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**Nat. Register of Historic Places
National Park Service**

**United States Department of Interior
National Park Service**

**National Register of Historic Places
Registration Form**

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

1. Name of Property

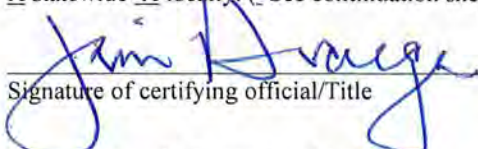
historic name Chalet of the Golden Fleece
other names/site number Barlow-Figi House

2. Location

street & number 618 Second Street N/A not for publication
city or town Village of New Glarus N/A vicinity
state Wisconsin code WI county Green code 045 zip code 53574

3. State/Federal Agency Certification

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

 Date 7/10/15
Signature of certifying official/Title Date
State Historic Preservation Officer – Wisconsin

State or Federal agency and bureau

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

Signature of commenting official/Title Date
State or Federal agency and bureau

Chalet of the Golden Fleece
Name of Property

Green County
County and State

Wisconsin

4. National Park Service Certification

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

For Edward R. Beall
Signature of the Keeper

8.29.15
Date of Action

5. Classification

Ownership of Property (check as many boxes as apply)	Category of Property (Check only one box)	Number of Resources within Property (Do not include previously listed resources in the count)	
<input type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	contributing	noncontributing
<input checked="" type="checkbox"/> public-local	district	1	0 buildings
<input type="checkbox"/> public-State	structure		sites
<input type="checkbox"/> public-Federal	site		structures
	object		objects
		1	0 total

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

N/A

Number of contributing resources
previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)
DOMESTIC/Single dwelling

Current Functions

(Enter categories from instructions)
RECREATION AND CULTURE/Museum

7. Description

Architectural Classification

(Enter categories from instructions)

Other: Swiss Chalet

Materials

(Enter categories from instructions)

Foundation CONCRETE

walls WOOD

roof ASPHALT

other

Narrative Description

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

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

Property is:

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

Areas of Significance

(Enter categories from instructions)

Architecture (C)

Ethnic Heritage: European (Swiss) (B)

Period of Significance

1938 (C)

1938-1946 (B)

Significant Dates

1938

Significant Person

(Complete if Criterion B is marked)

Barlow, Edwin P.

Cultural Affiliation

Architect/Builder

Rieder, J. Jacob

Narrative Statement of Significance

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

Chalet of the Golden Fleece

Green County

Wisconsin

Name of Property

County and State

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

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

Photographs Representative black and white photographs of the property.

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

Property Owner

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

name/title	Village of New Glarus (contact: Kim Tschudy, 608-527-5637)			date	August 1, 2014
organization				telephone	608-527-2510
street & number	319 2 nd Street			zip code	53574
city or town	New Glarus	state	WI		

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

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

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National Park Service

National Register of Historic Places
Continuation Sheet

Section 7 Page 1

Chalet of the Golden Fleece
New Glarus, Green County, Wisconsin

Start description on line below

INTRODUCTION

The Chalet of the Golden Fleece (Chalet) stands at 618 Second Street in the village of New Glarus, Green County, Wisconsin, just south of the traditional downtown. It is a frame residence composed of a two-story, front-gabled main block, and a one-story, shed-roofed north section (photo 1). Both sections rest on a slightly-raised, plastered concrete basement, and display an exterior of pine planks, stained to produce a weathered appearance. Designed by Swiss-born, New Glarus architect J. Jacob Rieder, it is an architecturally correct example of a chalet characteristic of the German-speaking, alpine mountain region of Switzerland, specifically the canton of Bern.¹ The Chalet was erected in 1937-38 for Fanny Figi and her nephew, Edwin P. Barlow.² Barlow named it the “Chalet of the Golden Fleece” after an inn in Switzerland, whose signboard depicting a golden sheep, Barlow hung outside the front door.³ The Chalet is the only contributing resource on the property, although there are also several objects that are not substantial enough to be counted and post-date the period of significance, including two benches and a sign.

DESCRIPTION

The Chalet is located on the northeast corner of Second Street and Seventh Avenue in a neighborhood of houses dating from the late nineteenth to the early twentieth century. A sidewalk and a narrow, grass terrace separate the property from the road along both Second Street and Seventh Avenue. On site, the Chalet occupies most of the lot, with small areas of lawn on each side.

Exterior Description

The Chalet is generally rectangular in plan, and measures 38 feet (north-south, along Second Street) by 28 feet (east-west). It is of frame construction, finished with pine planks, laid horizontally. The planks extend beyond the foundation at each corner, where they are joined with square notches. The broad-eaved roofs are covered with asphalt shingles and exhibit exposed rafter tails. A gabled, plastered chimney perches on the ridge of the roof of the main block. On each roof slope, in both sections, boards are fastened parallel to the roof ridge, holding large rocks in place, a characteristic of Swiss chalet roofs.⁴ Two boards are on each of the main block roof slopes, and three on the shed roof.

¹ The house is described as “a Bernese chalet,” in “Swiss Village in Wisconsin: New Glarus is 93 Years Old,” *Milwaukee News-Sentinel*, 30 October 1938, 17. Both Edwin Barlow and Jacob Rieder were interviewed for this article.

² J. Jacob Rieder, “Residence [sic] for Mrs. F. Figi, New Glarus, Wis.,” 12 June 1937, Papers of J. Jacob Rieder, New Glarus Historical Society, New Glarus; and “New Glarus Chalet Architect Honored,” *Wisconsin State Journal*, 13 August 1938, 6.

³ Betty Cass, “Madison Day by Day,” *Wisconsin State Journal*, 12 August 1938, 2:1.

⁴⁴ This is believed to have been a measure employed to keep the alpine gale-force winds from lifting off the wide-eaved roof, or blowing the slates off the roof, William S. B. Dana, *The Swiss Chalet Book*,

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Section 7 Page 2

Chalet of the Golden Fleece
New Glarus, Green County, Wisconsin

Single and paired eight-pane casement windows light the house. Each window and door surround is wooden and exhibits a scroll-sawn apron and a cornice window head with dentils (photo 2, shown on the first story of the main block, and photo 3). Operable shutters composed of wooden slats, with a cut-out heart centered on the joint between the middle boards, and simple strap hinges and shutter dogs accent the windows. The house faces west, overlooking Second Street.

The west-facing (front) façade of the Chalet consists of the two-story main block (south) and the one-story, shed-roofed section (north). Two pairs of windows are evenly-spaced at each story on the main block (photo 2). At the second story, a wooden flower box with cut-out hearts and diamonds rests on carved brackets beneath each pair of windows. The one-story section is set slightly back from the main block (photo 1). The entrance to the house is off-center, tucked close to the main block. A short, wooden staircase rises to a wooden deck leading to the front door. The deck possesses a flat, wooden balustrade with cut-out hearts and diamonds (photo 3) formed by the joints between the boards. The door is finished with narrow wooden strips in a herringbone pattern, radiating from a diamond-shaped window. An elaborate, scrolled metal light fixture with a hanging lantern is found adjacent to the door. A group of three windows, above a long flowerbox, appear north of the door.

In each section on the front façade, a belt course consisting of a board carved to form an arcade on corbels encloses the gable end. Brackets made up of planks with scroll-sawn ends embellish the eaves. Those at the corners are structural, created by carving the extended wall planks; the others are decorative. A scroll-sawn gable molding embellishes the narrow edge of the roof. An inscription in German is painted in each gable end. The one on the one-story section reads, *Dies haus ist mein und doch nicht mein, Ich gehe aus und Du gehst ein, Gag wher wird der Letzte sein*. The inscription on the main block reads, *Deine heimat ist da who man Dich gerne commen und ungerne scheiden sieht* (photo 4). Edwin Barlow translated the first literally as, “This house is mine and yet not mine, I go out and you come in, I wonder who the last will be.” Barlow explained that this is a reminder that life is short, and “you can’t take it with you.” The second welcomes guests, as Barlow stated, with “Home is a place where you love to see your friends arrive and are sad when they leave.”⁵ Above this message on the main block appear *Arbaut von Joh. Jacob Rieder* (Work by Joh[n]. Jacob Rieder) and *Unno 1937* (Year 1937).

On the north-facing (side) façade, only the one-story section can be seen (photo 5, right). At the east end, the roof extends to create a portico. The portico exhibits wooden posts with scroll-sawn braces, wooden flooring and staircase, and a flat, wooden balustrade with diamond and heart perforations. The door beneath the portico is ornamented with wooden strips in a herringbone pattern. A pair of casement windows is found at the west end of this facade.

1913, (LaVergne, Tennessee: Watchmaker Publishing, 2009), 14.

⁵ Betty Cass, “Madison Day by Day,” *Wisconsin State Journal*, 10 October 1938, 7.

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Chalet of the Golden Fleece
New Glarus, Green County, Wisconsin

The south-facing (side) façade of the Chalet is confined to the main block (photo 6), and overlooks Seventh Avenue. The roof extends over the second-story balcony, which stretches across the façade and wraps around the east-facing (rear) façade of the main block. The balcony displays cross-beams with carved ends, wooden posts with carved braces, and a wooden balustrade with cut-out hearts and diamonds. Brackets made up of planks with scroll-sawn ends support the balcony, and line up with the posts. Slender, round metal posts, installed ca. 1995, provide additional support to the balcony.⁶ The brackets at the corners of the balcony are structural (photo 4, right). The two toward the middle are not, although what appear to be timber beam-ends continue down the wall below them, making the brackets look structural (photo 7, left). The lines of the projecting beam-ends and balcony posts create a three-part façade (photo 6). At the first story, a small, six-pane casement is centered, flanked by a pair of windows (east) and a single casement (west). A wooden door opens onto the balcony in the center of the second story. A pair of casements (west) and a single window (east) complete the second story. The lot slopes downhill toward the east, leaving more of the basement exposed at the east end of this façade. Two pairs of four-pane casement windows are evenly spaced at basement level.

Both the main block (south) and the one-story section (north) can be seen on the rear (east) façade (photo 7, right). The balcony extends full-façade across the main block, carrying a balustrade, and is supported on a crossbeam and brackets, embellished with details that match those on the south-facing elevation. This part of the balcony is also reinforced with slender, round, metal posts dating to ca. 1995. The central bracket and projecting beam-ends, which rise to the roof ridge, appear structural, but are not. At the second story, one of the beam-ends extends beyond the balcony, and connects to a carved post that is part of the balustrade. A single and a pair of casements are regularly placed at each of the first and second stories on the main block. The one-story section exhibits two, evenly-distributed, six-pane casements (photo 5, left). A door enriched with wooden strips in a herringbone pattern opens out of the basement at the south end of this façade (photo 7, right). Two groups of three, four-pane windows are found north of the door.

