Cabin, completed in 1942 (612 7th Avenue). In this somewhat romantic version of a pioneer cabin, Rieder used fairly even logs for its construction with regular amounts of chinking in between. The

logs ends were left exposed, a technique that represents more the log construction popular early in the 20th century than a mid-19th century log cabin, such as the Old Settler's Cabin.

Rieder's log cabin has some strong historical interest because it was the initial building in the development of the Swiss Historical Village and because it was meant to represent the pioneer life of the early Swiss settlers in New Glarus. The other reconstructed log cabin on the site is the replica Log Church, built to suggest the appearance of the first Swiss Reformed Church in New Glarus, built in 1849. This building has some of the same building features as the Pioneer Cabin, with regularly spaced logs and chinking along with exposed log ends.

Neither of these buildings are potentially eligible for the National Register of Historic Places, but they are locally interesting museum buildings used for the interpretation of Swiss immigrant life in New Glarus.

Two buildings have been identified as log cabin structures. The first, the Fridolin Kundert House (118 6th Avenue) was identified in the 1990s as potentially eligible for the National Register of Historic Places as an example of a pioneer house and cobbler shop that reflected the early settlement of New Glarus. At the time, the house had historic clapboard siding and other extant historic details that made its integrity high.

Since that time, the original clapboards have been removed and a portion of the first story is exposed, showing log construction. Only a small amount of log construction can be seen. The remainder of the house has been covered with board and batten siding. While the exposure of the log portion of the house is of interest, the removal of historic clapboards in favor of modern board and batten siding lowers the integrity of the building. It is, therefore, no longer eligible for the National Register of Historic Places.

Another house with a log structure covered with modern siding is the Oswald Hauser house, built around 1855. This house is shown on an early map of pioneer settlement in New Glarus, but its original exterior materials have been covered over for many years. If the building was restored appropriately, it might be eligible for the National Register, but at the present time it lacks enough integrity to meet National Register criteria.

Brick

There were no historic brickyards identified in New Glarus and the brick construction of buildings in the village reflects primarily mass-produced bricks of the late 19th and early 20th century. When the railroad connection came to New Glarus in 1887, local builders had access to high quality bricks made in other areas of Wisconsin or the Midwest.

It is apparent that some builders favored the use of bricks to construction houses and commercial buildings in the late 19th century and the first two decades of the 20th century. In fact, one builder, Oswald Altman, used bricks extensively, primarily a bright red brick, but also shades of tan, brown, and burgundy. The most common houses built of bricks are

those with the Queen Anne and Craftsman styles of architecture. And, the largest concentration of these houses was built in the proposed 1st and 2nd Street Historic District.

There are no buildings that are individually eligible for the National Register of Historic Places for their brick construction, but the use of high quality bricks and high quality masonry construction adds to the architectural significance of the 1st and 2nd Street Historic District.

Lumberyard

In 1887, the Lovejoy Lumber Company was established in the square block that is now the village park. By the early 20th century, the business name had been changed to the New Glarus Lumber Company. Due to less than ideal conditions at the original site, the lumber yard was moved across the street along 3rd Avenue near Railroad Street to a location on higher ground. In 1937, the original lumberyard location was developed into a park.

In 2014 the lumber yard closed and the buildings are vacant. They include an office and two sheds at 106 3rd Avenue and a shed at 220 Railroad Street. The lumber yard buildings have some historical interest as the long-time location for building materials in New Glarus, however, they are not significant and are not potentially eligible for the National Register of Historic Places.

ARCHITECTS AND BUILDERS

The following architects and builders were identified as part of the survey. Buildings associated with these architects and builders are included with the individual names.

Architects

Bolch & Lippert, Madison, Wisconsin
Zwingli House, 18 5th Avenue

Bradley (Charles W) and Bradley (Harold S.), Rockford, Illinois
413 6th Avenue (1939 addition)

Claude and Starck, Madison, Wisconsin
513 6th Avenue

Conover and Porter, Madison, Wisconsin
413 6th Avenue (1896 building and 1914 addition)

Duerst, Wayne, New Glarus
500 12 Avenue

Fritz, Herb, Taliesen Fellowship
913 6th Street

Gallaher, Stuart, Madison, Wisconsin
Chalet Landhaus Inn, 801 Highway 69
Visitor's Center, Swiss Historical Village, 612 7th Avenue

Rieder, John Jacob, New Glarus, Wisconsin
Chalet of the Golden Fleece, 618 2nd Street
Chalet Emmental, 301 12th Avenue
Pioneer Cabin, Swiss Historical Village, 612 7th Avenue
407 5th Avenue
606 2nd Street

Rote, Alvin F., Monroe, Wisconsin
312 2nd Avenue

Steinmann, John C., Jr., Monticello, Wisconsin
534-538 1st Street
300 3rd Avenue
534-38 1st Street

Steinmann, John W., Monticello, Wisconsin
New Glarus High School, 1420 2nd Street
418 3rd Avenue

Zweifel, Jakob, Switzerland
Hall of History, Swiss Historical Village, 612 7th Avenue

Builders

Altman, Oswald

Oswald Altman was the most prolific home builder of the first half of the 20th century, and it was reported in 1953 that in his 53-year career, Altman had built 175 to 200 homes in New Glarus and the surrounding area along with numerous agricultural buildings and commercial buildings. Based on a 1928 newspaper article that listed all of Altman's buildings from 1908 to 1928, a list of buildings that were included in the survey and could be associated with him was able to be prepared. This is not a complete list, only those buildings that were surveyed and that historic records could identify are on this list. And, those buildings that Altman constructed after 1928 to the end of his career have not been comprehensively researched so that it is likely that with further investigation, this list will grow considerably.³⁶

³⁶ "Oswald Altman's Mark 50 Years," *New Glarus Post*, March 11, 1953, 1.

Many of the houses located in the proposed 1st and 2nd Street Historic District were built by Altman and because his houses, on the whole, are well-built and have a good level of integrity, the proposed district has added architectural significance for the work of Oswald Altman, local builder.

*Buildings Surveyed That Were Built by Oswald Altman, 1908-1928*³⁷
(All houses except as noted)

- 1909: 16 8th Avenue
- 1910: 1318 2nd Street
- 1911: 1201 2nd Street
1301 2nd Street
812 3rd Street
- 1912: 912 2nd Street
1101 2nd Street
318 10th Avenue
1012 2nd Street
- 1913: 1018 2nd Street
306 10th Avenue
700 1st Street
122 2nd Street
- 1914: 312 6th Avenue
1006 1st Street
109 5th Avenue (commercial building)
919 2nd Street
300 3rd Avenue
- 1915: 1000 1st Street
- 1916: 534-38 1st Street (commercial building)
913 2nd Street
1219 2nd Street
- 1917: 1101 1st Street
- 1918: 1013 1st Street
- 1919: 907 2nd Street
707 1st Street

³⁷ "Oswald Altman Has Been Contractor for Twenty Years," *New Glarus Post*, January 11, 1928, 1.

1922: 218 3rd Avenue

1923: 613 5th Street

1924: 18 5th Avenue (Zwingli House)
1100 2nd Street (Embroidery Factory)

1925: 1113 2nd Street

1926: 312 9th Avenue

1927: 1007 1st Street
612 2nd Street
1007 2nd Street

1928: 312 2nd Avenue (not on newspaper list, noted in plans in possession of the owner)

James Gross

600 9th Avenue

812 2nd Street

Kuhne Construction Company, Monroe, Wisconsin

Chalet Landhaus Inn, 801 Highway 69

Ott, Don

319 7th Avenue

Schilt, John, Monticello, Wisconsin

108 5th Avenue

Resources Potentially Eligible for the National Register of Historic Places for Architecture

Residential

Queen Anne Style

1st and 2nd Street Historic District

Henry Hoesly House, 812 2nd Street

Sam Duerst House, 1000 1st Street

Albert Wittwer House, 1101 2nd Street

Henry Marty House, 113 8th Avenue

Fred Zuker House, 1219 2nd Street

Jacob Luchsinger House, 212 7th Avenue

Craftsman

Swiss Reformed Church Parsonage, 300 3rd Avenue

Dr. E.D. McQuillan House, 122 2nd Street

Edward Zwickey House, 919 2nd Street

Conrad Elmer house, 606 2nd Street

Period Revival

S. Albert Schindler House, 513 6th Avenue

Modern Styles

Lustron House, 419 8th Avenue

Swiss

Ernest Thierstein's Chalet Emmental, 301 12th Avenue

CHAPTER FOUR

Historical Themes

COMMERCE

Commercial services were important almost from the beginning of the settlement of New Glarus in 1845. As a largely farmer's town, commerce was an important economic foundation for the community as farmers came to town to trade in goods and services. When the Helvetia (Pet Milk) condensing plant came to town in 1910, industry became part of New Glarus' economic base, but commerce still dominated, especially when the factory closed in 1962. Today, much of the commercial base of the community is driven by the tourist industry and the downtown of New Glarus is more active than many small communities in the area.

The dominant location of commerce was historically downtown New Glarus centering along 1st Street between 5th and 6th Avenues, 2nd Street between 4th and 5th Avenues, and 5th and 6th Avenues between Railroad and 2nd Streets. A group of commercial buildings were also located on 2nd Street north of 2nd Avenue. Within these buildings the majority of commercial activities took place in New Glarus and most will be included in three groups; financial institutions, hotels, and retailing. One area of this downtown is a potentially eligible commercial historic district, another area has future potential for being a commercial historic district, and one building is individually eligible for the National Register of Historic Places.

Financial Services

Bank of New Glarus

The Bank of New Glarus opened on October 30, 1893 as a private bank and 10 years later, in 1903, it received a state charter. The bank constructed its first building in 1893 along 6th Avenue (113 6th Avenue) and remained there until 1911. In 1910, the Bank of New Glarus began construction on a fashionable Classical Revival building at 501 1st Street that featured a facade of Bedford limestone. The new building was completed in the spring of 1911 and the Bank of New Glarus remained in this building until 1970, when a new Swiss style building was constructed on the same site (501 1st Street). In 1977, a Swiss style drive-up banking facility was built at 26 5th Avenue.³⁸

The original building constructed for the Bank of New Glarus is still extant at 113 6th Avenue, but it has had its storefront enclosed and does not have enough historic character to be eligible for the National Register of Historic Places. It does, though, have considerable local interest as the only historic building associated with the first bank established in New

³⁸ Theiler, 101-102; Tschudy, *New Glarus* (Charleston: Arcadia Publishing, 2014), 103; Tschudy, *Swiss of New Glarus* (Charleston: Arcadia Publishing, 2007), 103; *Monticello Messenger*, October 19, 1910, 8; *Monticello Messenger*, "April 12, 1911, 8.

Glarus. The modern (1970) bank building and the drive-up facility (1977) are not significant for the history of this bank and are not eligible for the National Register.

Citizens Bank

The Citizens Bank was organized in 1910 and during the same period that the Bank of New Glarus was building its Classical Revival bank building, the Citizens bank was building its own distinctive building nearby. The red brick and limestone trimmed Citizens Bank building was completed in early 1911. In 1930, the beginning of the Great Depression resulted in difficulties in the banking field. Many banks held out until 1933, when new banking legislation forced a “bank holiday” and the closure of many unsound banks. Some banks survived by merging two institutions, creating a stronger bank that usually survived the “bank holiday.” This is what occurred in New Glarus in 1930 when the Bank of New Glarus and the Citizens Bank merged. The resulting stronger Bank of New Glarus has continued operating to this day.³⁹

The Citizens Bank Building (130 5th Avenue) is extant and has some of its historic fabric intact. However, it has lost too much historic character to be determined individually eligible for the National Register of Historic Places. The building does, though, contribute to the historic commercial significance of the potentially eligible 2nd Street Commercial Historic District.

Hotels

New Glarus Hotel

By necessity, hotels were some of the earliest commercial businesses established in pioneer communities. Local sources indicate that the first hotel established in New Glarus was built in 1853 or 1854. A two-story Greek-Revival-influenced building, the New Glarus Hotel’s main elevation faced 6th Avenue. Sometime in the late 19th century, a large addition was made to the hotel along 1st Street, almost doubling the size of the business. The New Glarus Hotel building (100 6th Avenue) is still extant today. Its historic character has been altered with a large addition that covers the elevations along both 6th and 1st Streets and its “make-over” in the Swiss style. The building is used as a restaurant today.⁴⁰

The New Glarus Hotel has considerable local historical interest as a long-time historic hotel with a building that dates from the mid-1850s. The building, though, has not retained its historic integrity and is not eligible for the National Register of Historic Places.