Interior Description

The first floor plan consists of a central hall, running east-west from the front door through the one-story section (figure 2A). North of the hall are the kitchen (east) and the dining room (west). To the south of the hall in the main block are a bedroom, bathroom, and stairs to the basement (east), a wooden staircase in quarter-turn-with-winders configuration (center), and the living room (west). On the second floor, the U-shaped hall provides access to a bathroom (southeast) and three bedrooms (figure 2B). The basement (figure 2C), reached by a straight wooden staircase beneath the main staircase, consists of a finished playroom (east), and unfinished utility and storage spaces (west). Wooden board flooring is found in most of the house, but much of it has been covered with carpet,

⁶ Kim D. Tschudy, Historian, Village of New Glarus, Personal Communication, 1 July 2014.

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Chalet of the Golden Fleece
New Glarus, Green County, Wisconsin

except in the bathrooms (tile), and the kitchen (recently-installed linoleum). The walls and ceilings are finished with plaster, except in the dining and living rooms.

The kitchen retains its original, plain wooden cabinets and porcelain double sink (photo 8). A breakfast nook is set in alcove with a segmental-arched opening, and holds simple, built-in furniture, all of which appear on the plans and were likely built by Rieder: a wooden trestle table, two wooden high-backed benches with scrolled ends, and a bracketed shelf. The living room is decorated in a Colonial American theme.⁷ It exhibits a brick fireplace with tile hearth in a basket-weave pattern, and a wooden mantelpiece enriched with a shouldered architrave, a broad frieze, and a cornice of dentils and compound moldings (photo 9). On either side of the fireplace is a tall, built-in cabinet with drawers and display shelves, decorated with a surround of compound moldings. Pine paneling made up of alternating projecting and recessed vertical boards covers the walls and terminates in a dentilled crown molding, while the ceiling is finished with narrow boards. The living room displays brass, three-candle wall sconces over the fireplace, and a five-branch, brass chandelier with frosted glass.

The dining room was designed in the Swiss Chalet style.⁸ On the walls, pine boards with compound moldings frame recessed, vertical panels of a darker shade (photo 10). The ceiling displays a similar treatment, except that the panels are square or trapezoidal. A deep crown molding with a dentilled cornice circles the room. The five casement windows (photo 11) possess a distinctly Swiss flourish: a series of circular, bull's-eye, leaded-glass panes, which Edwin Barlow collected in Switzerland.⁹ The two-paneled wooden doors are embellished with compound moldings (photo 10, left, door into kitchen). The window and door surrounds are enriched with compound moldings, and capped with a cornice on scrolled brackets. The built-in buffet is also characteristically Swiss, and has a dentilled cornice that Jacob Rieder fitted into the crown molding (photo 12). The buffet features drawers and doors accented with incised herringbone patterns (hand carved by Rieder),¹⁰ and a receptacle for a wash basin (where traditionally, dinner guests washed their hands). All the items in the room are from Switzerland, from the pewter ware to the painted, tall-case, floor clock. Of particular note is the tall, jade ceramic tile heater ("Nuremberg stove"), installed in the unpaneled, southeast corner of the room (photo 10). A chandelier of wooden spindles with dangling metal candle-holders hangs from the ceiling (photo 12).

ALTERATIONS

The Chalet of the Golden Fleece maintains excellent integrity (figure 5 shows the Chalet ca. 1940). Exterior alterations are limited to the installation of slender, round metal posts to support the balcony

⁷ Cass, (10 October 1938).

⁸ Cass, (10 October 1938).

⁹ Cass, (10 October 1938).

¹⁰ "Swiss Village in Wisconsin: New Glarus is 93 Years Old."

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Chalet of the Golden Fleece
New Glarus, Green County, Wisconsin

on the south- and east-facing (rear) facades ca. 1995. The impact of the posts is minimized because of their slender profile, their placement on the side and rear facades, and their brown paint color, which helps to camouflage them. On the interior, alterations are confined to the flooring: the carpeting, which is a reversible change, and the linoleum in the kitchen, a utilitarian space. The highly decorated public spaces, which are the living and dining rooms, are unaltered. Overall, the integrity of the Chalet of the Golden Fleece is outstanding.

___ End of Description of Physical Appearance

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Section 8 Page 1

Chalet of the Golden Fleece
New Glarus, Green County, Wisconsin

___ Insert Statement of Significance

STATEMENT OF SIGNIFICANCE

The Chalet of the Golden Fleece is significant at the state level under *Criterion C*, as an outstanding and intact, authentic Swiss Bernese mountain chalet. It is an architecturally accurate example of chalet design erected in the German-speaking, alpine mountain region of Switzerland, particularly in the canton of Bern. Only three such buildings predating 1980 have been identified in Wisconsin. The Chalet of the Golden Fleece is the finest, and the earliest. The Chalet is also significant at the local level under *Criterion B*, in the areas of ethnic heritage (Swiss) and performing arts, for its association with Edwin P. Barlow. Barlow, whose mother was Swiss, was the founder and guiding spirit of the Wilhelm Tell pageant. Schiller's 1804 German-language play, *Wilhelm Tell*, the centerpiece of the pageant, is a tale of the legendary Swiss national hero and expert crossbow marksman who shot an arrow off his son's head, and in the act helping Switzerland gain its independence in 1291. Performed in New Glarus every Labor Day weekend since 1938, the pageant includes Swiss music and folk-dancing, and authentic costumes. The success of the Wilhelm Tell pageant, in which many local townspeople participated, bolstered pride in Swiss heritage, inspiring additional efforts to promote Swiss culture, and leading to the development of "America's Little Switzerland" as a tourist destination. The period of significance under *Criterion C* in the area of architecture is 1938, the date of construction of the Chalet, while the period of significance under *Criterion B* extends from 1938 through 1946, the years in which Barlow originated, produced and directed the Wilhelm Tell pageant.

HISTORICAL CONTEXT: BRIEF HISTORY OF NEW GLARUS

Emigrants from canton Glarus, Switzerland, founded New Glarus in 1845. Terrible economic conditions in rural Switzerland, brought about by the combination of a burgeoning population, insufficient arable land, and lack of employment, left many families in desperate circumstances. In 1844, magistrates in canton Glarus financed a search for suitable land in the United States, organized the Emigration Society of the Canton of Glarus (society), and formulated rules for the use of common funds and property once the land was purchased. Glarus officials sent Nicholas Duerst and Fridolin Streiff as representatives of the society to acquire land for the colony. In July 1845, they bought 1,280 acres in what is now Green County, to be owned in common by the society. One hundred-eighteen immigrants arrived in August 1845, naming the colony New Glarus. A second group came in 1847. Initially, they followed the communal plan, but by 1856, had severed ties with canton Glarus, and all property was privately owned.¹¹

¹¹Millard Tschudy, *New Glarus, Wisconsin: Mirror of Switzerland, 1845-1995*, (1965), reprint (New Glarus: Millard Tschudy, 1995), 1-7, and 12; and John Luchsinger, "The Planting of the Swiss Colony at New Glarus, Wisconsin," *Wisconsin Historical Collections*, XII (1892): 380, <http://content.wisconsinhistory.org/cdm/search/collection/whc>, (retrieved 6 July 2014).

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Section 8 Page 2

Chalet of the Golden Fleece
New Glarus, Green County, Wisconsin

The Town of New Glarus was organized in April 1850. The original plat of New Glarus was recorded in 1851. By 1861, the settlement boasted a church, a school, a blacksmith shop, an apothecary, a wagon-maker, a tinsmith, two masons, two carpenters, two general stores, a physician, three shoemakers, a flour mill, and the New Glarus Hotel (extant, 100 Sixth Avenue, erected 1853). Swiss immigrants continued to settle in the area, and by 1870, Green County counted 1,247 Swiss-born residents.¹²

Although many of the Swiss colonists cultivated wheat, as was typical of early Euro-American settlers to Wisconsin, many had raised cattle in Switzerland, producing cheese for home consumption, which they continued in their new home. By 1870, wheat production in southern Wisconsin had plummeted, because the sustained, intensive wheat farming had depleted the nutrients in the soil, and for several years in a row, the cinch bug had decimated the wheat crop. The Swiss farmers of Green County quickly transitioned to dairying, and from home to factory production.¹³ The first cheese factory in the community of New Glarus opened in 1873, manufacturing “American cheese.” Nicklaus Gerber established two other factories in New Glarus township in 1876, making limburger. He soon erected the first factory to produce Swiss cheese (called Emmental in Switzerland) in nearby Washington township. In 1880, 752,000 pounds of cheese were produced in New Glarus township alone.¹⁴ By 1885, there were 18 cheese factories in New Glarus township, and Green County farmers were second in the state in factory cheese production, making more than 3.2 million pounds of cheese annually. By 1898, Green County counted 200 cheese factories and creameries, and produced over 10 million pounds of cheese. Green County would remain among the top ten cheese producing regions in the state through at least 1947.¹⁵

In the settlement of New Glarus, a branch of the Chicago, Milwaukee and St. Paul Railroad arrived in 1887. The community numbered 600 residents and 150 houses in 1890. New Glarus’ first bank was established in 1893, and the first newspaper began publishing in 1897. In 1901, New Glarus incorporated as a village.¹⁶ It continued to develop as an agricultural support community, a role it played well into the twentieth century. In 1910, the village numbered 708. The Helvetia Milk Condensing Co. (later Pet Milk Co.) opened that year. It would be a major employer in the village

¹² Millard Tschudy, iv, 17

¹³ Barbara L. Wyatt, ed., *Cultural Resource Management in Wisconsin*, (Madison: State Historical Society of Wisconsin, 1986), I:3-6 and 3-7.

¹⁴ Millard Tschudy, 25-26.

¹⁵ Wyatt, I:3-7; and *A Century of Wisconsin Agriculture: 1848-1948*, (Madison: Wisconsin Department of Agriculture, Bulletin No. 290, 1948), 111.

¹⁶ Millard Tschudy, 27-30.

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Chalet of the Golden Fleece
New Glarus, Green County, Wisconsin

until closing in 1962 in response to decreasing dairy production in the area.¹⁷ As agriculture was declining in the area around New Glarus, tourism was on the rise, especially following the closure of the Pet Milk complex. New Glarus, long known as “The Swiss Colony”, was gaining national attention as “America’s Little Switzerland,” a tourist destination. New Glarers had carried on some traditions brought from Switzerland, but the founding of the Wilhelm Tell pageant in 1938, the participation of many townspeople in the production, and the event’s success reawakened pride in Swiss heritage and led to the development of tourism as an important factor in the local economy. In addition to the popular annual Wilhelm Tell pageant, the Swiss Historical Village & Museum was planned (1939) and built (1942-ca.1990), the Chalet of the Golden Fleece opened as a museum of Swiss culture (1954), annual presentations of the Johanna Spyri play *Heidi* began (1965), the national Swiss Center of North America was established (1999), and many buildings, especially in the commercial district, were built or updated with Swiss architectural flourishes. Some businesses also promoted Swiss traditions, such as the Upright Swiss Embroideries, Inc., which took over a failing embroidery factory in New Glarus in 1936, embroidering handkerchiefs and dresser scarves. The firm later became the Swiss Miss Textile and Lace Factory, closing in 1998. The village has grown slowly but steadily, rising from 1,469 residents in 1960, to 2,172 in 2010. Today, tourism is the leading sector of New Glarus’ economy, although dairying continues to be important in Green County.

SIGNIFICANCE: ARCHITECTURE

The Chalet of the Golden Fleece is significant at the state level under *Criterion C* as an outstanding, architecturally accurate example of a Bernese mountain chalet. Edwin P. Barlow commissioned the Chalet of the Golden Fleece for his aunt, Verena (Fanny) Figi. Fanny (Streiff) Figi was the sister of Edwin’s mother, Magdalena (Streiff) Barlow. After Edwin’s mother died in 1898, Edwin lived with Fanny and her husband, Jacob Figi. The Figis operated the Monticello Hotel (Monticello, Green County) from at least 1900 until about 1912, and were proprietors of the Grandview Hotel in Ripon (Fond du Lac County, Wisconsin) from at least 1921 and into the 1930s. Following Jacob Figi’s death in 1931, Fanny Figi stayed with Edwin, who was then living in Lausanne, Switzerland. Mrs. Figi returned to the United States in July 1933, and continued in the hotel business until 1936.¹⁸ At that time, Mrs. Figi told Barlow she would like to retire to a home of her own in New Glarus, where she was born. Barlow was then living in New York City.¹⁹ He went to New Glarus and consulted with Jacob Rieder, a local architect who was a native of Switzerland, and who had displayed plans for

¹⁷ Millard Tschudy, 30-31.

¹⁸ U.S., Department of Commerce, Bureau of the Census, *Twelfth Census of the United States, 1900*, <http://www.search.ancestry.com>, (retrieved 1 July 2014); and U.S., Department of Commerce, Bureau of the Census, *Thirteenth Census of the United States, 1910*, <http://www.search.ancestry.com>, (retrieved 1 July 2014).

¹⁹ Betty Cass, “Madison Day by Day,” *Wisconsin State Journal*, (12 August 1938), 1:2.

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Section 8 Page 4

Chalet of the Golden Fleece
New Glarus, Green County, Wisconsin

Swiss chalets at the Chicago World's Fair: A Century of Progress in 1933.²⁰ Barlow and Rieder collaborated on a house for Mrs. Figi that would also provide an appropriate setting for Barlow's extensive collection of Swiss antiques and furniture. The men are said to have written to the U.S. Forest Products Laboratory in Madison to inquire what kind of building material would be most like the wood used in Switzerland, and followed the suggestion of "Idaho pine" (western white pine). Barlow returned to New York, leaving the project in Rieder's capable hands. Rieder met with Mrs. Figi, showed her pictures of Swiss chalets, and she selected one.²¹ The plans Rieder prepared for Mrs. Figi's residence, dated 12 June 1937, may have replicated the chalet she chose, although the one she selected has not been identified. However, in every respect, the exterior (and the dining room interior) reproduced the stylistic and decorative features characteristic of chalet design in the German-speaking, alpine regions of Switzerland, especially of the canton of Bern. Construction began in the fall of 1937. Mrs. Figi passed away on 4 December 1937, before the home was completed.²² The Chalet was finished in the summer of 1938, and Barlow, visiting from New York with his adoptive mother, Clara Mather, also of New York, officially opened the chalet with a reception to honor the architect on 11 August 1938.²³

John Jacob Rieder (1888-1953) was born in Chur, Canton Graubunden, Switzerland. He was apprenticed there to a woodcraftsman at the age of 9.²⁴ Rieder later studied at St. Gallen Polytechnic School, canton of St. Gallen.²⁵ He immigrated in 1914, arriving in Quebec City, Canada.²⁶ Rieder relocated to Milwaukee, and then settled permanently in New Glarus in 1915. Rieder worked as a carpenter, contractor, and architect (although he was never formally licensed in Wisconsin). His earliest work has not been identified, although he is said to have designed and erected many houses, commercial buildings and barns in and around New Glarus.²⁷ In 1933, he displayed plans for Swiss and Roman chalets at the Chicago World's Fair: A Century of Progress. In addition to the Chalet of

²⁰ Mrs. Arthur J. Theiler, "Unit Completed in Swiss Village: New Glarus Plans Historical Settlement," *Wisconsin State Journal*, 31 August 1942, 5.

²¹ Cass, (10 October 1938).

²² Fanny Figi, obituary, "Mrs. Fanny Figi Victim of Heart Attack," *New Glarus Post*, 8 December 1937, 1.

²³ "New Glarus Architect Honored."

²⁴ "Swiss Village in Wisconsin: New Glarus is 93 Years Old."

²⁵ Mary E. Taylor, "An Intensive Architectural and Historical Survey of Green County," report for the Southwest Wisconsin Regional Planning Commission, 5 December 1980, 22.

²⁶ Ancestry.com, *Swiss Overseas Immigration, 1910-1953*, [database on-line], (Provo, Utah: Ancestry.com Operations, Inc., 2013), <http://www.search.ancestry.com>, (retrieved 4 July 2014).

²⁷ *Swiss Historical Village, New Glarus, Wisconsin*, (New Glarus: New Glarus Historical Society, ca. 1975), 11.

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the Golden Fleece, Rieder designed several other residences in the village, including 601 Third Street (1940), 407 Fifth Avenue (ca. 1945), 606 Second Street (ca. 1945), 406 8th Avenue (ca. 1945), and the Chalet Emmental at 301 12th Avenue (1947-48).²⁸ Rieder also helped plan the Swiss Historical Village & Museum for the New Glarus Historical Society (NGHS). The NGHS was organized as a branch of the Green County Historical Society in 1937. In September 1938, the group met at the Chalet of the Golden Fleece to discuss how to exhibit the many items Carl Marty, Sr., of Monroe wished to donate. In May 1939, the NGHS decided to erect a complex of buildings representing the early settlement era of New Glarus. Rieder prepared plans for nine buildings, and built the first, a replica of the log cabin in which Swiss settlers spent the first winter (1845-46), himself.²⁹ It was completed in 1942.³⁰ Rieder also promoted Swiss heritage as a member of the Wilhelm Tell Community Guild, and as a participant in the German language production of the New Glarus Wilhelm Tell pageant from its debut in 1938 until his death.³¹

“Swiss Chalet” as an architectural style first appeared in the United States in Andrew Jackson Downing’s pattern book, *The Architecture of Country Houses*, published in 1850. Downing’s plan for “A Farm-house in the Swiss manner” utilized the front-gabled form, and low-pitched, broad-eaved roof projecting over a second-story balcony as well as a first-story, wrap-around veranda, elements characteristic of Swiss alpine chalets.³² As Downing acknowledged, his design otherwise “can scarcely be called Swiss...since we have purposely made it so simple in its exterior as to lose some of the details by which we most commonly recognize the Swiss chalet.”³³ The porch and balcony had square posts with plain braces, and decoration was limited to a narrow, scrolled bargeboard. Although the exterior was wood, Downing recommended vertical board-and-batten, as he employed in his Gothic Revival designs, rather than the horizontal board exterior that was standard in Switzerland. Other pattern book authors of the mid-nineteenth century also included a plan for a Swiss chalet, including Henry William Cleaveland, William Backus, and Samuel D. Backus, *Village and Farm Cottages* (1856),³⁴ and Henry Hudson Holly, *Holly’s Country Seats & Modern Dwellings* (1863).

²⁸ Taylor, 22.

²⁹ *Swiss Historical Village, New Glarus, Wisconsin*, 7-9; and “Pioneer Swiss Village Will Be Constructed in New Glarus Park,” *Capital Times*, 6 July 1939, 6.

³⁰ Theiler.

³¹ “Services Set Today for J. Jacob Rieder,” *Wisconsin State Journal*, 2 March 1953, 2:8.

³² Andrew Jackson Downing, *The Architecture of Country Houses*, 1850, reprint, (New York: Dover Publications, Inc., 1969), 151.

³³ Downing, 150.

³⁴ Henry William Cleaveland, William Backus, and Samuel D. Backus, *Village and Farm Cottages*, 1856, reprint, (Watkins Glen, New York: The American Life Foundation & Study Institute, 1976), 68.

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Holly's plan, intended "for some secluded valley in a wild and mountainous region,"³⁵ displays the most Swiss influence. The overhanging eaves of the roof are accented with exposed rafter tails, the porch and balcony (which rests on scrolled brackets) display wooden balustrades with cut-outs, and the chimneys possess gable-roofed tops.³⁶

The Swiss Chalet style was a part of the romantic, picturesque movement in domestic design in the U.S. in the mid-to-late nineteenth century. A few examples of the style were erected during this period, and generally feature broad-eaved, front-gabled roofs with brackets or exposed rafters, board-and-batten siding, and balconies and verandas with cut-out balustrades and simple bargeboards.³⁷ The Swiss Chalet style never enjoyed the popularity of Downing's preferred mode, the Gothic Revival, in the nineteenth century. However, the style was employed in several hotels and guest houses in Glacier National Park, in Montana, constructed between 1910 and 1915. Most are rock-faced stone buildings or log structures, and none possess the decorative elements of chalets in Switzerland. The Glacier National Park chalets were designated National Historic Landmarks in 1987.³⁸

The Swiss Chalet style enjoyed a brief revival at the turn of the twentieth century as part of the Arts and Crafts movement, notably in the work of Bernard Maybeck, and, to a lesser extent, the early designs of (Charles) Greene and (Henry) Green, in California.³⁹ As promoted in Gustav Stickley's magazine, *The Craftsman*, this version of Swiss Chalet style was truer to its Swiss antecedents, in which "every effort is made to show the joints and their fittings, the boards and timber, so that what is there by necessity becomes an object of decoration and harmony."⁴⁰

Maybeck's design for the Albert Schneider House (1905-06, in Berkely, California), in which the broad eaves are supported on brackets formed by the framing members, and Greene and Greene's landmark David B. Gamble House (1908, in Pasadena, California) both display enough authentic Swiss details to be included as American examples of the mode in William S.B. Dana's, *The Swiss*

³⁵ Henry Hudson Holly, *Holly's Country Seats & Modern Dwellings*, 1863, reprint, (Watkins Glen, New York: The America Life Foundation & Study Institute, 1977), 51.

³⁶ Holly, 50.

³⁷ Virginia Savage McAlester, *A Field Guide to American Houses: The Definitive Guide to Identifying and Understanding America's Domestic Architecture*, (New York: Alfred A. Knopf, 2013), 307.