Wisconsin House

The next hotel was established out of a building originally built as a store, around 1862. Henry Marty acquired the building around 1864, added to it and began to operate a hotel

³⁹ Theiler, 101-102; *Monticello Messenger*, June 22, 1910, 8; *Monticello Messenger*, October 12, 1910, 8; *Monticello Messenger*, February 15, 1911, 8.

⁴⁰ Conrad Zimmerman, “Town of New Glarus,” in *History of Green County* (Springfield, IL: 1884), 1035.

known as the Wisconsin House. In 1883, Henry Alby, Jr. acquired the hotel and owned it until around 1907. In 1895, Alby built a large, Queen Anne-influenced bay addition to the west side of the building. Around 1913, Jacob Luefi acquired the building and owned it for many years. His son owned it into the mid-20th century. The building still has its turn-of-the-twentieth-century form, but has been altered with asbestos siding.⁴¹

The old Wisconsin House building has some local historic interest as a long-time hotel, but it has lost much of its historic integrity and is not eligible for the National Register of Historic Places.

Wilhelm Tell Hotel

Another historic hotel was the Wilhelm Tell Hotel at the north end of 2nd Street. This business began as Peter Zweifel's store and saloon in a small building that Marcus Hosely purchased in 1872. Around 1880, Hoesly built a large addition to the small building to use as a hotel. Hoesly also operated a meat market and continued the saloon business in the expanded building. In 1900, Hoesly demolished the large frame building in favor of a large Classical Revival-influenced brick-constructed hotel building. The hotel was owned by the Hosely family until 1911, then by a number of owners until the late 1920s, when it became the property of John Furrer. In 1964, new owner, Karl Hoffman, gave the building a complete Swiss style remodeling.⁴²

The old Wilhelm Tell Hotel (114 2nd Street) was a large and successful hotel in New Glarus, but its 1900 appearance has been completely covered with Swiss style remodeling and no longer reflects its historic character. Therefore, it is not eligible for the National Register of Historic Places.

Chalet Landhaus Inn

The transformation of New Glarus into a largely tourist location in the later 20th century resulted in the building of new motels to house visitors. One of these motels is the Chalet Landhaus Inn (801 State Highway 69). Built in 1980 and added on to a few years later, the Chalet Landhaus Inn was constructed in the Swiss style, reflecting the community's commitment to this theme in the late 20th century. It is not yet old enough to meet the criteria for the National Register of Historic Places, but it has local interest as an important building constructed in the Swiss style in order to promote the community as a Swiss Village.⁴³

⁴¹ Zimmerman, 1035; Tax Rolls for New Glarus, University of Wisconsin-Platteville Area Research Center, Platteville, Wisconsin.

⁴² Zimmerman, 1035; Tax Rolls for New Glarus; Tschudy, *Swiss of New Glarus*, 15; Tschudy, *New Glarus*, 105-106; *Monroe Weekly Times*, March 8, 1900, 4; *Monroe Weekly Times*, August 23, 1900, 8.

⁴³ Advertisement for the Open House for the Landhaus Inn, *Wisconsin State Journal*, May 29, 1980, section 2, 6.

Retailing

Retailing in New Glarus centered in the downtown and some of the most important retailers were located in downtown buildings for many years. While only one building was identified as potentially individually eligible for the National Register of Historic Places, one area of the downtown was identified as a potentially eligible commercial historic district related to historic commercial activity. Another area of the downtown was generally identified in the Architecture chapter as an area where most of the commercial buildings has been given Swiss style facades that might make this area a potential historic district in the future for its importance in the late 20th century promotion of the Swiss heritage of New Glarus.

The retailing section is divided into two parts. The first is an overview of the buildings that contribute to the historic commercial significance of the potentially eligible historic district along 2nd Street. The second part is a brief overview of other buildings in the downtown that add to the overall interest of this area to the history of retailing in New Glarus.

Potential 2nd Street Historic District

The potentially eligible commercial historic district along 2nd Street in downtown New Glarus is historically significant for retailing because it contains buildings that are associated with a variety of long-time businesses that traded in goods and services from the late 19th century to the mid-20th century.

Most of the buildings in the potential district were built after 1900, but there are three that date back to the mid to late 19th century and have been the location of long-time retail businesses. Probably built around 1890, the commercial building at 412 2nd Street was the long-time home of the Hoesly and Tschudy and later Tschudy shoe and clothing store. The business began in 1910 when Fred Tschudy and Henry Hoesly went into a partnership to establish a shoe and clothing store at this location. In 1927, Hoesly left the partnership and Fred Tschudy operated the business himself until his son, Millard, joined the business. The business was operated by Millard Tschudy until 1967.⁴⁴

A mid-19th century building associated with a newer building in the potential district is the old harness shop at 400-402 2nd Street. The building was a harness shop for much of the 19th and early twentieth centuries. In 1900, it became the Jacob Urban harness shop, and was sold to Jacob Disch around 1916, who operated a harness shop there during the 1920s. By 1934, harness-making was a dying occupation and Jacob Disch started a hardware business in his old harness shop. In 1937, Gerald Disch joined his father, Jacob, in the firm and it began to offer a furniture line in 1946.⁴⁵

In 1965, the Disch Hardware and Furniture store would acquire a large competitor, another long-time hardware store in the community, the New Glarus Hardware Company. This hardware store was founded in 1909 by Fred Stuessy and Albert Schlatter and Joshua

⁴⁴ "Over 61 Years in Business, New Glarus Man, 83, Still at It," Wisconsin State Journal, March 18, 1971, Section 8, 1; Tax Rolls for New Glarus.

⁴⁵ "Hardware Firm Sold to Disch," *Capital Times*, April 23, 1965, 12; Tax Rolls for New Glarus.

Hoesly joined the firm in 1912. After Schlatter's death in 1933, Stuessy and Hoesly operated the store until 1962, when their sons took over. In 1965, it was announced that Disch Hardware and Furniture would purchase the stock and take over the building of the New Glarus Hardware Company.⁴⁶

The New Glarus Hardware Company was the largest hardware store in town in the 20th century and, perhaps, its most significant event was when it constructed one of the largest buildings in downtown New Glarus in 1913-14. In June of 1913, the company announced that it was moving its old frame hardware store building off of its site to make room for new construction. In September of 1913, it was announced that 48 tons of iron beams had arrived for the new double-storefront building. In February of 1913, the glass storefront was installed and the building was finished by the end of March of 1914.⁴⁷

The new double-storefront building (401-403 2nd Street) was called "palatial" by the *New Glarus Post* and included three apartments for the owners of the business on the second floor. The building served one of the most important businesses in New Glarus for much of the 20th century. After Disch Hardware and Furniture took over the business, they continued to operate a hardware store in that location.

Both the Disch Hardware and Furniture store building and the New Glarus Hardware Company building have strong historic interest in the history of commercial activities in New Glarus and while the buildings are not individually eligible for the National Register, they both contribute to the overall historic significance of the potential 2nd Street Commercial Historic District.

The Hoesly Block (421 2nd Street) also contributes to the history of retailing in New Glarus. Built in 1904, the building was a double storefront block where one of the businesses eventually took over the entire building. In 1906, Eugene Strickler came to New Glarus from Switzerland and opened a meat market in this building. By the mid-1910s, Strickler was a half owner of the building and by 1924, he was sole owner. Strickler was a noted sausage maker and later turned over the business to his son, "Butch" Strickler. The meat business grew in the mid-20th century at this location and during the 1960s, a large addition was made to the east side of the building to increase manufacturing capacity. In 1978, the business was sold to New Glarus Foods, Inc. and in 1987 the company built a warehouse in the New Glarus industrial park. Eventually, the entire meat-packing operation was moved to the industrial park and in 2000, New Glarus Foods was sold to a company owned by the producer of "Jack Links," specialty sausage products.⁴⁸

The Hoesly Block adds to the historic significance of the potential 2nd Street Commercial Historic District because it was constructed as a modern double-storefront building that was the home of a meat market that eventually became an important industry in the community.

⁴⁶ "Hardware Firm Sold to Disch."

⁴⁷ *Monticello Messenger*, June 4, 1913, 8; *New Glarus Post*, September 12, 1913, 1; *Monticello Messenger*, February 4, 1914, 8; *Monticello Messenger*, March 18, 1914, 5.

⁴⁸ Tax Rolls for New Glarus; Richard Jaeger, "Make Room for New Glarus Foods," *Wisconsin State Journal*, March 9, 1987, section 1, 5; *Wisconsin State Journal*, June 2, 2000, 1E.

At this location, the Strickler family and New Glarus Foods grew a retail business into a meat-packing plant that eventually outgrew this location. Capitalizing on the connection of Eugene Strickler to Switzerland, this was one of the first buildings in downtown New Glarus to be given Swiss style decoration, a trend that would continue in the late 20th century.

The New Glarus Auto Company building (416-420 2nd Street) was constructed for one of the twentieth century's most important retail businesses, the car dealership. Car dealerships today are generally located on the edge of most communities, but when they were first established, they were located in the downtown like other retail businesses.

The New Glarus Auto Company was started by Nick Zweifel in 1910 and by 1913, Zweifel's auto dealership and garage was so successful he built an impressive two-story brick commercial building for his business. In December of 1913, it was reported that the building was being constructed and by February of 1914, the glass windows were being installed. In April of 1914, it was reported that the building was completed and filled with a line of automobiles.⁴⁹

In 1917, work began on a one-story addition to this building along the west elevation of the original block. Three generations of the Zweifel family operated the business, later known as Zweifel Motors. The business eventually became a Pontiac, Buick, and GMC (General Motors Corporation) dealership that closed in 1982.⁵⁰

The New Glarus Auto Company building has a good amount of its historic character, although it is not potentially individually eligible for the National Register. It is, though, an important contributing building in the potential 2nd Street Commercial Historic District because of its long-time use as an automobile dealership and garage. That the business was located downtown until its later 20th century demise is important, as automobile dealerships began to leave downtowns for more spacious quarters in the 1950s. It was an important retailer during the peak of commercial activity in downtown New Glarus.

Saloons were a part of New Glarus' downtown for its entire history except during the prohibition years of 1920-1933. They were especially important for ethnic German immigrant communities. The Swiss of New Glarus were similar to ethnic Germans and supported many local saloons. Some saloons combined these businesses with restaurants and lodging, which was the business in the Hoesly Building (200 5th Avenue) for much of its history.

This building, known in the later 20th century as the Four Corners Tavern and Restaurant, was built around 1880 and owned by M. F. Hoesly during the turn of the twentieth century. During this time, the business included a saloon and restaurant, and there were hotel or boarding rooms on the second story. In the mid-twentieth century, it was owned by Ernest

⁴⁹ *Monticello Messenger*, December 24, 1913, 8; *Monticello Messenger*, February 18, 1914, 8; *Monticello Messenger*, April 8, 1914, 8; Classified advertisement for Going Out of Business Auction, *Wisconsin State Journal*, October 26, 1982, Classifieds, C.

⁵⁰ *New Glarus Post*, October 11, 1917, 8; Classified advertisement for Going Out of Business Auction; Tschudy, "Swiss of New Glarus," 80.

Thierstein, who had a Swiss chalet style house designed for him by Jacob Rieder in 1947-48. The Hoesly building is still used as a tavern and restaurant.⁵¹

This building has had some alterations to its façade over the years, but its overall form and some of its historic character is still extant. Saloons were popular establishments in commercial downtowns in most Wisconsin communities, and this building, with a saloon business that has lasted over 100 years has historic interest in New Glarus. Because of this, it contributes to the commercial significance of the potentially eligible 2nd Street Commercial Historic District.