³⁸ National Historic Landmark, *Great Northern Railway Buildings*, Glacier National Park, Montana, http://www.cr.nps.gov/history/online_books/harrison/harrion8.htm, (retrieved 4 July 2014).

³⁹ McAlester, 307-08; and Leslie Mandelson Freudenheim, *Building with Nature: Inspiration for the Arts and Crafts Home*, (Salt Lake City: Gibbs Smith, 2005), 140-43.

⁴⁰ Wendell G. Corthell, "The Use of Wood In Switzerland," *The Craftsman*, (October 1903), 37, <http://digicoll.library.wisc.edu>, (retrieved 1 July 2014).

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Chalet Book, (1913).⁴¹ Interestingly, the author describes Maybeck's work as having "a distinct tendency towards the Japanese,"⁴² while photographs of the Gamble House are captioned, "A chalet in the Japanese style."⁴³ Architectural historians regard these residences as high-style Western Stick designs, which inspired the Craftsman style; a connection to Swiss building traditions is no longer widely recognized.⁴⁴ Circa 1915 is the approximate end of the Swiss Chalet style in the United States.⁴⁵

The Chalet of the Golden Fleece does not represent the American Swiss Chalet style of either the nineteenth century picturesque movement, or the Arts & Crafts current of the turn of the twentieth century. It is an architecturally accurate example of chalet design erected in the German-speaking, alpine mountain region of Switzerland as early as the fifteenth century, which reached its most elegant and decorated form in the canton of Bern in the eighteenth and early nineteenth centuries, and which is still built. Edwin Barlow deliberately chose it, in part, to honor his Swiss heritage, and that of his aunt, Fanny (Streiff) Figi. Barlow had a deep appreciation for Swiss culture and history, demonstrated in his extensive collection of Swiss antiques and furniture, as well as his founding of the annual Wilhelm Tell pageant, and his eventual gift of the Chalet to the village to serve as a museum. More than anything, however, it was Barlow's desire to provide an appropriate setting for his collection that inspired him to commission an authentic Swiss chalet.⁴⁶

In Switzerland, the chalet originated as a rural building type, front gabled with overhanging eaves and an upper-story veranda or balcony, resting on a plastered or white-washed raised stone basement. Early chalets were of pine log construction, notched together at the corners, and displayed little ornamentation. Found throughout the alpine regions of what are now Switzerland, Germany, and France, they were built for farm families, who stabled livestock in the basement, and resided on the upper floors. Dana's *The Swiss Chalet Book* cites Ernst George Gladbach's *Charakteristische Holzbauten der Schweiz*, (1900), in tracing the origin of the Swiss chalet form of the late nineteenth century to the fifteenth century, through three successive periods represented by specific chalets. All

⁴¹ Dana, *The Swiss Chalet Book*, 1913, reprint, (LaVergne, Tennessee: Watchmaker Publishing, 2009), 133-134. An abbreviated version of Dana's book was first published in a series of articles in the New York-based journal, *Architecture and Building*, from November 1911 through May 1912.

⁴² Dana, 130.

⁴³ Dana, 133.

⁴⁴ McAlester, 568-78; and John J.-G. Blumenson, *Identifying American Architecture: A Pictorial Guide to Styles and Terms, 1600-1945*, 2nd ed., (Walnut Creek, California: AltaMira Press, 1995), 56-57.

⁴⁵ McAlester, 305, and 308.

⁴⁶ Cass, (10 October 1938).

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were located in the canton of Bern, the heartland of the Swiss chalet (although similar houses were found in other alpine cantons). A nineteenth century chalet at Iseltwald, which Dana hails as “probably the noblest example of the style,”⁴⁷ is said to exemplify the third period, and may have been the most influential, although a review of *The Swiss Chalet Book* suggests there were many similar historical examples (many also from canton Bern). By the late nineteenth century, factories in Interlaken (canton Bern) and Geneva (canton Geneva) were mass-producing high-quality chalets, shipped in pieces and assembled on site, for uses as diverse as granaries, railroad stations, summer homes, and palatial hotels.⁴⁸

The late nineteenth century chalet of Switzerland, of Gladbach’s third period, retained the front-gabled form, eaves as wide as ten feet, roof clad with slates or tiles weighted down with rows of rocks (held in place with boards), plastered raised basement, and upper floors finished with horizontally-laid, varnished or stained pine planks, joined with dowels and square corner notches, and accented with wrap-around balconies or verandas (sheltered beneath projecting eaves).⁴⁹ Modern construction materials and methods were employed, particularly by the chalet factories, yet they were hidden. The basement was of concrete, and the framing and interior partitions were standard milled lumber.⁵⁰ Additional exterior details that distinguished the Swiss chalet of this era (figure 4 presents an example) were: extending the ends of the wall planks to form heavy carved brackets supporting the veranda or balcony, as well as the eaves in the gable end, and applying additional brackets (one of which was always at the peak) that appeared to provide support; simple balcony or veranda posts with braces holding a crossbeam on which the exposed rafter tails rested; lace-like perforated ornamentation (heart, lozenge and star shapes favored) formed by the joints on plank shutters (usually painted green) and on flat, wooden balustrades; a belt course, often scalloped and sitting on small brackets, closing the gable end or separating the first from the second story; grouped casement windows, often with a flower box or a shelf underneath; scrolled, herringbone or chevron decoration on moldings, belt courses, and surrounds; gable ends enriched with horizontal bands of ornamentation, including German text; and a plastered chimney with a gable roof. The entrance was typically on the side, with stairs and a wooden lace-like balustrade rising along the front, and wrapping around the side to the entrance.

The interior was finished with pine, often alternating light and dark tones, and could include tongue-and-groove boards (floor or ceiling), paneling (walls or ceiling), and parquet (floor or ceiling)(sample

⁴⁷ Dana, 17.

⁴⁸ Dana, 23-24.

⁴⁹ Dana, 14-22.

⁵⁰ Dana, 28.

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shown in figure 4).⁵¹ The monumental ceramic tile heater (or Nuremberg stove) was a “most distinctive...fixture of the chalet interior...always located at the center of the story, adjacent to the kitchen...”⁵² A built-in buffet, generally ornately carved, was also typical. Interestingly, many of the plans for manufactured chalets illustrated in *The Swiss Chalet Book* display the influence of other styles then in vogue, such as Queen Anne-inspired turned posts, window configurations, polygonal bays, and entrance porch with its own roof.⁵³ In contrast, the individually-built chalets of the period Dana depicts display leaded-glass casements with square or bull’s-eye panes, and cornice window heads with simple classical details such as modillions and dentils.⁵⁴

The Chalet of the Golden Fleece is an outstanding, architecturally accurate example of a chalet of the alpine region of Switzerland of Gladbach’s third period, particularly of canton Bern. In a 1938 interview, either Rieder or Barlow stated that the Chalet “embod[ies] the best points of Bernese design...the canton in which Swiss architecture is developed to its highest degree.”⁵⁵ The Chalet possesses the traditional front-gabled form, wide-eaved roof projecting over wrap-around balcony and side entrance, rows of rocks held in place with boards and a gabled plastered chimney on the roof, plastered raised basement, and wood plank exterior with square corner notches. Grouped casement windows, some leaded-glass with bull’s-eye panes, flower boxes, and green plank shutters with heart-shaped perforations are all drawn from Swiss chalet precedents, as are the flat, wooden balustrades with lace-like cut-outs, the exposed rafter tails resting on carved crossbeams supported by simple porch posts with cross braces, the wall plank ends that project to form brackets, the doors enriched with strips of wood in herringbone pattern, and the German text painted on the front façade gable ends. On the interior, the dining room exemplifies Swiss chalet tradition, with pine paneling in alternating light and dark shades covering the walls, as well as the ceiling, where the panels are square and trapezoidal, the casements with bull’s-eye panes, the shelf above each opening, and the jade ceramic tile heater. The built-in buffet, carved by Rieder with herringbone patterns, completes the Swiss décor. Elements of Swiss chalet tradition are found in other rooms, such as the paneling and board ceiling in the living room, and the built-in benches and table with scrolling in the breakfast nook. Even the striped shades in the first floor windows overlooking Second Street are Swiss inspired. The Chalet retains excellent integrity (figure 5).

The Chalet of the Golden Fleece is one of only three authentic Swiss chalets that have been identified in Wisconsin. All three reflect a love of Switzerland and ethnic pride, rather than an attempt at

⁵¹ Dana, 33-41, 46, 50, 93, 97, 99, 103-08, 113-15, 119, and 121.

⁵² Dana, 121.

⁵³ Dana, 46, 48, and 64, for example.

⁵⁴ Dana, 73, 75, 76, 84, and 90, among others.

⁵⁵ “Swiss Village in Wisconsin: New Glarus is 93 Years Old.”

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picturesqueness. One is Chalet Emmental at 301 12th Avenue in New Glarus.⁵⁶ The other is the Herman and Hanna Hediger House at 8 Grand Avenue in Neillsville, Clark County (NRHP 2013, figure 6).⁵⁷ The Chalet Emmental was designed by Rieder and erected for Ernst Thierstein in 1947-48.⁵⁸ This design appears to have been patterned after the Chalet of the Vine, in Interlaken, Switzerland.⁵⁹ The Chalet Emmental is one and one-half stories tall, front-gabled with a very wide, low-pitched, jerkinhead roof. The roof displays a curvilinear bargeboard of vertical planks and projects over the front, full-façade balcony, and rear and side entrance porches. The raised, concrete basement is plastered, and the upper stories are clad with pine planks, stained brown, and laid with square notches. The windows are paired and grouped casements accented with plank shutters that are painted green and display a cut-out heart. Flower boxes and balustrades enriched with perforations embellish the house. German text in the gable end informs the viewer that the house was designed by Rieder in 1947 for Thierstein, from the village of Boviél, valley of Emmental, canton Bern.⁶⁰ Pine paneling and other Swiss flourishes are found on the interior. Although the Chalet Emmental is not quite as elaborate as the Chalet of the Golden Fleece, it is an excellent example of a traditional Swiss chalet as erected in canton Bern, retaining a high degree of integrity.

The Hediger House was erected for a Swiss immigrant couple in 1948-49 (figure 6). Herman Hediger was from Reinach (in the alpine canton of Basel-Landschaft), and traveled to Switzerland to learn chalet construction techniques. Hediger designed his house, and brought two Swiss craftsmen back to Wisconsin to help him build the chalet. The mason, Hans Haefeli, came from canton Aargau (also in the Alps). The other builder was a cabinetmaker, John Morgenthaler, from canton Bern. The Hediger House is a two-story, front-gabled building with a plastered first story, accented with rock-faced stone; log siding covers the second story. The house features wide eaves with heavy brackets, full-façade balconies with flat, wooden cut-out balustrades, and paired casement windows with shutters. The Hediger House was listed on the National Register in 2013, for significance under *Criterion C*, as “an excellent example of a European inspired Swiss Chalet...”⁶¹ However, it is not as high-style an example as either the Chalet of the Golden Fleece, or the Chalet Emmental.

⁵⁶ Wisconsin AHI #50757.

⁵⁷ Wisconsin AHI #6291.

⁵⁸ Miriam T. Abplanalp, “Thierstein Names Home in Honor of Birthplace,” *Wisconsin State Journal*, 20 March 1949, IV:3.

⁵⁹ Dana, frontispiece and 95.

⁶⁰ Abplanalp.

⁶¹ National Register of Historic Places, “Herman and Hanna Hediger House,” Neillsville, Clark County, Wisconsin, Reference #13000651, 8:1.

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Two other pre-1965 properties in New Glarus show the influence of authentic Swiss architectural traditions. The house at 606 Second Street just north of the Chalet of the Golden Fleece, was designed by Jacob Rieder and erected ca. 1945.⁶² It is a one and one-half story frame residence with front-gabled form, wide eaves embellished with brackets and knee braces enriched with chevron ornamentation, white stucco finish, and a group of windows with casement proportions over a long flower box. The house appears to retain very good integrity, but is not a fully-developed example of an authentic Swiss chalet, and so is not really comparable to the Chalet of the Golden Fleece. The other Swiss-influenced building, Bigler's Swiss Tavern is a commercial example, and reflects small-town, urban Swiss building traditions. The tavern is located at 408 Second Street, two blocks north of the Chalet, and was the first building in New Glarus to display authentic Swiss architectural elements.⁶³ Erected for Swiss immigrant, Fred Bigler, in 1935-36,⁶⁴ the two-story, brick-veneered building features a projecting, front-gabled second story set on brackets. A balcony with a flat, cut-out wooden balustrade flanks either side of the center gable. Grouped windows with casement proportions, accented with long flower boxes, are found at both stories on the front-facing façade. The gable end is enriched with applied half-timbering, heavy brackets, and a scrolled bargeboard. It is unknown whether Jacob Rieder designed the tavern. Bigler's Swiss Tavern is intact, but as a commercial example is not really comparable to the Chalet of the Golden Fleece.

It should be noted that there are a number of commercial and public buildings in New Glarus that employ Swiss chalet elements, to promote the Swiss heritage of the village and attract tourists. Most were constructed since the late 1970s, such as the sprawling Chalet Landhaus on Highway 69 (first section completed 1980),⁶⁵ and the Maple Leaf Cheese and Chocolate Haus at 554 First Street (1981). Swiss details have also been applied to existing buildings and, since adoption of the current municipal code in 2000, all buildings (except residences not in commercial use) undergoing substantial alteration or remodeling (as well as all new construction) and located in one of two commercial zoning districts, must conform to the "Swiss Architectural Theme." The code provides a list of published resources, and design review criteria.⁶⁶ Finally, the Swiss Historical Village & Museum is also nearby, in the New Glarus Village Park. Owned and operated by the New Glarus Historical Society, its complex of

⁶² Taylor, 22. Wisconsin AHI #228073.

⁶³ Kim D. Tschudy, *Images of America: The Swiss of New Glarus*, (Charleston, South Carolina: Arcadia Publishing, 2007), 68.

⁶⁴ "It's Really Swiss: New Glarus Tavern Has True Rustic Splendor," *Wisconsin State Journal*, 19 September 1936, 10. Wisconsin AHI#228072.

⁶⁵ "New Glarus Hotel," *Wisconsin State Journal*, 17 November 1979, 4:1, shows hotel under construction.

⁶⁶ New Glarus, Wisconsin, *Municipal Code* (2000), Art, II, sec. 118-19, <http://ecode360.com/9800058> (retrieved 4 July 2014).

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14 buildings recreates early New Glarus history. Rieder planned the museum and nine of the buildings, and built the first, a log cabin, himself. However, none of the museum resources reflect Swiss chalet design, except for the entrance pavilion (designed by Madison architect, Stuart W. Gallaher, ca. 1990).⁶⁷

SIGNIFICANCE: EDWIN P. BARLOW IN THE AREAS OF ETHNIC HERITAGE (SWISS) AND PERFORMING ARTS

The Chalet of the Golden Fleece is also significant under *Criterion B*, at the local level, in the Areas of Ethnic Heritage (Swiss) and Performing Arts, for its association with Edwin P. Barlow, founder of the Wilhelm Tell pageant, which has been performed in New Glarus every Labor Day weekend since 1938. Barlow (1885-1957) was born in Milwaukee. His father, Warren Barlow, was from an old New England family, while his mother, Magdalena (Streiff) Barlow was born in Switzerland, and raised in New Glarus. After her death in 1898, Barlow's aunt, Fanny (Streiff) Figi and her husband, Jacob Figi, raised him. Barlow attended George Washington University for two years, but was living with the Figis in 1910.⁶⁸ By 1913 he had moved to New York City to pursue a career in the theater, while working at the Long Island Savings Bank.⁶⁹ That year, he traveled to Switzerland, where he saw Friedrich Schiller's play, *Wilhelm Tell* (1804), at Interlaken (where it was presented annually 1931-39, and continuously since 1947).⁷⁰ Barlow returned to New York City, and continued as an actor until enlisting in World War I.⁷¹ He served in a field hospital unit, with the 32nd Division, for two years in France and Germany.⁷² Barlow then returned to New York City, producing and directing in the theater through the 1920s.⁷³ For much of the 1930s, Barlow lived in Lausanne, Switzerland. He

⁶⁷ Stuart W. Gallaher, obituary, "Olbrich Architect Gallaher Dies at 60," *Wisconsin State Journal*, 31 July 1991, 3D.

⁶⁸ Edwin P. Barlow, obituary, "Stricken at Ripon: Edwin P. Barlow, Benefactor, Dies," *Monroe Evening Times*, 23 September 1957, 1.

⁶⁹ Edwin P. Barlow, obituary; and Barlow sailed from Europe through Philadelphia, arriving in September 1913, and listing his occupation as "theatrical." Ancestry.com, *Philadelphia Passenger Lists, 1800-1948*, [database on-line], (Provo, Utah: Ancestry.com Operations, Inc., 2008), <http://www.ancestry.com>, (retrieved 5 July 2014).

⁷⁰ Cass (12 August 1938); and Wilhelm Tell, www.tellspele.ch, (retrieved 5 July 2014).

⁷¹ Barlow appears in the 1915 directory for New York City, Ancestry.com, *U.S. City Directories, 1820-1989*, [database on-line], (Provo, Utah: Ancestry.com Operations, Inc., 2009), <http://www.ancestry.com>, (retrieved 5 July 2014); and, listing his occupation as actor, Ancestry.com, *U.S., World War I Draft Registration Cards, 1917-18*, [database on-line], (Provo, Utah: Ancestry.com Operations, Inc., 2005), <http://www.ancestry.com>, (retrieved 2 July 2014).

⁷² Barlow, obituary.

⁷³ Barlow was living in Manhattan with Clara Mather, a relative who had adopted him in 1924,

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remained close to his aunt, and Mrs. Figi visited him in Lausanne in 1933.⁷⁴ In 1936, Barlow moved back to New York, bringing his collection of many rare Swiss antiques. Barlow spent much of the summer of 1937 in New Glarus with Figi, planning her new home, the Chalet of the Golden Fleece. Although Mrs. Figi died before the Chalet was completed, Barlow continued the project, and opened the Chalet with a reception on 11 August 1938. During the summer of 1938, Barlow convinced several well-respected, long-time New Glarers, including Esther Stauffacher, Ernst Thierstein, and probably, Jacob Rieder, to help him recruit some 150 local residents to present a Wilhelm Tell pageant, in German, on Labor Day. He had a copy of the script of Schiller's 1804 play, *Wilhelm Tell*, as performed in Interlaken, and planned to produce a slightly-shortened version of it, interspersed with music, outdoors in a farmer's glen adjacent to New Glarus.⁷⁵ On August 31, 1938, the *New Glarus Post* announced that the play would be presented on September 4 and September 5, 1938, and published a cast of characters, and a summary of each act.⁷⁶

The play recounts the story of Swiss national hero, Wilhelm Tell, said to have lived in a small village in the Waldstätte (the three cantons of Uri, Schwyz, and Unterwalden) on Lake Lucerne. It is set in the late 13th century, when the Austrian/Holy Roman empire controlled the region, restricting the freedom of the Swiss and demanding increasingly higher taxes. Tell, famed for his skill with the crossbow, runs afoul of the imperial official, Gessler. Gessler demands that Tell prove his marksmanship by shooting an apple off his son's head. Tell succeeds, and later in the play kills Gessler, helping the Waldstätte to gain independence as the Swiss Confederation (traditionally dated to August 1, 1291).⁷⁷ Although many historians consider the story a legend, Wilhelm Tell has long been the symbol of Swiss independence, and the Swiss national spirit.⁷⁸

Even before the pageant was performed in 1938, Barlow hoped to make it an annual event.⁷⁹ It was indeed a success, and soon attracted attention beyond Wisconsin. In 1940, for example, requests for

according to the 1930 census, U.S., Department of Commerce, Bureau of the Census, *Fifteenth Census of the United States, 1930*, <http://www.search.ancestry.com>, (retrieved 5 July 2014).

⁷⁴ Ancestry.com, *Passenger and Crew Lists of Vessels Arriving at New York, New York, 1897-1957*, [database on-line], (Provo, Utah: Ancestry.com Operations, Inc., 2008), <http://www.ancestry.com>, (retrieved 3 July 2014).

⁷⁵ Cass, (12 August 1938).

⁷⁶ "Wilhelm Tell Will Be Presented at New Glarus," *New Glarus Post*, 31 August 1938, 1-2.

⁷⁷ Lawrence N. Eldred, "Authentic Costumes to Add to Color of Tell Play, Event Scheduled Sept. 1, 2," *Wisconsin State Journal*, 25 August 1940, 6.

⁷⁸ Wilhelm Tell Community Guild, *Wilhelm Tell Festival, New Glarus, WI*, <http://www.wilhelmtell.org>, (retrieved 5 July 2014).

⁷⁹ Cass, (12 August 1938).