Another saloon business in the potentially eligible 2nd Street Commercial Historic District is Bigler's Swiss Tavern (408 2nd Street). Swiss immigrant Fred Bigler constructed this building in 1935 in the Swiss style. As a bricklayer in Switzerland, Bigler did much of his own work on the brick building. It was the first Swiss style building constructed in New Glarus, beginning a trend that would take off in the 1960s in the downtown.⁵²

This building, still operating as a tavern, contributes to the historic commercial significance of the potentially eligible 2nd Street Commercial Historic District as a long-time tavern in the twentieth century. But, it is its Swiss style architecture that is also significant. This building is also historically important because it was the first of the Swiss style buildings in the downtown, foreshadowing the way the community would embrace its Swiss heritage by using Swiss style facades on commercial buildings about 30 years later.

Other Downtown Retail Buildings

With one exception, the other buildings in the New Glarus downtown are not potentially eligible for the National Register for commercial history, although several are of historical interest. Most of the buildings have been given Swiss style facades so that their current appearances do not reflect their historic functions. The buildings with Swiss style facades in the downtown that can be grouped together into a relatively cohesive area have been discussed in the Architecture chapter. This section includes a listing of retail buildings that add to the overall historic interest of this area of New Glarus. Financial institutions and hotels that have been mentioned earlier will not be listed. A few buildings that have had extensive non-Swiss style remodeling or other inappropriate remodeling and do not contribute to the theme of historic downtown retailing are also not included in the list.

- 102 5th Avenue; Old New Glarus School, after 1900 a commercial building, Swiss façade from later 20th century. For many years in the 20th century, this was Roberts Drug Store. It no longer has its historic character as a school or a commercial building.⁵³
- 108 5th Avenue; E. S. Hilton Block; 1906; remodeled in 1960s with Swiss façade. Hilton constructed this building for a jewelry store and barber shop; owned by Scott

⁵¹ Tschudy, *New Glarus*, 105; Tschudy, *Swiss of New Glarus*, 61; Tax Rolls for New Glarus.

⁵² Tschudy, *New Glarus*, 104.

⁵³ Tschudy, *New Glarus*, 102.

Hilton in the mid-20th century. The building does not have its historic character as an early twentieth century commercial building.⁵⁴

- 109 5th Avenue; Hoesly Block, 1914, remodeled Swiss façade in 1978. This commercial building at one time housed a car dealership and a drug store. Because of its Swiss façade, it does not have historic character that relates to its use as an early to mid-20th century commercial building.⁵⁵
- 116 5th Avenue; Kleeman Building, c.2011; Swiss style façade. The original building on this site, an old 19th century building, burned in January of 2011. The new building was constructed with a Swiss style façade. The old building housed a long-time tavern business.⁵⁶
- 101 6th Avenue; Hefty-Kundert General Store; c.1882; twice given Swiss facade since 1970. This building was a long-time general store but no longer has its historic character.⁵⁷
- 500 1st Street; N. C.Duerst Block, c.1872, first given Swiss facade in 1955, remodeled again post 1970. The building was a long-time restaurant and does not have its historic character from the 19th century nor from its first Swiss style remodeling in 1955.⁵⁸
- 506 1st Street; Fred Aeshbacker Block; 1900; remodeled post 1970 with Swiss facade. This building was a long-time saloon, then part of the Alpine Café. It no longer has its historic character as an early 20th century commercial building.⁵⁹
- 518 1st Street; Soloman Stuessy Block, 1901, remodeled first story. This building still has some of its historic character with an almost intact second story. It has been a long-time restaurant. It has historic interest as a building that has historic character related to its date of construction.⁶⁰
- 523 1st Street; Levitan-Stuessy Block, 1905; remodeled with Swiss style façade later 20th century. The Levitan Stuessy Company was a large and important general or department store in New Glarus. Sol Levitan, one of the partners in the business went on to become State Treasurer, elected to five terms. The store continued to operate well into the 20th century. The building does not have its historic character so has only some historic interest as the location of this important 20th century business.⁶¹

⁵⁴ Tax Rolls for New Glarus; *Monticello Messenger*, February 20, 1906, 8.

⁵⁵ Tschudy, *Swiss of New Glarus*, 81; Tax Rolls for New Glarus; *Monticello Messenger*, February 10, 1915, 8.

⁵⁶ "Fire Destroys New Glarus Bar, Home," *Wisconsin State Journal*, January 3, 2011, A3.

⁵⁷ Tschudy, *New Glarus*, 107; Tschudy, *Swiss of New Glarus*, 71.

⁵⁸ Tschudy, *New Glarus*, 100-101; Tax Rolls for New Glarus; Zimmerman, 1034.

⁵⁹ Tax Rolls for New Glarus; Tschudy, *New Glarus*, 101.

⁶⁰ Tax Rolls for New Glarus.

⁶¹ Tax Rolls for New Glarus; Tschudy, *Swiss of New Glarus*, 79.

- 534-538 1st Street; Albert Wolf Block; 1916; some storefront remodeling. This building still has some of its historic character with an almost intact second story. Since its construction date it has been the location of a bakery in one storefront and a meat market in the other storefront. The long-time businesses in this building, which still has a good level of integrity, makes this building one of the most historically interesting in the downtown.⁶²
- 554 1st Street; Schoco-Laden Building, 1981, Swiss style. The structure of this building is from a mid-20th century box-style gas station, but it was completely rebuilt in 1981 in the current Swiss style. Although technically remodeled, this building almost appears as if it was newly constructed in 1981, therefore the use of the construction date as 1981.⁶³

Other Retail Buildings

There are two retail buildings that are located on 2nd Street north of the downtown. They were both the location of long-time businesses in New Glarus. For much of the 20th century, Fred Ott operated his furniture store at 224 2nd St., a building constructed around 1900. A couple of blocks north, in a building constructed in 1891 by Thomas J. Hoesly, the Engler family operated a general/grocery store during the first half of the twentieth century (102 2nd Street).⁶⁴

Both of these buildings have a commercial vernacular style with much of their historic character intact. They both have fairly intact storefronts, with the Hoesly building storefront slightly altered from its original appearance. Although they have some historic interest for their long-time businesses, neither business was historically significant and the buildings are not, at this time, potentially individually eligible for the National Register of Historic Places.

Other Commerce

Saloon

The immigrants that formed the pioneer Swiss colony in New Glarus in 1845 brought with them a love of beer and wine and, like many German groups, a love of socializing at establishments that offered these beverages. Taverns, as they are known today, are still an important commercial activity in New Glarus and one of the most intact of these businesses is Puempel's Tavern (16-18 6th Avenue). Built in 1893, the large double storefront block that houses the business is one of the more intact commercial buildings in the community. It has a commercial vernacular appearance with details that suggest the High Victorian Italianate style, popular for commercial buildings at that time. The storefronts have been partially enclosed, but their outlines are still extant along with original cast iron columns.

⁶² Tax Rolls for New Glarus; *New Glarus Post*, June 9, 1916, 8.

⁶³ Tschudy, *New Glarus*, 108.

⁶⁴ Tax Rolls for New Glarus; Tschudy, *Swiss of New Glarus*, 96.

But, it is the interior of this tavern in the old saloon area in the west storefront that makes this building significant as a saloon. Along with historic finishes, the saloon features four wall murals done by itinerant artist Albert Struebin, completed in 1913. The mural subjects include Swiss musicians, the village in Switzerland where original owner Bertha Puempel was born, and an Austrian patriot resisting arrest by Napoleon's army. A 100-year old back bar is extant, along with an old icebox that has been electrified and is still in use.⁶⁵

Joe and Bertha Puempel established the saloon in 1893 and also operated a boarding house in the building. The Puempels ran the business until prohibition, then after 1933, Otto and Hazel Puempel operated the business until 1993. Chuck and Lessia Bigler have owned the business since that time and have made a commitment to the preservation of the interior.⁶⁶

Because of the historic importance of saloons in New Glarus, and because most saloons and now, taverns, have seen considerable remodeling since the mid-20th century, Puempel's Tavern stands out as a social commercial landmark in the community. Because of its high integrity, especially on the interior, the building is significant and potentially individually eligible for the National Register of Historic Places.

Telephone Company

In 1914, the Mt. Vernon Telephone Company purchased the old Bank of New Glarus (113-115 6th Avenue) to use as its switchboard location and offices. It remained at this site into the mid-twentieth century. The building has some historical interest as the location of the telephone company, but it is not historically significant and not potentially eligible for the National Register.

Chiropractor Services

Medical services were historically found in downtowns, often on the upper floors of commercial buildings. One medical practitioner constructed her own office building in downtown New Glarus (511-513 1st Street). Edna Norton, chiropractor, practiced in New Glarus for 33 years. In 1940, she erected a two story office building for her practice. She retired in 1958. The building has some historic interest as a mid-20th century commercial building and medical office, but it is not historically significant and not eligible for the National Register of Historic Places.⁶⁷

Farmers Cooperative Stock Company

The Farmers Cooperative Stock Company, a business that began in 1913, sold and arranged for the shipping of cattle, hogs, calves, and sheep out of its location at 212 Railroad Street. The business lasted almost 100 years, closing in 2011. There are corrals and remodeled sheds still extant at this location, but they are not historically significant resources. The do

⁶⁵ Jim Draeger and Mark Speltz, *Bottoms Up* (Madison: Wisconsin Historical Society Press, 2012), 124.

⁶⁶ Draeger and Speltz, 125.

⁶⁷ "Edna Norton Announces Retirement After 33 Years of Practice Here," *New Glarus Post*, January 1, 1958, 1.

have local historic interest as a long-time commercial business in New Glarus. However, they are not potentially eligible for the National Register.⁶⁸

EDUCATION

Public Schools

The early Swiss immigrants all spoke Swiss-German and taught their children in that language. They also could have set up schools in that language and indeed, German was part of the school curriculum in New Glarus well into the twentieth century. But, as early as 1847, the community set up an English school in a log home. In 1849, classes were moved to a log building constructed as both a church and a school, and the school remained there until 1866 or 1867, when a two-story frame school building was completed. This building, constructed with Greek Revival details, held classes for an average of 175 pupils. Lower primary education in English, higher primary education in English, and German education were part of the curriculum.⁶⁹

By 1890, the number of students had outgrown the old frame school and classes were held in the old Town Hall and the Swiss Reformed Church school room. In 1892, the town agreed to a tax to raise funds for a new building. The new red brick building, designed by architects Conover and Porter, was completed in 1896. By this time, more standardized graded curriculum was used in the school, but the district still maintained German education. A German teacher spent at least 15 minutes a day in each class on German lessons.⁷⁰

In 1904, a ninth grade was added to the school, marking the beginning of a high school program in New Glarus. The need to have a complete high school program and to offer more courses to students resulted in a large addition to the original school building. Interestingly, the new addition, completed in 1914, was almost identical to the original building and based on the design of Conover and Porter. Possibly a cost-saving move, it is unusual that almost 20 years after the original building was constructed, it was copied again for the new addition, especially since a major change had occurred in the style and type of construction of school buildings in those 20 years.⁷¹

By the 1930s, New Glarus was in need of larger and better school facilities, but the Great Depression of the period made the project cost-prohibitive. In 1938, the school district found out it could use a federal PWA grant to fund almost half of the costs of school construction and decided to apply for such a grant. Using the modern school plans of architects Bradley and Bradley of Rockford, Illinois, the new Art Deco-influenced school addition was completed in 1939.⁷²

⁶⁸ Theiler, 102; Tschudy, *New Glarus*, 127.

⁶⁹ Theiler, 30-31, 50.

⁷⁰ Theiler, 50-51; National Register of Historic Places Nomination for the New Glarus Public School and High School, 1996.

⁷¹ Theiler, 51.

⁷² National Register of Historic Places for the New Glarus School and High School.

In 1957-58, the New Glarus school district had a modern school building designed by Monticello architect John Steinman and it became the village high school. It was added to in 1964. The older complex was still used until 1995, when a new New Glarus High School and Middle School building was erected on the far west side of the village. The old high school became an elementary school for grades k-5.⁷³

In 1996, the old 1896, 1914, and 1939 school complex (413 6th Avenue) was listed in the National Register of Historic Places after renovation into an apartment building. The renovation retained much of the building's historic character in all of its components and is a fine example of the adaptive re-use of an historic building.

The 1866-67 school building is still extant in New Glarus at 102 5th Avenue, but it was converted into a commercial building around the turn of the twentieth century and has had considerable remodeling done since that time. It currently has a Swiss façade. Because it does not have its original historic details, it is not eligible for the National Register of Historic Places.