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Chalet of the Golden Fleece
New Glarus, Green County, Wisconsin

tickets came from as far away as New Hampshire and Massachusetts.⁸⁰ Barlow spent summers in New Glarus through 1945, directing the Wilhelm Tell Community Guild in presenting the pageant. Barlow and the Chalet of the Golden Fleece were "...the center around which the Tell production rotates."⁸¹

For the first three years, the play was presented in German only. Beginning in 1941, one of the two performances was given in English.⁸² In 1946, some 4,000 guests attended the play.⁸³ In the 1960s, a third performance was added to accommodate growing numbers of visitors.⁸⁴ The pageant was held at Elmer's Grove until 1953, when it was moved to its current site on County Highway W, east of New Glarus. The Wilhelm Tell Community Guild purchased the site in 1974. Since 2010, the play has been staged in English only, except for one German performance on the 75th anniversary in 2012.⁸⁵

Since the beginning, the Wilhelm Tell pageant has been more than just a play; it has also showcased other aspects of Swiss culture, many of them initiated by Barlow. The opening scene is set by a group of Swiss 'peasants' bringing brown Swiss cows 'down from the mountain,' singing and yodeling. From 1940 until present, usherettes dressed in authentic costumes representing each of the 22 (now 23) Swiss cantons performed folk-dances during the intermission.⁸⁶ The play has typically been an afternoon performance, and the New Glarus Maennerchor, yodelers, alpine horns, and accordion ensembles have presented Swiss music either between acts, or at concerts or dances held after the play.⁸⁷

Production of the Wilhelm Tell pageant in 1938 involved 150 New Glarers; in 1939, 200 participated. In a village with a population of 1,068 in the 1940 census, this made it a community effort. Before the Wilhelm Tell pageant was first presented, many people still spoke the Swiss language, but Swiss traditions maintained in New Glarus were primarily limited to music (such as the New Glarus Yodelers and the Maennerchor, both organized in 1928), card games (*jass*, related to

⁸⁰ Eldred.

⁸¹ Eldred.

⁸² Cedric Parker, "Swiss Fight for Freedom Told in New Glarus Play," *Capital Times*, 24 August 1941, 5.

⁸³ "4,000 See Pageant of Wilhelm Tell," *Wisconsin State Journal*, 3 September 1946, 9.

⁸⁴ Tschudy, *Images of America: The Swiss of New Glarus*, 113.

⁸⁵ Wilhelm Tell Community Guild.

⁸⁶ Barlow conducted extensive research to ensure that the costumes would be correct, "Swiss to Repeat Liberty Play: New Glarus Cast to Give Wilhelm Tell," *Wisconsin State Journal*, 30 August 1943, 7; and Millard Tschudy, 41.

⁸⁷ Wilhelm Tell Community Guild.

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Chalet of the Golden Fleece
New Glarus, Green County, Wisconsin

pinochle, and *schafskopf*, or sheephead) and the celebration of Kilby Sunday. Originally called *Kirchweihe*, this was Switzerland's leading religious holiday. Held the last Sunday in September, it involved the re-dedication of the local church, followed by target-shooting, feasting, and dancing.⁸⁸ New Glarus had long been known as "The Swiss Colony," but involvement in the Wilhelm Tell pageant bolstered pride among the many Swiss Americans in New Glarus (and Green and Dane counties), and sparked other efforts to promote Swiss heritage. A 1939 newspaper article credited Barlow, stating he "...is responsible for the revival of interest here in Swiss life and culture and the early Swiss immigration to Green County..."⁸⁹ As a result of this increased ethnic pride, tourism became an important factor in the economy of "America's Little Switzerland," and leads it today. Most noticeable are the many buildings, especially businesses, in the village that display Swiss alpine architectural influence (a measure mandated in the municipal code in 2000), the national Swiss Center of America (since 1999), and the Swiss Historical Village and Museum. Sponsored by the New Glarus Historical Society, a branch of the Green County Historical Society, this was also a project that the whole Swiss-American community of Green County was invited to participate in.⁹⁰ Edwin Barlow was a leading figure in promoting an appreciation of Swiss heritage, not only as founder and guiding spirit of the "Wilhelm Tell Pageant," producing and directing it through 1946, but also in his gift to the village of the Chalet of the Golden Fleece, and all its contents, as a museum of Swiss culture.

On July 1, 1942, Barlow announced that he would leave the Chalet and all its contents to the village as a museum in his will.⁹¹ Barlow primarily resided in New York City into the early 1950s, spending most summers in New Glarus. In 1951, Barlow again directed the Wilhelm Tell pageant, in both languages.⁹² In July 1953, Barlow announced he would turn over the Chalet to the Village as of January 1954. By this time, he was residing in Escona, Canton Tessin, Switzerland. He returned to New Glarus in August 1957 to attend the 20th anniversary performance of the Wilhelm Tell pageant, and was visiting family in Ripon when he passed away.⁹³ The Village of New Glarus has operated the Chalet of the Golden Fleece as a museum since 1954.

⁸⁸ John Luchsinger, "The Swiss Colony of New Glarus," *Wisconsin Historical Collections*, VIII (1879): 437-438, <http://content.wisconsinhistory.org/cdm/search/collection/whc>, (retrieved 6 July 2014).

⁸⁹ "200 New Glarus Residents Will Again Present Colorful Pageant of Homeland, 'Wilhelm Tell,'" *Capital Times*, 6 August 1939, 5.

⁹⁰ "Pioneer Swiss Village Will Be Constructed in New Glarus Park."

⁹¹ "Barlow Chalet Will Be Given To New Glarus, Property Will Be Used as Museum After His Death," *Capital Times*, 1 July 1942, 6; and Theiler.

⁹² "Barlow to Direct New Glarus Pageant," *Wisconsin State Journal*, 10 August 1951, 9.

⁹³ Barlow, obituary.

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Chalet of the Golden Fleece
New Glarus, Green County, Wisconsin

CONCLUSION

The Chalet of the Golden Fleece is significant at the state level under *Criterion C*, in the Area of Architecture as an outstanding and intact, authentic Swiss Bernese mountain chalet. It is an architecturally accurate example of chalet design erected in the German-speaking, alpine mountain region of Switzerland, particularly in the canton of Bern, the heartland of the traditional Swiss chalet. It is the best executed example of the authentic Swiss Chalet style in Wisconsin. The Chalet is also significant at the local level under *Criterion B*, in the Areas of Ethnic Heritage (Swiss) and Performing Arts, for its association with Edwin P. Barlow. Barlow was the founder and guiding spirit of the Wilhelm Tell pageant, performed annually since 1938. The success of the Wilhelm Tell pageant, in which many local townspeople participated, reawakened pride in Swiss heritage, inspired other activities promoting Swiss culture, and led to the development and rebranding of New Glarus as “America’s Little Switzerland” and a tourist destination.

___ End of Statement of Significance

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Chalet of the Golden Fleece
New Glarus, Green County, Wisconsin

Insert References

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New Glarus, Green County, Wisconsin

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Section 10 Page 1

Chalet of the Golden Fleece
New Glarus, Green County, Wisconsin

Insert Boundary Descriptions

VERBAL BOUNDARY DESCRIPTION

The Chalet of the Golden Fleece is located in the village of New Glarus, Green County, Wisconsin, on a parcel that coincides with its legal lot lines, more particularly described as the West ½ of Lot 5, Block 2, Legler's Addition to New Glarus. The legal and historic boundary follows the back line of the sidewalk along 2nd Street, a distance of about 66 feet, and the back line of the sidewalk along 7th Avenue, a distance of about 66 feet. The boundary encloses a square parcel of less than one acre.

BOUNDARY JUSTIFICATION

The boundary of the Chalet of the Golden Fleece encloses all those resources historically associated with the property. It coincides with the legal boundary.

End of Boundary Descriptions

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Section photos Page 1

Chalet of the Golden Fleece
New Glarus, Green County, Wisconsin

Insert Photo Descriptions

Name of Property: Chalet of the Golden Fleece
Village: New Glarus
County: Green County
State: Wisconsin
Name of Photographer: Elizabeth L. Miller
Date of Photos: May 2014
Location of Original Data Files: Wisconsin Historical Society, Division of Historic Preservation-
Public History, Madison, WI

WI_GreenCounty_ChaletoftheGoldenFleece_0001
West (front) façade, camera facing southeast

WI_GreenCounty_ChaletoftheGoldenFleece_0002
West (front) façade, camera facing northeast

WI_GreenCounty_ChaletoftheGoldenFleece_0003
West (front) façade, camera facing east

WI_GreenCounty_ChaletoftheGoldenFleece_0004
West (front) façade, camera facing southeast

WI_GreenCounty_ChaletoftheGoldenFleece_0005
North (right) and East (left) façade, camera facing southwest

WI_GreenCounty_ChaletoftheGoldenFleece_0006
South façade, camera facing north

WI_GreenCounty_ChaletoftheGoldenFleece_0007
East (right) and South (left) façade, camera facing northwest

WI_GreenCounty_ChaletoftheGoldenFleece_0008
Kitchen, camera facing south

WI_GreenCounty_ChaletoftheGoldenFleece_0009
Living room, camera facing northeast

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Section photos Page 2

Chalet of the Golden Fleece
New Glarus, Green County, Wisconsin

WI_GreenCounty_ChaletoftheGoldenFleece_0010
Dining room, camera facing southeast

WI_GreenCounty_ChaletoftheGoldenFleece_0011
Dining room, camera facing southwest

WI_GreenCounty_ChaletoftheGoldenFleece_0012
Dining room, camera facing northeast

___End of Photo Descriptions

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Section figures Page 1

Chalet of the Golden Fleece
New Glarus, Green County, Wisconsin

 Insert Figures

- Figure 1 Chalet of the Golden Fleece, New Glarus, Wisconsin, USGS Map with UTM Reference
- Figure 2A Chalet of the Golden Fleece, First Floor Plan, with Photo Key
- Figure 2B Chalet of the Golden Fleece, Second Floor Plan
- Figure 2C Chalet of the Golden Fleece, Basement Plan
- Figure 2D Chalet of the Golden Fleece, West (Front) Elevation
- Figure 2E Chalet of the Golden Fleece, North Elevation
- Figure 2F Chalet of the Golden Fleece, South Elevation
- Figure 2G Chalet of the Golden Fleece, East (Rear) Elevation
- Figure 3 Chalet of the Golden Fleece, Site Plan, with Photo Key
- Figure 4 Swiss Precedents for the Chalet of the Golden Fleece
- Figure 5 Chalet of the Golden Fleece, ca. 1940
- Figure 6 Hediger House, NRHP #130000651, a comparison property.
- Figure 7 Photograph, Edwin P. Barlow

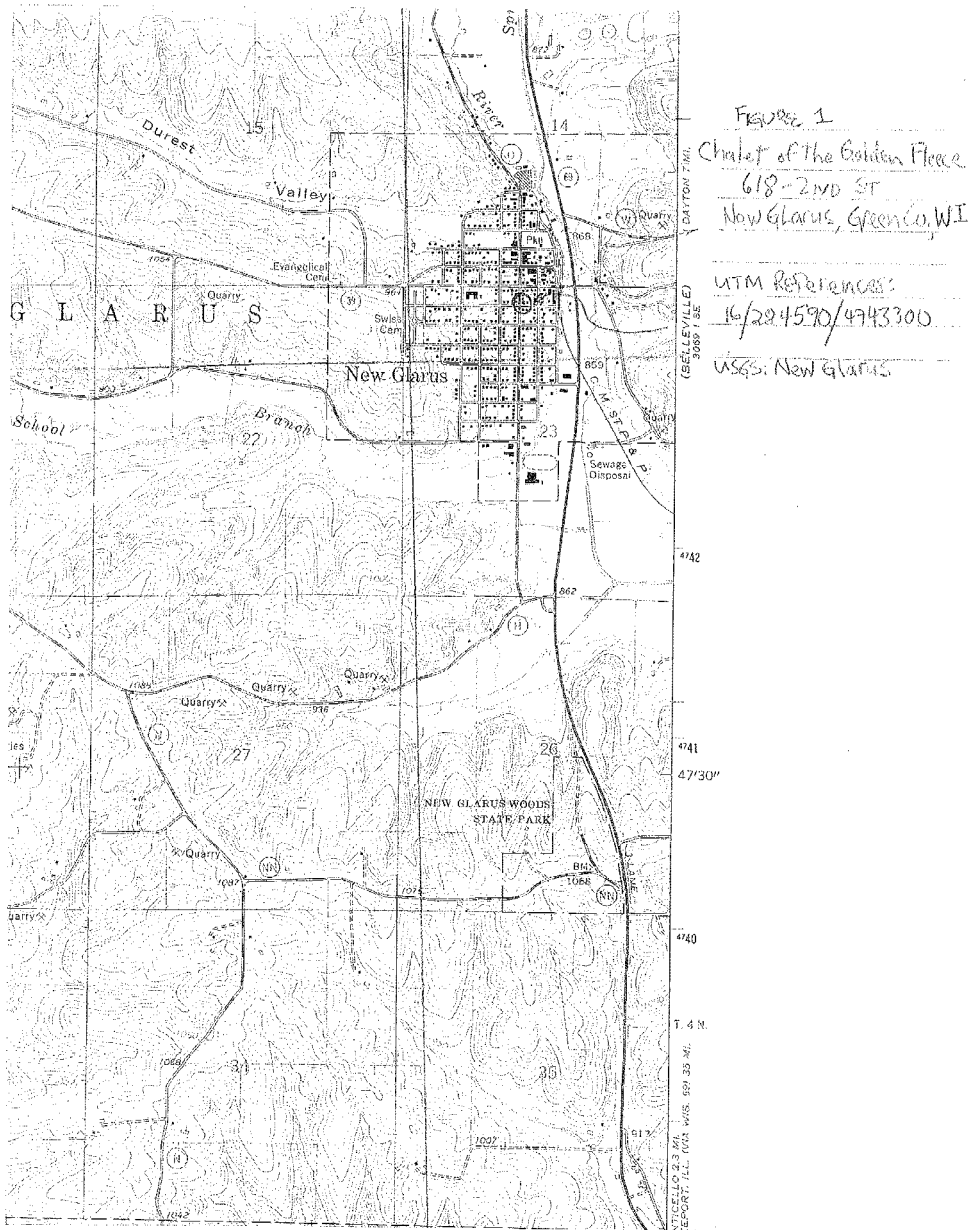
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Chalet of the Golden Fleece
New Glarus, Green County, Wisconsin

Section figures Page 2

Figure 1 Chalet of the Golden Fleece, New Glarus, Wisconsin, USGS Map with UTM Reference

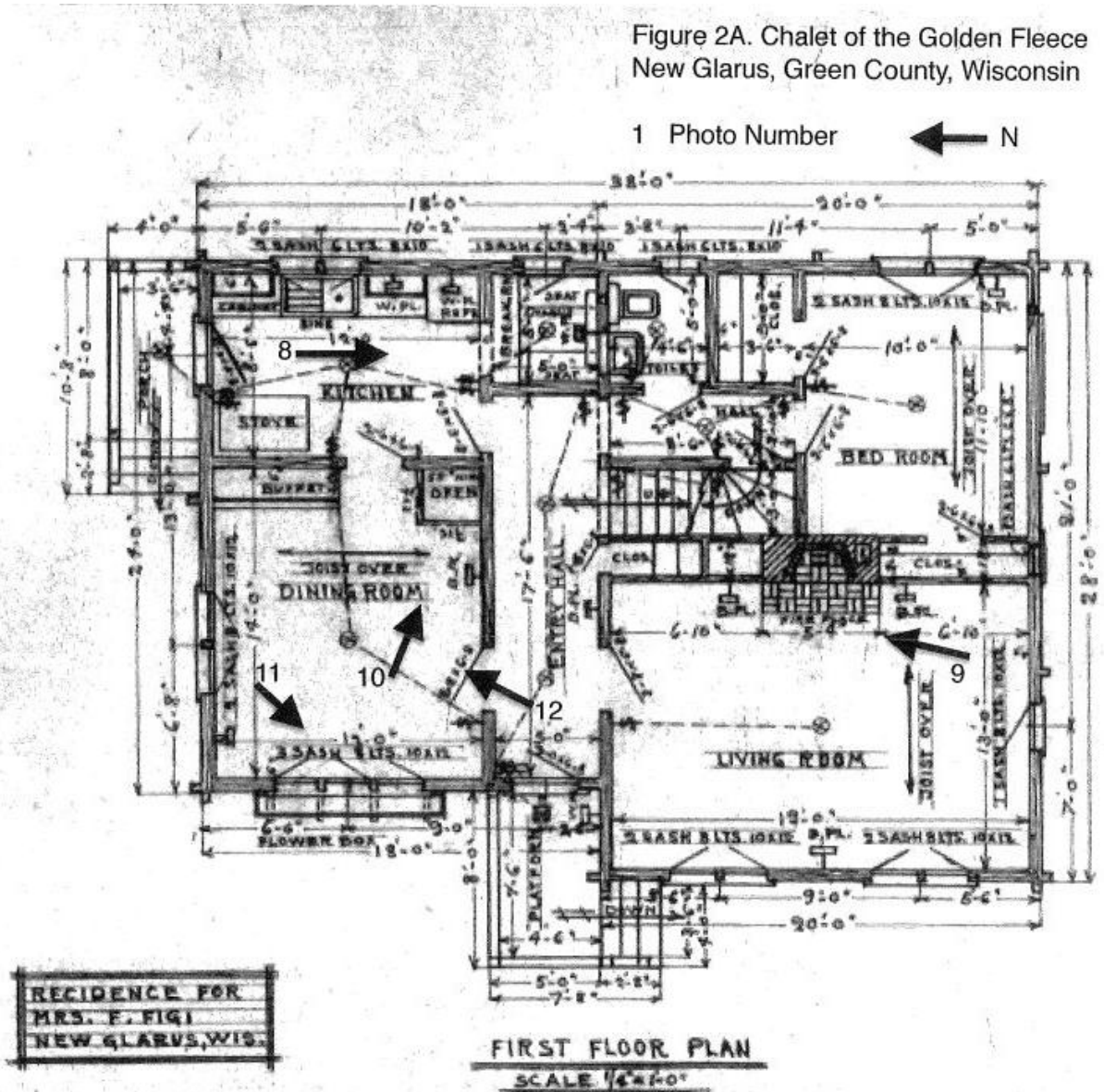


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Figure 2A First Floor Plan, with Photo Key