The 1957-58 high school building (1420 2nd Street) is currently being used as an elementary school and although the design was done by a local architect of note, it is not currently eligible for the National Register of Historic Places. The 1994-95 modern high school and middle school building (1701 2nd Street) was included in the survey to provide context for educational history in the community.

GOVERNMENT

Federal Government

U. S. Post Office

Although technically a private-public partnership today, the Post Office was, historically, one of the few arms of the federal government located in small communities in Wisconsin until after World War II. When the Town of New Glarus was officially organized, a post office was established in the New Glarus village settlement. Like most communities, the early postmasters in New Glarus were local businessmen and the post office often moved frequently to each man's place of business. During the late 19th and early 20th centuries, in most communities, a more permanent downtown location of the post office was established.

A long-time site of the post office was in Hefty and Kundert's store, built around 1882 (101 6th Avenue). This building has undergone significant changes and remodeling. It has been remodeled and given a "Swiss-style" facade at least twice and no longer has the historic

⁷³ "New Glarus School District," *New Glarus Post*, August 2, 1995, 12.

appearance it did as a post office. A later location of the post office was the Hoesly Block (421 2nd Street) in the east storefront of that double-storefront building.⁷⁴

A modern post office was built at 10 6th Avenue in 1958. It has a mid-twentieth-century-modern appearance and is the current post office for the community.

None of the buildings identified as post office locations are eligible for the National Register of Historic Places.

Local Government

Town of New Glarus

The Town of New Glarus was officially organized in 1850. For 50 years, the settlement that was to become the Village of New Glarus was not incorporated and under the governmental control of the town. A large town hall was erected (206 2nd Street) in New Glarus in 1886 (in conjunction with the fraternal organization the Ancient Order of United Workmen), and the building was the chief local governmental building in the area for many years. In part, because of its association with the town government, the New Glarus Town Hall was listed in the National Register of Historic Places in 2008. It is a well-preserved and important historic building in the village today.

Village of New Glarus

In 1901, New Glarus was incorporated as a village. One of the first large projects of the new village was the construction of a waterworks. With a waterworks, the village also started a formal volunteer fire department in 1902. By 1919, the village had constructed a brick building for the fire department and the waterworks office at the site of the current Village Hall.⁷⁵

In 1915, the village dug a new well and laid a sewer system. A new building for the fire department and village services was completed around 1930. This building also included a small library and it sat on the site of the current village hall. As services expanded in the post-World War II era, the village acquired the old Ford Garage building next door. In 1983-84, the entire village hall complex was remodeled and enlarged. The building was given a Swiss exterior style in keeping with the Swiss village theme popular in New Glarus. This building (319 2nd Street) houses the Library, Police Department, Administrative Offices, Public Works Office, Village Boardroom and public meeting room.⁷⁶

The current village hall was significantly remodeled in 1983-84 and is not eligible for the National Register. The building has local historic interest as the long-time 20th century

⁷⁴ Tschudy, "Swiss of New Glarus," 71; Tschudy, "New Glarus," 102; Sanborn-Perris Fire Insurance Map, 1949, Wisconsin Historical Society, Madison, Wisconsin.

⁷⁵ Theiler, 47-48; Sanborn-Perris Fire Insurance Map, 1919, Wisconsin Historical Society, Madison, Wisconsin.

⁷⁶ Monticello Messenger, 5-12-1915, 10; "New Glarus Village Hall," *New Glarus Post*, August 2, 1995, 12.

home of local government and because the most recent remodeling is in the Swiss style that is in keeping with the Swiss theme of many of the buildings in the village.

Additional village services are located in modern buildings that do not currently have historic or architectural interest.

INDUSTRY

Brewing

With its large German ethnic population, brewing was popular in dozens of communities in Wisconsin in the 19th and early 20th centuries. In New Glarus in 1867, Jacob Hefty and Samuel Blumer erected a building to use as a distillery, but it never opened. In 1871, Jacob Hefty converted the building into a brewery. He expanded the building significantly in 1879 and by the mid-1880s, he was brewing 600 to 700 barrels per year.⁷⁷

Later, the brewery (218 Fifth Avenue) was operated by Gabriel Zweifel, but it had to close during prohibition (1920-1933) and never reopened. In 1943, Otto Anderegg started the Swisconsin Natural Cheese Company in the old brewery, a business that produced cheese gift boxes that were especially popular during the Christmas holidays. This company was one of many mail order cheese companies, several of which are still in operation today doing business as catalog and internet retailers. In the mid-twentieth century, the brewery was significantly remodeled and very little, if any, historic character is still extant. Therefore, it is not eligible for the National Register.⁷⁸

Today, New Glarus is well-known for its current New Glarus Brewing Company, founded in 1993. Begun as a “micro-brewery,” an industry that began to flourish in the late twentieth century, the modern New Glarus Brewery soon had a reputation for brewing highly crafted, unusual beers that appealed to micro-brew fans. The brewery grew from its location in an old warehouse in New Glarus to a large brewery complex just outside of the village. Its many varieties of beers are still popular, but its “Spotted Cow,” which is reminiscent of local beers brewed in Wisconsin prior to the dominance of the large brands, is the company’s most popular product. By only being available in Wisconsin, the products of the modern New Glarus Brewing Company have retained their special status among micro-brew consumers. No resources are currently eligible for the National Register that are related to this relatively new industry, but might become significant in the future.

Dairy Products

Green County is historically known for its cheese industry, but like most pioneer-era farmers, the Swiss immigrants grew wheat. Between 1840 and 1870, wheat was the cash crop of Wisconsin farmers, but after 1870, wheat prices dropped and yearly wheat crops had depleted the soil. Diversified farming, including stock-raising, growing alternative cereal

⁷⁷ Zimmerman, 1036.

⁷⁸ Tschudy, *Swiss of New Glarus*, 70.

crops, and producing dairy products on the farm were tried until most farmers made the transition to cash dairying during the 1880s. New Glarus and Green County farmers, in general, made a relatively fast and successful transition to cash dairying, supplying milk for the rapidly growing cheese industry that would make Green County notable.⁷⁹

During the 1870s, the earliest cheese factories were established, including one in New Glarus in 1873, the New Glarus Cheese Corporation, operated by Henry Holdrich (not extant). During the late 1870s and early 1880, many cheese factories were built in the rural Town of New Glarus. In 1884 it was reported that in the 18 cheese factories of the Town of New Glarus, 800,000 pounds of cheese was being made during the six or seven warmer months of the year.⁸⁰

The period of 1870 to around 1900 is considered the industrialized dairy production era, a time when farmers and entrepreneurs improved dairy stock, established cooperative creameries and cheese factories, and promoted Wisconsin dairy products. During the wheat producing era, dairy cows were usually few in number, poorly maintained, and gave low quality milk. During the industrialized dairy production era, dairy cows were better fed and numbers on each farm increased. Many farmers began cash dairying by producing cheese and butter on their farms and selling it to wholesalers and retailers. With the rise of small creameries and cheese factories, farmers increasingly began to sell milk to these factories for cash. During the 1880s, cooperative creameries and cheese factories, organized by farmers, became a popular method for farmers to get the best price for their milk.⁸¹

That the statistics for dairy products in 1884 included a statement that they were primarily produced during the six or seven warmer months suggests that area farmers were in the early stages of dairy farming, before an emphasis was placed on the production and storage of winter feed. This emphasis, promoted heavily by the University of Wisconsin-Madison School of Agriculture, would make dairying a year-around activity for most farmers by the turn of the twentieth century. The School of Agriculture and professional farm journals promoted better production of feed crops, constructing silos, and building better dairy barns, ideas that all led to higher production of milk and more opportunities for farmers to profit from this type of farming.

In Green County, farmers made these types of improvements and milk production soared at the local cheese factories. In 1907, the University of Wisconsin published a statistical map illustrating the impact of factory dairying in Wisconsin. This map showed that Green County had the largest number of cheese factories in the state and that production was centered Swiss and Limburger type cheeses.⁸²

⁷⁹ Conrad Zimmerman, "Town of New Glarus," in *History of Green County Wisconsin* (Springfield, IL: Union Publishing Company, 1884) 1029.

⁸⁰ Zimmerman, 1029, 1031-32; Millard Tschudy, *New Glarus Wisconsin Mirror of Switzerland*, 21-22.

⁸¹ Barbara Wyatt, ed., *Cultural Resource Management in Wisconsin* (Madison: State Historical Society of Wisconsin, 1986), Agriculture 11-1—11-10.

⁸² "200 Factories in County," *Monticello Messenger*, January 16, 1907, 5.

Small cheese factories and creameries from the industrial dairy production era dotted the rural areas of Wisconsin for decades. Those that remain have usually been remodeled into houses or other uses. Unfortunately, there are no extant cheese factories in New Glarus, but the industrial dairy production era played a significant role in the growth of the village. Farmers with cash from selling milk supported the growth of retail businesses in the village during the late 19th century and retired farmers who moved into the village were responsible for many fine houses constructed in the late 19th and early 20th centuries.

During the first half of the 20th century, Wisconsin farmers moved into the dairy expansion era. By the 1920s, the state was the leading producer of milk and dairy products in the nation. Cheese making and butter production were still important in the state, but larger factories making these products caused the smaller plants to close. With the modern dairy farming techniques embraced by Wisconsin farmers, though, there was a need for a market for the large quantity of milk these farmers produced. Fortunately, technical advances in pasteurization and condensing made production of fluid milk a booming industry. And, growing urban areas increased the consumption of fluid milk dramatically.⁸³

Helvetia/Pet Milk Company

One of the most popular types of larger dairy factories in Wisconsin during the first few decades of the 20th century was the milk condensing plant. As southern parts of the United States grew along with international markets, the demand for condensed milk rose. Condensed milk plants came to many communities and in New Glarus, the condensed milk plant became the largest industry in the village.

The Helvetia Milk Company, later known as the Pet Milk Company, decided to locate a milk plant in New Glarus in 1910. In June, the company purchased land at the north end of town to begin work on a 140x220 building. By September of 1910, the factory was almost completed and it was reported that machinery was arriving. Operations commenced on November 1, 1910 in the new building. Soon after, the plant was employing about 50 people to process the milk from local farmers to make evaporated milk. The opening of the condensed milk plant sounded the death knell for many cheese factories because farmers could consistently deliver milk to the new, large, plant and receive a stable income.⁸⁴

During World War I, the company received contracts to supply troops with condensed milk and prior to 1923, milk was delivered to the plant by horse-drawn wagons. Beginning in 1923, the company began using trucks to pick up milk directly from the farmers. By 1945, the company owned 15 trucks.⁸⁵

The condensed milk industry was largely unaffected by the Great Depression and the Pet Milk plant helped the community of New Glarus get through this period. In the winter of 1939-40, the company made a number of additions to the factory to create a receiving room and kitchen, as well as offices. In 1940, the company built a large garage that could hold 10

⁸³ Wyatt, 11-1—11-10.

⁸⁴ Miriam B. Theiler, *New Glarus' First 100 Years* (Madison: Campus Publishing Company, 1946), 91.

⁸⁵ Theiler, 92.

large pieces of equipment. This building was also used as a repair shop for all the trucks and equipment. The plant in New Glarus produced its own cans and supplied cans to the seven other Pet Milk Company plants in Wisconsin. In 1942, the company built another warehouse for can storage. The building was large and could hold a surplus of cans that would be filled between May and September when the plant would employ college and high school students in order to run at full capacity.⁸⁶

In 1945, 145 people were employed at the Pet Milk Company in New Glarus and the plant was outfitted with technology that allowed the milk to be processed and canned without ever being touched by a person's hands. The company continued to operate throughout the post-World War II era, but on January 15, 1962, the company announced the plant would close. The closing of the Pet Milk Company in New Glarus was an economic blow to the community and brought about changes in how the community would see itself for the next 50 plus years.⁸⁷

Over the years, most of the factory complex was demolished and only one building related to the factory's can production (60 2nd Street) is still extant. Currently, the site is being used as garage space and storage for Green County.

Except for the old canning factory warehouse, all of the Pet Milk Company buildings are not extant, including the primary factory building and offices. Because the most important parts of the factory are not extant, there are no historically significant resources still extant and the remaining resource is not eligible for the National Register of Historic Places. It does, though, have some local historic interest.

One unusual effect of the Pet Milk plant's activities in New Glarus was the construction of houses for workers. New Glarus was a very small community when the condensing factory came to town and this industry not only boosted private housing construction but was responsible for building worker houses themselves. The company built two groups of houses, one on 2nd Street across from the milk plant and one along 4th Avenue, just west of downtown.

The Pet Milk houses across from the milk plant (37, 43, 49, and 55 2nd Street) were built in 1912 and the houses along 4th Avenue (401, 405, 409, 413, 417, and 421 4th Avenue) were built in 1914. The houses on 2nd Street were slightly larger originally than those along 4th Avenue. However, five of the six houses on 4th Avenue have large additions at the back, are covered with vinyl siding and have replacement windows. One of the houses is largely intact, but it has been covered with asbestos siding and has replacement windows. The houses along 2nd Street also have been remodeled with modern windows and artificial siding.⁸⁸

For worker housing to be potentially eligible for the National Register it needs to have good integrity with most of its historic details intact. Unfortunately, these two groups of worker

⁸⁶ Theiler, 92.

⁸⁷ Theiler, 98; Kim D. Tschudy, *New Glarus*, 100.

⁸⁸ *Monticello Messenger*, July 3, 1912, p. 8; *Monticello Messenger*, July 29, 1914, p. 8.

housing have lost too much integrity to be potentially eligible for the National Register of Historic Places. They do, though, have important local interest for their association with the largest historic industry in New Glarus, the Pet Milk Company.

Grist and Saw Milling

Grist and saw milling are two industries that relate primarily to the pioneer era in southern Wisconsin. Often, saw mills were fleeting as timber resources diminished. Due to the popularity of wheat growing in southern Wisconsin between 1850 and 1870, grist mills were more long-lasting and a number became feed mills in the twentieth century. In New Glarus, Joshua Wild built a saw mill in the north end of town in 1851. In 1854 he sold the mill to David Klassy. The mill only operated a few years.⁸⁹

Klassy built a grist mill in 1860, sold it to the Hosely family in 1864, who then sold it to Mathias Schmid in 1868. Schmid and Rudolph Kundert ran the mill until 1873, when Kundert's son, Fred, took over his father's interest in the business after his death. Fred Kundert continued to own the property but in the 1880s, he leased it to another miller. Later, it was owned by Nic Zweifel. It was demolished in 2012.⁹⁰

There are no intact historic resources associated with saw or grist milling in New Glarus. The Joshua Wild House (118 1st Avenue) was moved to its current location and has been extensively remodeled.

Textile Manufacturing

Historically, textile manufacturing is more typically associated with southern states, located near sources of cotton, or the northeastern United States, adjacent to ports where raw materials could be easily obtained. In some communities in Wisconsin, though, specialty textile manufacturing was a successful industry.

Upright Swiss Embroidery Company

An unusual and important industry in 20th century New Glarus was the Upright Swiss Embroidery Company. The history of this factory begins with the Chicago Embroidery Products Corporation, which was a consolidation of four independent embroidery firms. The company was looking to build a larger factory or second factory building and in the summer of 1924, the company approached the citizens of New Glarus to see if there was interest in locating a factory in that community. Important to the deal was potential investment in the company from people in New Glarus.⁹¹

In October of 1924, the company announced that the factory would be built in New Glarus. While it may have had a lot to do with how much was locally invested, the company indicated that the small town offered a lower cost of living for workers and the traditionally

⁸⁹ Zimmerman, 1032-33.

⁹⁰ Zimmerman, 1033; Tschudy, "New Glarus," 114.

⁹¹ "Concerning New Manufacturing Plant for New Glarus," *New Glarus Post*, July 30, 1924, 1.

Swiss industry workers would rather live in a small Swiss town instead of Chicago. The factory building was constructed at 1100 2nd Street by local contractor Oswald Altman with details that suggested the influence of the Art Deco style. Initially, it was to house five of the company's machines in its one story 50 by 81 feet interior. An additional 15 by 26 feet room held the boiler room and storage.

Despite its hopeful beginnings, the factory had a largely unsuccessful run during its early years, and the stockholders shut down the plant in 1932. It was idle between 1932 and 1935. In 1935, A.W. Wieser partnered with another investor to revive the factory. After renovating the building and machinery, Wieser and his partner began operations again, but it was difficult making a profit and the partner left the business. Wieser renamed the company the Upright Swiss Embroidery Company in 1938 and came up with an idea to market his lace textiles at the Wisconsin State Fair and the Iowa Cattle Congress. His products were a success at these venues and he was able to raise enough capital to keep the factory going. Customers nicknamed the business, "the Swiss Miss," a name that stuck.⁹²

Products of the company included lace fabrics, handkerchiefs, aprons and curtains. During the 1940s, the company received contracts to make emblems and insignia for military uniforms for World War II. This helped put the company on an even financial course when it returned to primarily lace-making after the war. Among their beautifully embroidered products was lace used in bridal gowns.⁹³

On May 15, 1960, the anniversary of Wieser's reopening of the factory in 1935, a new building was completed along Highway 69, which was used for a retail store known as the "Swiss Miss." On a plaque on the original building, it is stated, "As long as we are 'Upright' our progress will be continuous." The company remained in the Wieser family for over 60 years, but, unfortunately, had to close in 1998.⁹⁴

The original factory building at 1100 2nd Street, completed in 1925, is extant and is historically significant for industry because it was location of an important and unusual business in New Glarus, a business that lasted over 60 years and provided unusual lace products to both wholesalers and consumers. Because it has a good level of integrity, it is potentially eligible for the National Register of Historic Places.

The "Swiss Miss" retail store building at 1101 State Highway 69 was constructed in 1960, around the time the community was making a transition from typical small Wisconsin community to Swiss village. In this location, it could take advantage of the tourist trade to sell its unique items. However, this building is not historically significant because it was a much-later retail building and not the most important resource associated with the company. Also, its later addition detracts from its integrity. Therefore, this building is not eligible for the National Register.

⁹²Theiler, 103; Information from the Swiss Historical Village, New Glarus, Wisconsin.

⁹³ Tschudy, *New Glarus*, 86.

⁹⁴ Information from the Swiss Historical Village.

SOCIAL MOVEMENTS

Fraternal Groups

Two historic resources are directly related to fraternal groups in New Glarus. The New Glarus Town Hall (206 2nd Street) was built with the intention that its second story be used as a fraternal lodge. The Ancient Order of United Workmen was a fraternal benefit group that funded the second story of the town hall building when it was constructed in 1886. The fraternal group allowed other community groups to meet in their town hall space, including the International Order of Odd Fellows. In part, the New Glarus Town Hall was listed in the National Register of Historic Places for its significant history as a fraternal lodge.⁹⁵

In 1914, local men decided to form a Masonic Lodge. After organizing the group, they invited the nearby Monticello Masonic Lodge to attend the opening ceremonies for their meeting hall in the recently constructed Zweifel Block (420 2nd Street). In 1968, the New Glarus Masons purchased the building of the Evangelical United Brethren Church (207 6th Avenue). This building was the location of a small, secondary Swiss protestant congregation in New Glarus. The congregation was active until 1968, when it disbanded. The Masons have used the old church building as their Masonic Lodge to the present day.⁹⁶

The Zweifel Block is a contributing building in the proposed 2nd Street Commercial Historic District and location of the Masonic Lodge in that building adds to its local historic interest. The current location of the Masonic Lodge is not historically significant and not eligible for the National Register.⁹⁷

Retirement Home

One of the important social movements of the last 50 years has been the expansion of retirement homes that are separate from or an adjunct to traditional nursing homes for the elderly. These retirement homes provide services to the elderly that often range from independent living in duplexes, townhomes, or apartments to assisted living facilities to full-care nursing facilities. New Glarus has one of these multi-services facilities.

The Swiss Reformed Church, now the United Church of Christ, helped establish the New Glarus Home in 1966. It began as a skilled nursing home that expanded rapidly with assisted living facilities and independent living apartments. The complex today includes Glarner Village, a large group of independent living duplex houses and the recently constructed Glarner Lodge, a modern residential care apartment complex that provides several levels of assisted care living.⁹⁸

The New Glarus Home is almost 50 years old and the first buildings constructed for the home have mid-20th century contemporary architecture. The complex has local historic

⁹⁵ National Register of Historic Places Nomination for the New Glarus Town Hall.

⁹⁶ "New Glarus Masonic Doings," *Monticello Messenger*, December 16, 1914, 1.

⁹⁷ Tschudy, *Swiss of New Glarus*, 60.

⁹⁸ "New Glarus Home, Inc.," *New Glarus Post*, August 2, 1995, 13.

interest as an evolving example of the development of the modern retirement home, but it is not yet historically significant.

Swiss Heritage

The citizens of New Glarus have been celebrating their Swiss heritage since the 19th century. One of the festivals the Swiss immigrants brought with them was Kilbi, an annual church festival that also included secular activities such as sports (wrestling and target shooting), music, and lively dancing. The first large-scale festival in New Glarus occurred in 1891 when citizens celebrated the observance of the founding of the Swiss confederation, or Swiss independence. The success of the 1891 festival convinced residents to enlarge their next 10-year anniversary celebration of the founding of New Glarus, which also happened to be the 50th anniversary of this event. The 1895 anniversary festival was another success, drawing hundreds of visitors and celebrations in 1905 and 1915 were also large and successful.⁹⁹

Schuetzen Haus

One of the permanent historic resources related to Swiss heritage in New Glarus that was built during this period is the Schuetzen Haus or Shooting House (N8745 County Highway O, Town of New Glarus). An important part of the Kilbi festival was target shooting and this activity was very popular in New Glarus beyond a once a year activity. A shooting park just north of New Glarus was established for this activity and in 1907, the Schuetzen Haus, a large barn-like structure was completed in the park.¹⁰⁰

The Schuetzen Haus is historically significant for its association with Swiss heritage in New Glarus. Shooting was a historically important activity for Swiss immigrants and shooting teams were very popular in the community. This building is an important resource related to this historically significant activity, and it has a good level of integrity. It is, therefore, potentially eligible for the National Register of Historic Places. Although it is in the Town of New Glarus, its association with the village is important and therefore, was included in this report.

Swiss Heritage Revival

During World War I, anti-German sentiment ran high and ethnic German and related groups, including the Swiss of New Glarus, felt the need to downplay their ethnic traditions. The 1925 celebration of the Swiss settlement in New Glarus was a much more subdued event. In the mid-1930s, several events occurred that would begin a transformation of New Glarus into America's Little Switzerland.

The 1935 festival of the 90th anniversary of the founding of New Glarus featured a historical pageant dramatizing the early history of the Swiss immigrants. The pageant was performed in the Swiss-German language, of which many, but not all, Glarner were still speaking or

⁹⁹ Hoelscher, 32-63.

¹⁰⁰ Tschudy, *Swiss of New Glarus*, 107.

still able to understand. But, for those who did not speak this language, key scenes were explained in English. While the pageant was all about immigrants building a community in America, the Swiss culture and language of these immigrants was front and center and many saw it as a way to honor the community's Swiss heritage and keep it alive.¹⁰¹

An interesting, but slightly overlooked event in New Glarus occurred at the same time as the 1935 festival. Fred Bigler, a Swiss immigrant, built a Swiss-style tavern in New Glarus' downtown in 1935 (408 2nd Street). Bigler, who did his own masonry, constructed his tavern much like a small-town Swiss commercial building, and its unusual style and building characteristics must have raised some interest in New Glarus about traditional Swiss building styles.¹⁰²

Overshadowing Bigler's tavern a few years later was Edwin Barlow's Chalet of the Golden Fleece, built for his aunt in 1937 and 1938 (618 2nd Street). The Barlow chalet would become one of the most important expressions of Swiss heritage in New Glarus. Designed by local architect Jacob Rieder, the house was built as a Bernese mountain chalet with authentic architectural details. Barlow, who had an extensive theater background and who also spent considerable time in Switzerland, brought the play, *Wilhelm Tell*, to New Glarus. The 1804 Friedrich Schiller play was performed annually in Interlaken, Switzerland in the 1930s, then revived after World War II. Barlow organized the outdoor production of this play, using 140 local people as actors. The two performances in the fall of 1938 were hugely successful and began a tradition that has lasted to this day. *Wilhelm Tell* is produced annually during a Labor Day weekend festival in New Glarus.¹⁰³

The Chalet of the Golden Fleece was donated to the Village of New Glarus with its collection of artifacts and antiques in 1955 and it has been operated as a museum ever since. I was recently listed in the National Register of Historic Places for its historic significance in the area of ethnic Swiss heritage. The owner, Edwin Barlow, was notable for helping revive an interest in Swiss culture during the 1930s.

While Barlow was promoting what he felt was authentic Swiss culture in New Glarus, the effort to boost the community's interest in its pioneer heritage, which was strongly related to Swiss culture, moved on from the 1935 anniversary festival. It could be argued that the willingness of the citizens of New Glarus to participate in the elaborate historical pageant at the 1935 festival made it much easier to convince the community to participate in *Wilhelm Tell*. In any event, interest in community heritage was booming in the late 1930s.

In the fall of 1937, residents of Green County who were interested in history and the area's pioneer era formed the Green County Historical Society. The strong interest in local history in New Glarus resulted in the formation of the New Glarus Historical Society the next year. One of the main interests of this group was the formation of an old Swiss village history park where artifacts could be displayed in historic or replicated buildings. History parks

¹⁰¹ Hoelscher, 88-94.

¹⁰² Tschudy, *New Glarus*, 104.

¹⁰³ National Register of Historic Places Nomination for the Chalet of the Golden Fleece, 2014; Hoelscher, 114-125.

were popular in the mid-20th century as many local historical societies felt that it was a way to preserve old buildings that might be demolished and to illustrate pioneer lifestyles. Promoting the history park idea in New Glarus was Esther Stauffacher, who worked with Jacob Rieder to design the park. Rieder also designed nine buildings for the village.¹⁰⁴

The first building constructed in the new historic park was built by Rieder and is a replica of the log cabin in which Swiss settlers spent the first winter in New Glarus. The building was completed in 1942. In 1952, a replica of the 1849 log church constructed in New Glarus was completed and slowly after that time, buildings were added to the museum that was named the Swiss Historical Village. Most of the buildings in the village are replicas. An original log cabin found at a farmstead near New Glarus was moved to the site in 1975 and two old one-room rural schools were moved to the site in the 1960s. One of these buildings is interpreted as a one-room school, while the other is interpreted as an old country store. Buildings continued to be added to the Swiss Historical Village into the 1990s, including a modern Hall of History in 1970 and a Swiss style visitor's center built in 1979.¹⁰⁵

Jacob Rieder designed another fine Swiss chalet for Ernest Thierstein, a popular tavern owner in New Glarus. Thierstein wanted the building to be modeled after the Emmentaler region in the Swiss canton of Bern, and Rieder did so. The building (301 12th Avenue) was completed in 1947-48 and Thierstein used his chalet as a gathering place for local Swiss heritage organizations and as a boarding house for Swiss immigrants. Although it is architecturally significant, the Emmentaler chalet, as it is popularly known is also historically significant for its association with Swiss culture and for Thierstein's role in advancing Swiss heritage in New Glarus after World War II.

The emphasis on Swiss heritage in the annual production of *Wilhelm Tell* and the continuation of popular Swiss cultural activities such as musical and yodeling groups remained strong in the mid-20th century. But, the physical expression of Swiss culture in New Glarus intensified during the 1960s and 1970s. The development of the Swiss Historical Village continued at a rapid pace in the 1960s and 1970s and culminated with the construction of the Hall of History and the visitor's center buildings.

In 1965, local historian Millard Tschudy led the effort to add another cultural event to New Glarus, the presentation of Johanna Spyri's *Heidi*. Like the *Wilhelm Tell* play, the *Heidi* productions eventually became part of a weekend festival still held today.

The *Heidi* festival grew at the same time the citizens and businesspeople of New Glarus were taking a long look at their community after the 1962 closure of the local milk condensing plant. The closure of the milk plant created a crisis for local businesspeople who fearing an economic downturn that would result in a decline of the community. They embraced an idea that ethnic tourism could boost the economy and that to achieve this, business buildings would be remodeled and/or built in a generic Swiss style. The business owners already had an example of a Swiss building in the downtown, the Bigler Tavern, and another commercial building had been given a Swiss style façade in 1955. The conversion

¹⁰⁴ Hoelscher, 98-107.

¹⁰⁵ Information from the Swiss Historical Village.

to Swiss style facades took off and by 1980, many downtown buildings had either been built in this style or remodeled with this style.

The Swiss look of business buildings in New Glarus was codified in 2000 and the Swiss architecture of the downtown is discussed more completely in the Architecture chapter of this report. But, the movement to add Swiss-style facades is now more than 50 years old and can begin to be analyzed as a historic theme. The area in the downtown where most of the Swiss style buildings are located was defined in the Architecture chapter and any future examination of this area as a potential historic district needs to be done within a historic ethnic heritage context as well as an architectural context.

As part of this report, the Swiss Historical Village was evaluated within the context of the history of ethnic Swiss heritage resources in New Glarus. The development of the village, as described above, had a strong association with the Swiss heritage of New Glarus. Individual buildings, such as the replica log cabin designed by Jacob Rieder and the replica log church, have importance for their relationship to the early development of the village and its portrayal of pioneer Swiss heritage. The Hall of History and the visitor's center have architectural interest, as discussed in the Architecture Chapter. But, many of the buildings of the complex are not yet 50 years old and their overall historical significance cannot be fully evaluated at this time.

The Swiss Historical Village (612 7th Avenue) is not likely to grow and the last buildings added to the museum were done so in the early 1990s. Since the bulk of the village was completed in the 1960s and 1970s, sometime in the next 10 years, a full evaluation of the growth and development of the museum as a historic social movement should be completed to determine the complex's eligibility for the National Register of Historic Places for historical significance. At the present time, though, the village is not, as a whole, eligible for the National Register.

Resources Potentially Eligible for the National Register of Historic Places for Historical Themes

Commerce

2nd Street Commercial Historic District*
Puempel's Tavern, 16-18 6th Avenue

Industry

Upright Swiss Embroidery Factory, 1100 2nd Street

Social Movements

Schuetzen Haus (Shooting House), N8745 County Highway O, Town of New Glarus
Ernest Thierstein's Chalet Emmental, 301 12th Avenue

CHAPTER FIVE

Results

RESULTS SUMMARY

The architectural and historical survey of the Village of New Glarus identified 12 individual properties that are potentially eligible for the National Register of Historic Places and two potentially eligible National Register historic districts. Previous chapters have identified these properties and placed them into an architectural and/or historical context. This chapter will summarize and list the findings.

This chapter contains several lists. The first list includes the properties in New Glarus that were previously listed in the National Register of Historic Places. The second list includes properties that have been designated local landmarks in the Village of New Glarus as designated by their historic preservation commission. The third list includes properties that are potentially eligible for the National Register of Historic Places, including the properties included in the proposed historic districts.

These lists are based on conditions as they are in 2015, and may not reflect conditions in the future. As historic properties change, either by remodeling, demolition, or renovation, the lists could grow or shrink in the future. New historical research may uncover the significance of other properties that was not evident at the present time. Periodically, the New Glarus Historic Preservation Commission should review these lists, updating them with additional information so that this report can become a working tool for historic preservation planning activities in the New Glarus.

Properties that have been evaluated as potentially eligible for the National Register of Historic Places were reviewed by staff of the Division of Historic Preservation and Public History based on building information and research uncovered in this survey. Properties not on the potentially eligible list can be further reviewed by the Division of Historic Preservation and Public History by completing the National Register Questionnaire found on the Wisconsin Historical Society website (www.wisconsinhistoricalsociety.org) and/or by contacting the National Register of Historic Places coordinator (currently Peggy Veregin) at 608-264-6501.

Properties Listed in the National Register of Historic Places

Blumer, Dr. Samuel, House, 112 6th Avenue, listed 1992
Chalet of the Golden Fleece, 618 2nd Street, listed 2015
Chicago, Milwaukee & St. Paul Railroad Depot, 418 Railroad Street, listed 2000
New Glarus Public School and High School, 413 6th Avenue, listed 1998
New Glarus Town Hall, 206 2nd Street, listed 2008

Properties Listed as Local Landmarks

Chalet of the Golden Fleece, 618 2nd Street, listed 1996
Chicago, Milwaukee & St. Paul/Pacific Depot, 418 Railroad Street, listed 1996
Sears House, 418 4th Avenue, listed 1996
Floral Clock, corner 39/69, listed 1997
Tell's Shooting Park, N8745 CTH O (honorary), listed 1997, Town of New Glarus
Pratt Half-Hip Pony Truss Bridge (honorary), woods trail, listed 1997, Town of New Glarus
New Glarus School Apts., 413 6th Avenue, listed 1997
New Glarus Primrose Winery, 226 2nd Street, listed 1997
Little Villager, 400 2nd Street, July 1998
Blumer House, 112 6th Avenue, listed 1998
Puempel's Tavern, 18 6th Avenue, listed 1999
Wisconsin House (Lienhardt-Jeglum Realty), 28 6th Avenue, listed 1999
New Glarus Bakery, 534 1st Street, listed 2000
Settler's Monument (by Church), 1st Street/5th Avenue, listed 2000
Farmer's Co-op Meat Market (Ruef's), 538 1st Street, listed 2000
Hoch Haus (Barbara Kummerfeldt Residence), 218 2nd Street, listed 2001
My Friend's House Bed & Breakfast (Foreback), 513 6th Avenue, listed 2002
Citizen's Bank (Botanica Properties, LLC), 130 5th Avenue, listed 2010

Properties Potentially Eligible for the National Register of Historic Places

Historical Themes

Puempel's Tavern, 16-18 6th Avenue
Upright Swiss Embroidery Factory, 1100 2nd Street
Schuetzen Haus (Shooting House), N8745 County Highway O
Ernest Thierstein's Chalet Emmental, 301 12th Avenue

Architecture Themes

S. A. Schindler House, 513 6th Avenue (already determined eligible)

Henry Hoesly House, 812 2nd Street
Sam Duerst House, 1000 1st Street
Albert Wittwer House, 1101 2nd Street
Henry Marty House, 113 8th Avenue
Fred Zuker House, 1219 2nd Street
Jacob Luchsinger House, 212 7th Avenue
Edward Zwickey House, 919 2nd Street
Joshua Eichelkraut House, 607 1st Street
Dr. E. D. McQuillen House, 122 2nd Street
Swiss Reformed Church Parsonage, 300 3rd Avenue
Lustron House, 419 8th Avenue

Ernest Thierstein's Chalet Emmental, 301 12th Avenue
 Puempel's Tavern, 16-18 6th Avenue
 Swiss Evangelical and Reformed Church (Swiss United Church of Christ) Complex, 18 5th Avenue:

- Swiss Church Building
- Zwingli House
- Pioneer Monument

Potential Historic Districts

2nd Street Commercial Historic District*

Contributing Buildings:

Schindler-Urban-Disch Building, 1867	400-402 2nd Street
New Glarus Hardware Building, 1913-14	401-403 2nd Street
Stuessy Block, 1929	407 2nd Street
Hoesly & Tschudy Building, c.1890	412 2nd Street
Zweifel Block, 1913-14	420 2nd Street
Hoesly-Strickler Block, 1904	421 2nd Street
Bigler's Swiss Tavern, 1935	406 2nd Street
Citizens Bank, 1910	130 5th Avenue
Hoesly Block, c.1880	200 5th Avenue

*The boundaries of this district, especially in regard to 421 2nd Street need to be reviewed with Historic Preservation office staff prior to submission of historic district.

1st and 2nd Street Historic District

Contributing Buildings:

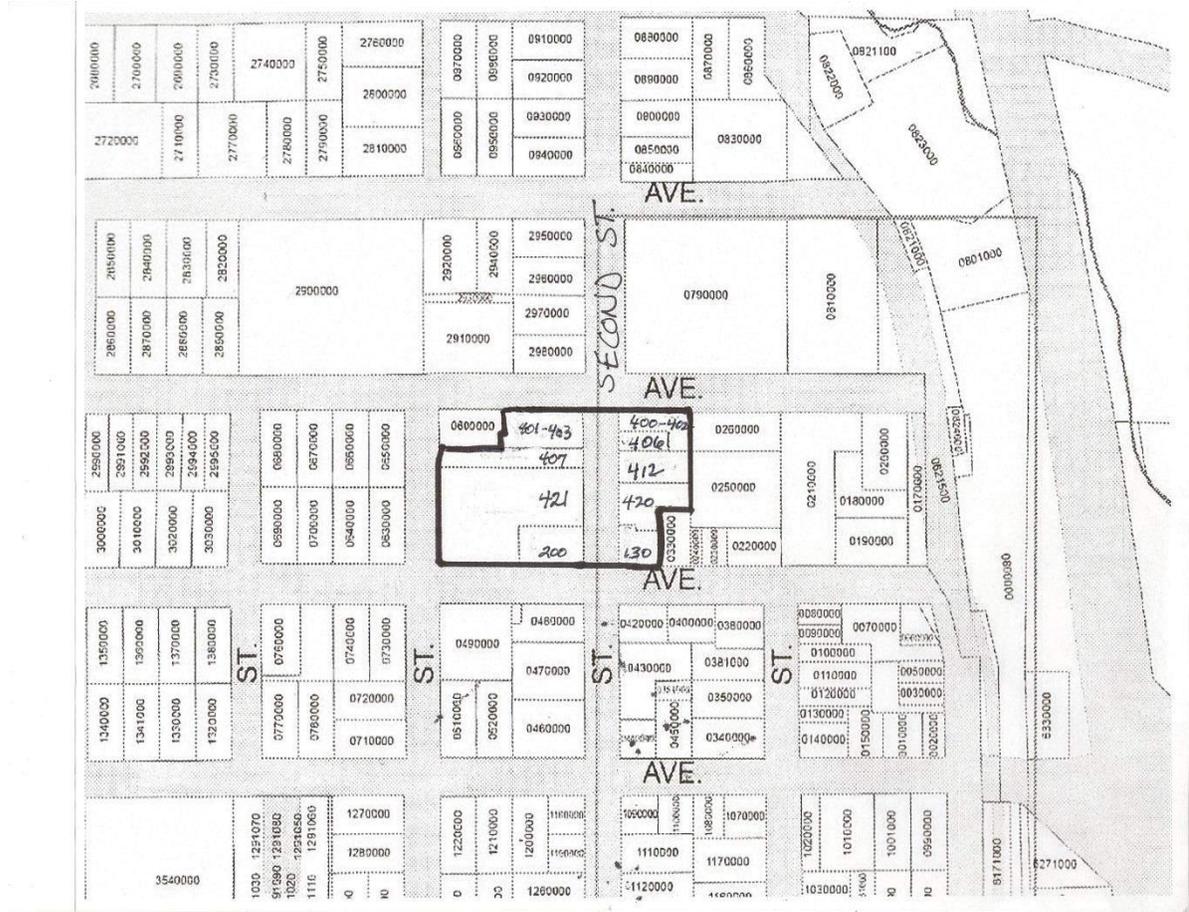
Joshua Eichelkraut, 1916	607 1 st Street
Residence	613 1 st Street
Joe Hoesly, 1913	700 1 st Street
Henry Stuessy, 1910	701 1 st Street
Residence	706 1 st Street
Dietrich Stauffacher, 1919	707 1 st Street
Residence	712 1 st Street
Residence	713 1 st Street
Rudolph Hoesly, c.1880	718 1 st Street
Kundert, c.1875	719 1 st Street
G. F. Klassy, 1928	800 1 st Street
Andrew Hoesly, c.1890	806 1 st Street
Residence	807 1 st Street
Residence	812 1 st Street
Henry Duerst, 1909	818 1 st Street
Luchsinger, c. 1890	819 1 st Street

Contributing Buildings:

Henry Duerst, 1930	907 1 st Street
John Kubly, c.1893	912 1 st Street
1 st and 2 nd Street Historic District	
Residence	913 1 st Street
Jacob Hoesly, c.1910	919 1 st Street
Sam Duerst, 1915	1000 1 st Street
Fred Marty, 1903	1001 1 st Street
Henry Duerst, 1914	1006 1 st Street
Fred Zuber, 1927	1007 1 st Street
Rosa Duerst, 1918	1013 1 st Street
John W. Duerst, 1917	1101 1 st Street
Conrad Elmer	606 2 nd Street
Residence	607 2 nd Street
John E. Duerst, 1927	612 2 nd Street
Residence	613 2 nd Street
Chalet of the Golden Fleece, 1937-38	618 2 nd Street
Mathias Wichser, c.1880	801 2 nd Street
Henry Hoesly, 1904	812 2 nd Street
Fred Arn, c.1930	813 2 nd Street
Casper Marty, 1919	907 2 nd Street
Nicholas Elmer, 1912	912 2 nd Street
Fred Hammerly, 1916	913 2 nd Street
Edward Zwickey, 1914	919 2 nd Street
John Wild, c.1900	1001 2 nd Street
Residence, c.1940	1006 2 nd Street
Edward W. Duerst, 1927	1007 2 nd Street
Joe Becker, 1912	1012 2 nd Street
Residence, c.1950	1013 2 nd Street
John Hefty, 1913	1018 2 nd Street
Residence	1019 2 nd Street
Albert Wittwer, 1912	1101 2 nd Street
John Hefty, 1932	1107 2 nd Street
Ernest Arn, 1925	1113 2 nd Street
Residence	112 7 th Avenue
Residence	113 7 th Avenue
Residence	119 7 th Avenue
Peter Hoesly, 1909	16 8 th Avenue
Residence	106 8 th Avenue
Henry Marty, 1913	113 8 th Avenue
Residence	118 9 th Avenue
Werner Elmer, c. 1902	118 10 th Avenue
Residence	100 11 th Avenue
Residence	106 11 th Avenue

Proposed 2nd Street Commercial Historic District
 All contributing resources

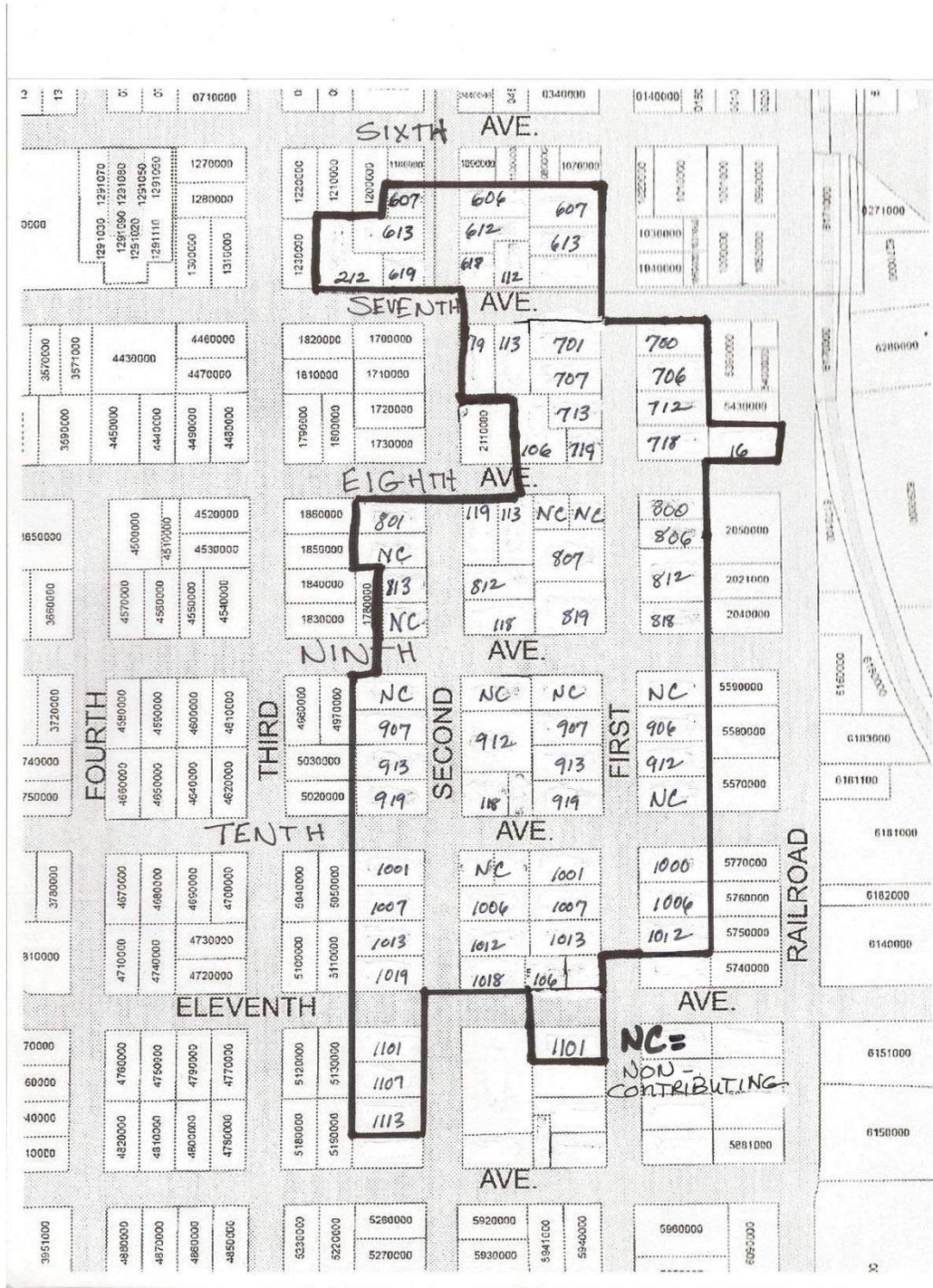
North: Up Not to Scale



Proposed 1st and 2nd Street Historic District
 NC: non-contributing resources

North: Up

Not to Scale



CHAPTER SIX

Recommendations

Introduction

The following paragraph, taken from a brochure published by the Division of Historic Preservation, Wisconsin Historical Society, entitled, “Wisconsin Historic Preservation Program,” sums up the importance of historic preservation in Wisconsin.

“In Wisconsin, the presence of prehistoric and historic properties offers state residents and visitors a special sense of place and a feeling of continuity and association with the past. Such a contribution is invaluable at a time when shopping malls, superhighways, suburban tract housing, and other influences are leading to the increasing homogenization and standardization of American life. Wisconsin’s cultural resources provide a wide and welcome variety of esthetic, education, and economic benefits that improve the quality of life in the state.”

During the survey of the historic resources of the Village of New Glarus, one thing became clear; the village has several individual buildings and two historic districts that potentially meet the eligibility requirements of the National Register of Historic Places. The districts are important in that they are in areas that could benefit from tax credit incentives.

Social and Economic Benefits of Historic Preservation

Social Benefits

The preservation of historic resources in New Glarus is important for a number of tangible and intangible reasons. While New Glarus is famous as “America’s Little Switzerland,” it also has many traditional historic resources that enhance the community. Promoting traditional historic resources along with the on-going Swiss heritage of the community would only enhance the special nature of New Glarus.

Economic Benefits of Historic Preservation in Wisconsin

During the past several decades, the historic preservation movement has been active in Wisconsin, and several observations about the economic benefits of historic preservation have become apparent. Historic preservation has been successful in stimulating private and public investment throughout the state. On a local level, preservation enhances a community’s image that helps stabilize property values and attracts new business investment. More directly, historic preservation is an important element in Wisconsin’s tourism industry. Many polls show that people do not travel just for recreation, but to see and appreciate the unique history of areas where they do not live.

Historic preservation has a positive economic impact on an area. The rehabilitation and restoration of historic buildings improves the economic base by adaptively reusing vacant buildings, stimulating property investment, attracting new businesses, adding jobs, and increasing the local tax base. Historic preservation can also help stabilize older neighborhoods via economic incentives for rehabilitation, neighborhood pride, and increased property values. Also, local rehabilitation of historic buildings generally utilize local labor and construction companies, helping create jobs and provide income for the local economy.

One of the most common misconceptions about historic preservation is that it is more expensive than new construction. Statistics show that this is not always the case. Rehabilitation of old buildings often is a cost-effective investment. Rehabilitation projects usually cost about one-half to one-third less than similar new construction. For example, there is less expense for foundation and structural work, less expense for interior details that are reused rather than newly constructed, less expense for high-quality construction and design, and potential financial incentives for the rehabilitation of older buildings. Reuse of historic materials is also much “greener” than purchasing newly-made building materials.

The impact of historic preservation on tourism is one of the largest economic incentives for maintaining and restoring historic buildings. Tourism is important not only in Wisconsin, but throughout the nation. Historic properties, historic districts, and communities that have historic downtowns are popular tourist attractions. Studies have shown that there has been a growth in tourism nationally that is based on people traveling to architecturally, historically, and culturally important sites. Historic resources enhance the state’s appeal to visitors, and many local communities are making attempts to attract tourists by developing local historic resources.

New Glarus already as a lively tourist economy centered around its Swiss heritage. But the tourist economy could be boosted or maintained with the promotion of “traditional” historic resources along with resources related to the Swiss culture of the community. Doing both is a win-win for tourism in New Glarus.

Incentives for Historic Preservation

There are a number of direct and indirect economic incentives for historic preservation of resources in Wisconsin. These incentives are primarily in the form of direct tax credits.

Rehabilitation Income Tax Credits

State and federal income tax credits are available to owners of historic properties for the rehabilitation of residential and income-producing buildings. A federal and state tax credit exists for the costs incurred in rehabilitating income-producing buildings. A state income tax credit is available for the costs incurred in rehabilitating historic owner-occupied residential buildings. The buildings must be eligible for or listed in the National and State Registers of Historic Places.

High Resale Value

An incentive for some owners is the fact that many historic properties gain added value from this designation and add to the resale value of a property. In particular, these values can be raised when a property is part of a historic district.

Protection of Property Investment

Most people want to protect their property investment and their quality of life by ensuring that their neighborhood or surrounding area is protected from negative changes. Historic designation can add protection from inappropriate new construction, inappropriate uses, or roadway changes. Properties listed in the National or State Registers of Historic Places have some limited protection from the negative effects of federal or state funded projects, particularly in the area of road construction. Historic designation may also have an effect on the way people perceive an area, and this perception may limit the inappropriate development of that area.

Eligibility for Technical Assistance

Owners of officially designated historic properties are generally eligible for technical advice and assistance from the Division of Historic Preservation, Wisconsin Historical Society. Information is available on the maintenance and rehabilitation of historic buildings, and preservation architects in the Division of Historic Preservation can handle specific restoration questions.

Recognition and Prestige

For many people, the best incentive is the prestige that having a historic property conveys. This recognition and prestige can translate into profits for businesses that are located in historic buildings and/or historic districts. In particular, many bed and breakfast operations rely on the historic quality of their buildings to attract clients, and businesses in historic buildings or historic districts often use this designation to promote their businesses.

Recommendations for Future Action

Nominations to the National and State Registers of Historic Places

It is recommended that the Historic Preservation Commission move forward with a program to place the potentially eligible resources into the National and State Registers of Historic Places. In particular, listing the historic districts would provide owners with access to historic tax credits.

Another reason to move forward with nominations is that the listings will add to New Glarus' image as a "historic" community along with its image as an ethnic Swiss community. The two are not mutually exclusive. The village can retain its Swiss identity in buildings already remodeled with Swiss-style facades and in new construction and it can

preserve the potential commercial historic district as a primarily late 19th and early 20th century commercial area. The residential historic district can be preserved as an area of attractive, historic homes with popular architectural styles. The addition of preserving “traditional” historic resources along with the Swiss-style image of the community can only enhance further its attractiveness as a tourist destination.

Local Landmarking

It is recommended that the Historic Preservation Commission continue to designate the important architectural and historic resources indicated in this survey report as local landmarks. Local landmarking helps preserve a community’s historic resources by identifying those properties worthy of preservation and opening up a community debate on the merits of preservation if these properties are threatened. While State and National Register listing brings some economic incentives and prestige with it, local landmarking involves the entire community in preserving important local resources.

Educational Materials

The New Glarus Historic Preservation Commission can publish written materials about local historic resources; provide more information on local history and historic preservation to the local school system, and help the community promote historic preservation as an integral part of community and economic development in the village. Producing more educational materials raises the community’s consciousness about historic preservation and helps preserve important historic resources if they are threatened.

Review the Report

It is important that this report be reviewed and updated periodically as historic resources change (it is hoped for the better) in the village. The New Glarus Historic Preservation Commission should review the lists in the Results chapter and make revisions when appropriate. Changes to buildings and new information may change properties’ positions on the lists and in order to serve local officials’ historic preservation needs in their planning activities, it is important that they are aware of current evaluations of the properties included in this report. Like any planning report, it is hoped that this document can provide a guide and catalyst for discussion of historic preservation activities in New Glarus in the future.

APPENDIX:

Photographic Examples of Architectural Styles

Photographic Examples of Survey Results

Architectural Styles

Residential Architecture

QUEEN ANNE STYLE, 1885-1910

- Asymmetrical form.
- Abundance of wood trim.
- Tower, veranda.
- In New Glarus, the style was popular until 1920.



Sam Duerst House, 1000 1st Street, 1915, Builder: Oswald Altman
An fine wood-clad example of the Queen Anne style.



Henry Hoesly House, 812 2nd Street, 1904, Builder: James Gross
Queen Anne cottage.

Architectural Styles

Residential Architecture

QUEEN ANNE STYLE, 1885-1910

The following houses are mirror images of each other.



Albert Wittwer House, 1101 2nd Street, 1912, Builder: Oswald Altman



Henry Marty House, 113 8th Avenue, 1913

Architectural Styles

Residential Architecture

QUEEN ANNE STYLE, 1885-1910



Casper Zwickey House, 600 9th Avenue, 1909, Builder: James Gross



David Zimmerman House, 1301 2nd Street, 1911, Builder: Oswald Altman

Architectural Styles

Residential Architecture

CRAFTSMAN STYLE, 1900-1930

- Related to the Arts and Crafts movement of late 19th and early 20th centuries.
- Reaction to highly decorated styles; all style elements were to be functional.
- Popular details include wide eaves with exposed rafters or brackets, half-timbering, and geometric motifs.



Swiss Reformed Church Parsonage, 300 3rd Avenue, 1914, Builder: Oswald Altman



Dr. E. D. McQuillan House, 122 2nd Street, 1913, Builder: Oswald Altman

Architectural Styles

Residential Architecture

CRAFTSMAN STYLE, 1900-1930

These houses, both built by Oswald Altman, have almost identical plans.



John Zweifel House, 218 3rd Avenue, 1922



Dietrich Stauffacher House, 707 1st St., 1919

Architectural Styles

Residential Architecture

CRAFTSMAN STYLE, 1900-1930

These houses have details that suggest a combination of both the Craftsman Style and other styles.



Edward Zwickey House, 919 2nd Street, Builder: Oswald Altman
This house's tower, bay, and veranda suggest the Queen Anne Style.



S. Albert Schindler House, 513 6th Avenue, 1911
This house has a bay, half-timbering, and a form that suggests the Tudor Revival Style.

Architectural Styles

Residential Architecture

BUNGALOW STYLE, 1900-1940

- Low horizontal form and massing, wide eaves with brackets, sloping roofline.



John Duerst House, 612 2nd Street, 1927, Builder: Oswald Altman

AMERICAN FOURSQUARE, 1900-1940

- Square form, hip roof with wide eaves, front porch.



John Streiff House, 619 2nd Street, c.1919

Architectural Styles

Residential Architecture

PERIOD REVIVAL STYLES, 1900-1940

- Based on historical styles from the U.S. and Europe.



Henry and Irma Zinng House, 300 6th Avenue, 1939
Unusual Regency Revival style based on English architecture of the early 1800s.



Elmer Figi House, 312 2nd Avenue, 1928, Builder: Oswald Altman
Variation of the Tudor Revival style known as “Cotswold Cottage.”

Architectural Styles

Residential Architecture

RANCH, 1940-Present

- Single story; long, rectangular plan; low-pitched hip or gable roof



Ranch House, 318 11th Avenue



Edwin Christen House, 418 3rd Avenue, 1949

Architectural Styles

Residential Architecture

RANCH, 1940-Present

- Single story; long, rectangular plan, low-pitched hip or gable roof

These two houses are small examples of the Ranch style, but are unusual for their building materials; enameled steel panels. Known as Lustron Houses, both were built around 1949.



318 11th Avenue



419 8th Avenue

Architectural Styles

Residential Architecture

SWISS, 1937-Present

- Designs based on Swiss Chalet architecture by local architect Jacob Rieder.



Chalet of the Golden Fleece, 618 2nd Street, 1937-38
Chalet based on authentic Bernese architecture.



Ernest Thierstein's Chalet Emmental, 301 12th Avenue, 1948
Chalet based on authentic Emmental architecture.

Architectural Styles

Commercial Architecture

COMMERCIAL VERNACULAR, 1850-1900

- Commercial buildings with little decoration; details suggest popular architectural styles during the era they were built.
- Details often only seen in cornices or window trim.



Hoesly Block, 200 5th Avenue, c.1880



Thomas Hoesly Block, 102 2nd Street, 1891

Architectural Styles

Commercial Architecture

COMMERCIAL VERNACULAR, 1900-1950

- Reflected styles popular during early 20th century, such as the Classical Revival.
- The use of dark red brick became popular after 1900.



Albert Wolf Block, 534-538 1st Street, 1916, Builder: Oswald Altman



Stuessy Block, 407 2nd Street, 1929

Architectural Styles

Commercial Architecture

SWISS COMMERCIAL STYLE 1935-Present

- New commercial buildings and facades constructed to give New Glarus a Swiss architectural theme after 1962.
- Interpretation of Swiss chalets most popular variation of the theme.



Bigler's Swiss Tavern, 406 2nd Street, 1935

Constructed before Swiss architectural theme, built by Swiss immigrant.



Bank of New Glarus, 501 1st Street, 1970

Architectural Styles

Commercial Architecture

SWISS COMMERCIAL STYLE 1935-Present

- New commercial buildings and facades constructed to give New Glarus a Swiss architectural theme.
- Interpretation of Swiss chalets most popular variation of the theme.



Old Wilhelm Tell Hotel, 114 2nd Street, 1900, Swiss Façade: 1964



Hoesly & Hoesly Block, 109 5th Avenue, 1914, Swiss Façade: 1978

Architectural Styles

Commercial Architecture

SWISS COMMERCIAL STYLE 1935-Present

- New commercial buildings and facades constructed to give New Glarus a Swiss architectural theme.
- Interpretation of Swiss chalets most popular variation of the theme.



Chalet Landhaus Inn, 801 Highway 69, 1980



Retail Building (Old Gas Station), 554 1st Street, remodeled: 1981

Architectural Styles

Church Architecture

GOTHIC REVIVAL, 1850-1960

- Most dominant church architectural style
- Details include pointed arch windows, towers, buttresses



Swiss Evangelical and Reformed Church, 18 5th Avenue, 1900

Also included on the church site are the following:



Pioneer Monument, 1915



Zwingli House, 1924, Tudor Revival influenced

Survey Results

Properties Already Listed in the National Register of Historic Places



New Glarus Town Hall, 206 2nd Street, 1886; Listed 2008

Properties Listed as New Glarus Landmarks



Puempel's Tavern, 16-18 6th Avenue, 1893

Survey Results

Individually Eligible for the National Register of Historic Places (examples)



Sam Duerst House, 1000 1st Street, 1915, Builder: Oswald Altman



S. Albert Schindler House, 513 6th Avenue, 1911



Lustron House (Walter Taplick), 419 8th Avenue, 1949

Survey Results

Individually Eligible for the National Register of Historic Places (examples)



Ernest Thierstein's Chalet Emmental, 301 12th Avenue, 1948



Upright Swiss Embroidery Factory, 1100 2nd Street, 1924



Swiss Evangelical and Reformed Church, 18 5th Avenue, 1900

Survey Results

Historic Districts Potentially Eligible for the National Register of Historic Places

Proposed 2nd Street Commercial Historic District



Survey Results

Historic Districts Potentially Eligible for the National Register of Historic Places

Proposed 1st and 2nd Street Historic District