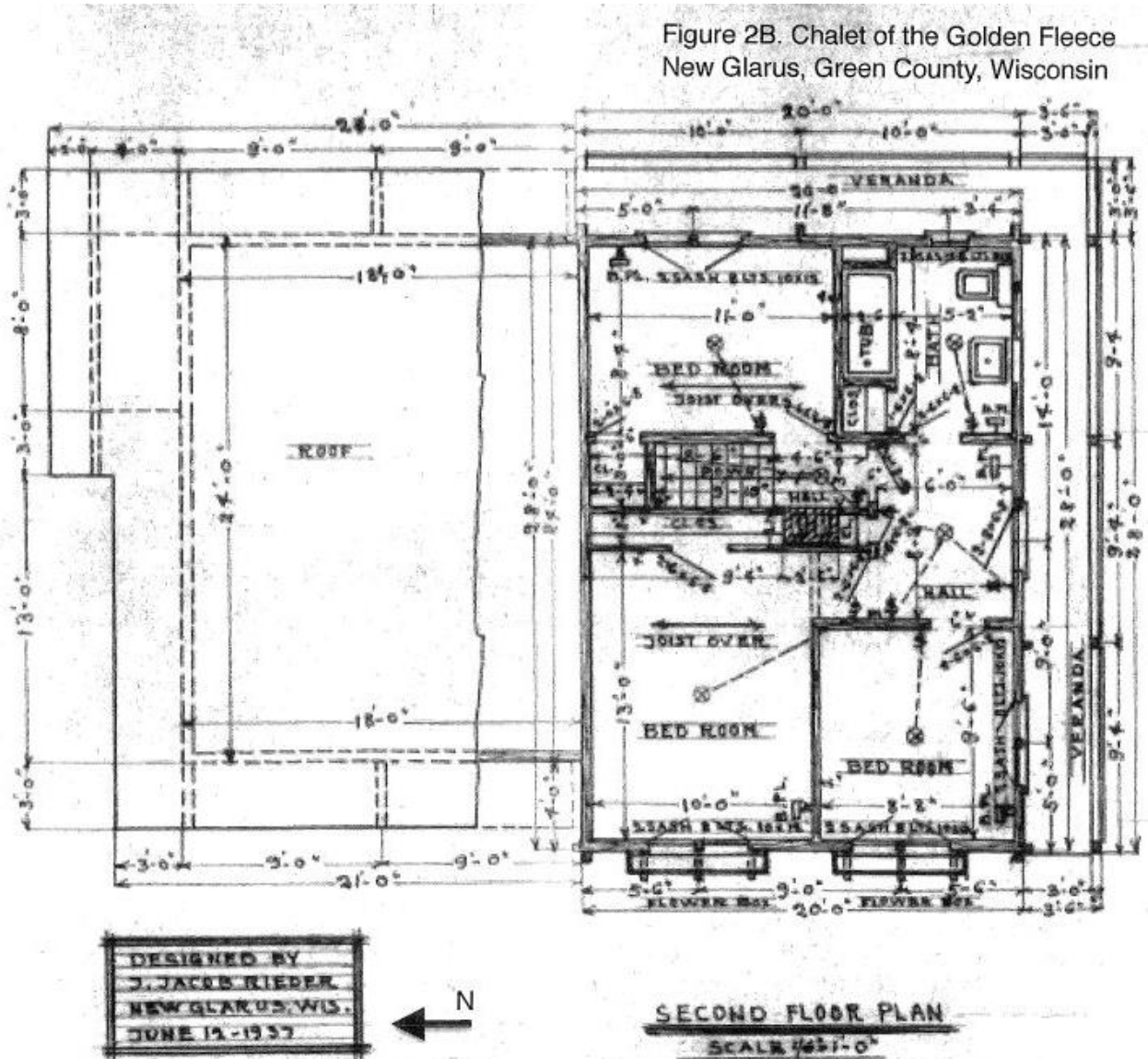


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Figure 2B Second Floor Plan

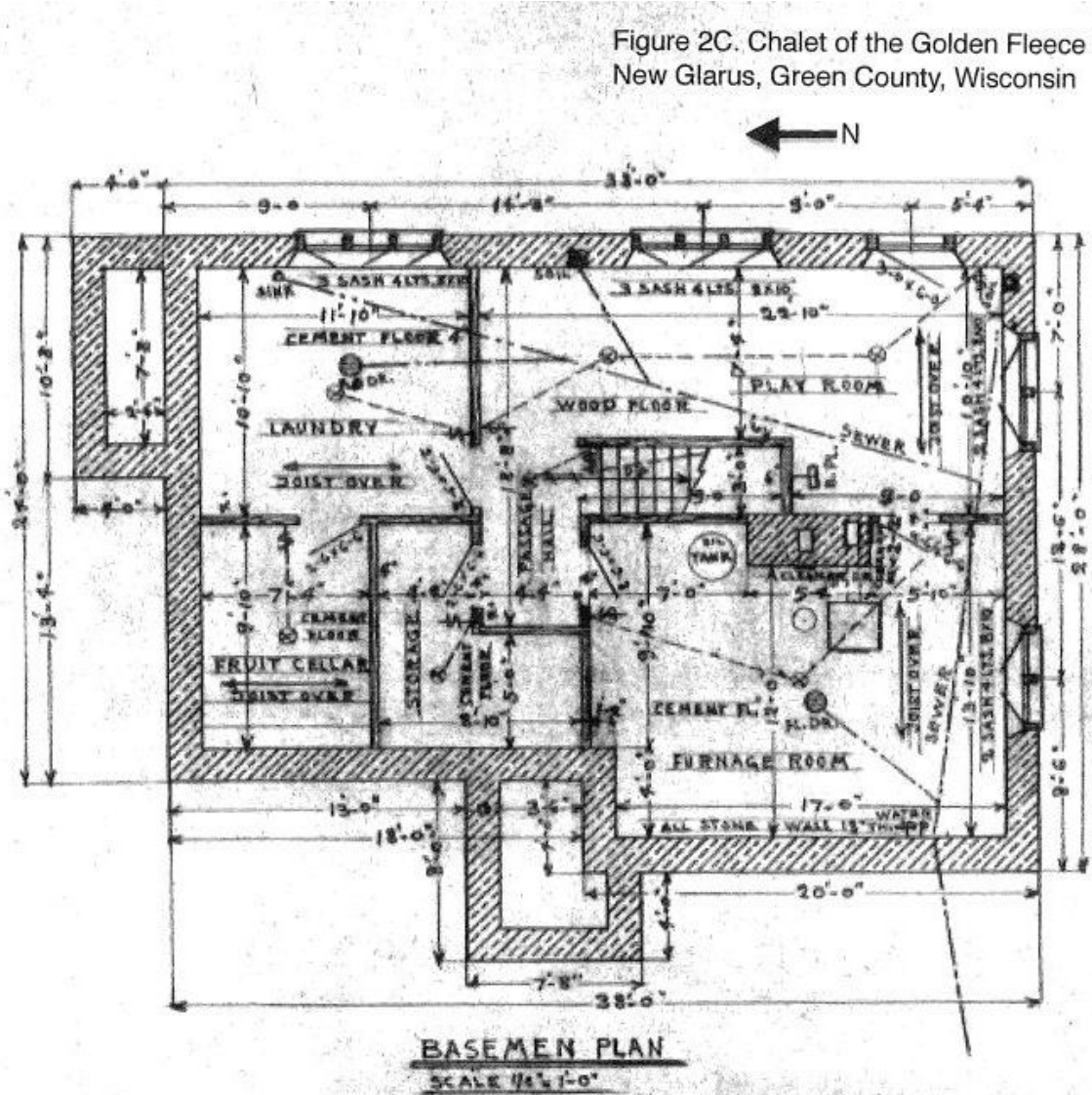


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Figure 2C Basement Plan



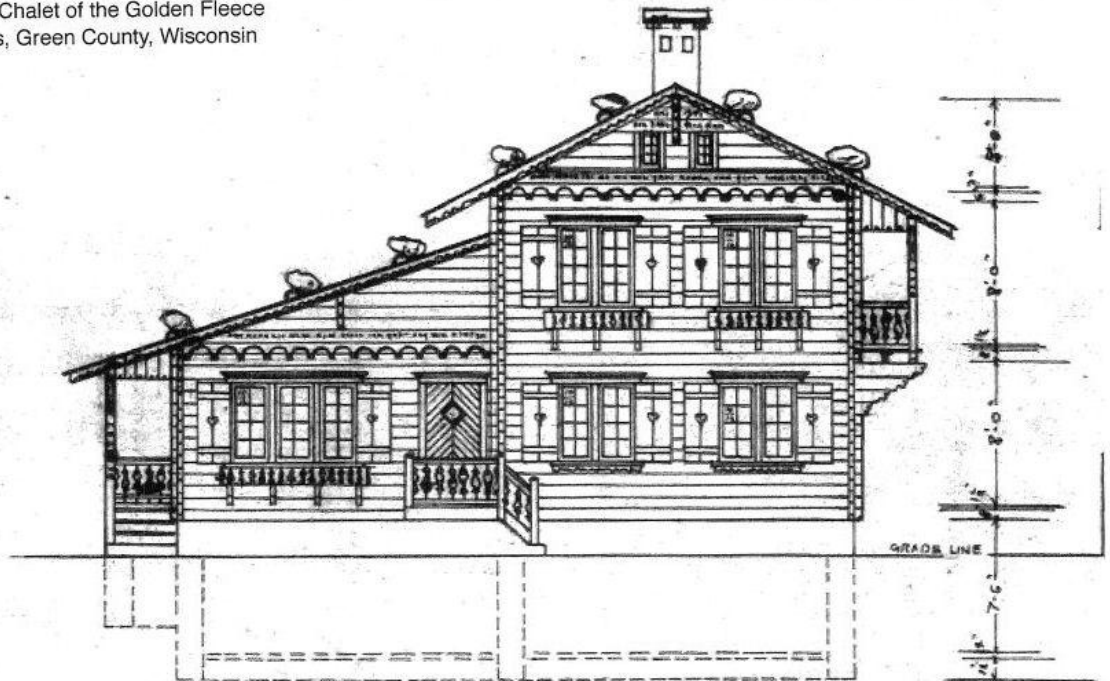
United States Department of the Interior
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Section figures Page 6

Figure 2D West (Front) Elevation Drawing

Figure 2D. Chalet of the Golden Fleece
New Glarus, Green County, Wisconsin



SWISS CHERRY FOR
MR. Y. FIGL
NEW GLARUS, WIS.

WEST ELEVATION
SCALE 1/4"=1'-0"

DESIGNED BY
E. JACOB RIKDER
NEW GLARUS, WIS.
JULY 17, 1887

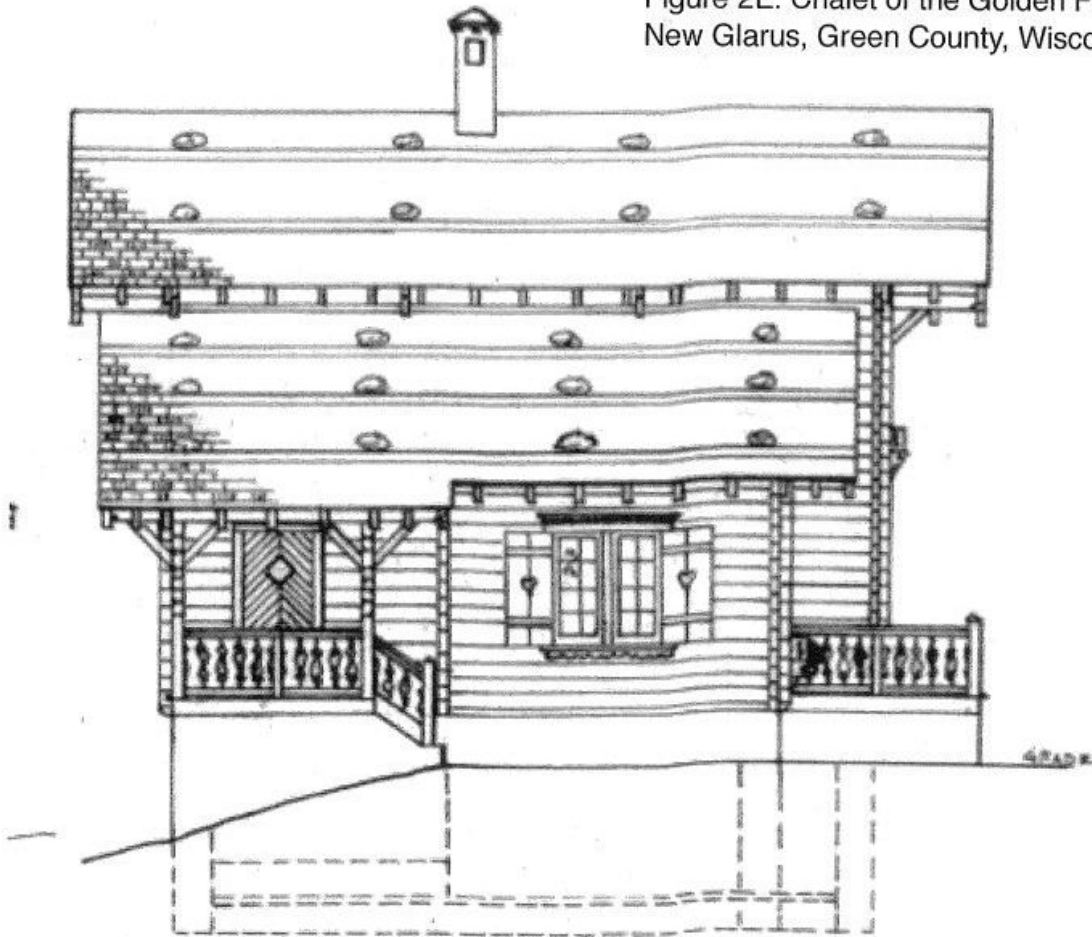
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Section figures Page 7

Figure 2E North Elevation Drawing

Figure 2E. Chalet of the Golden Fleece
New Glarus, Green County, Wisconsin



DESIGNED BY
JAMES RIEDEL
NEW GLARUS, WIS.
1910

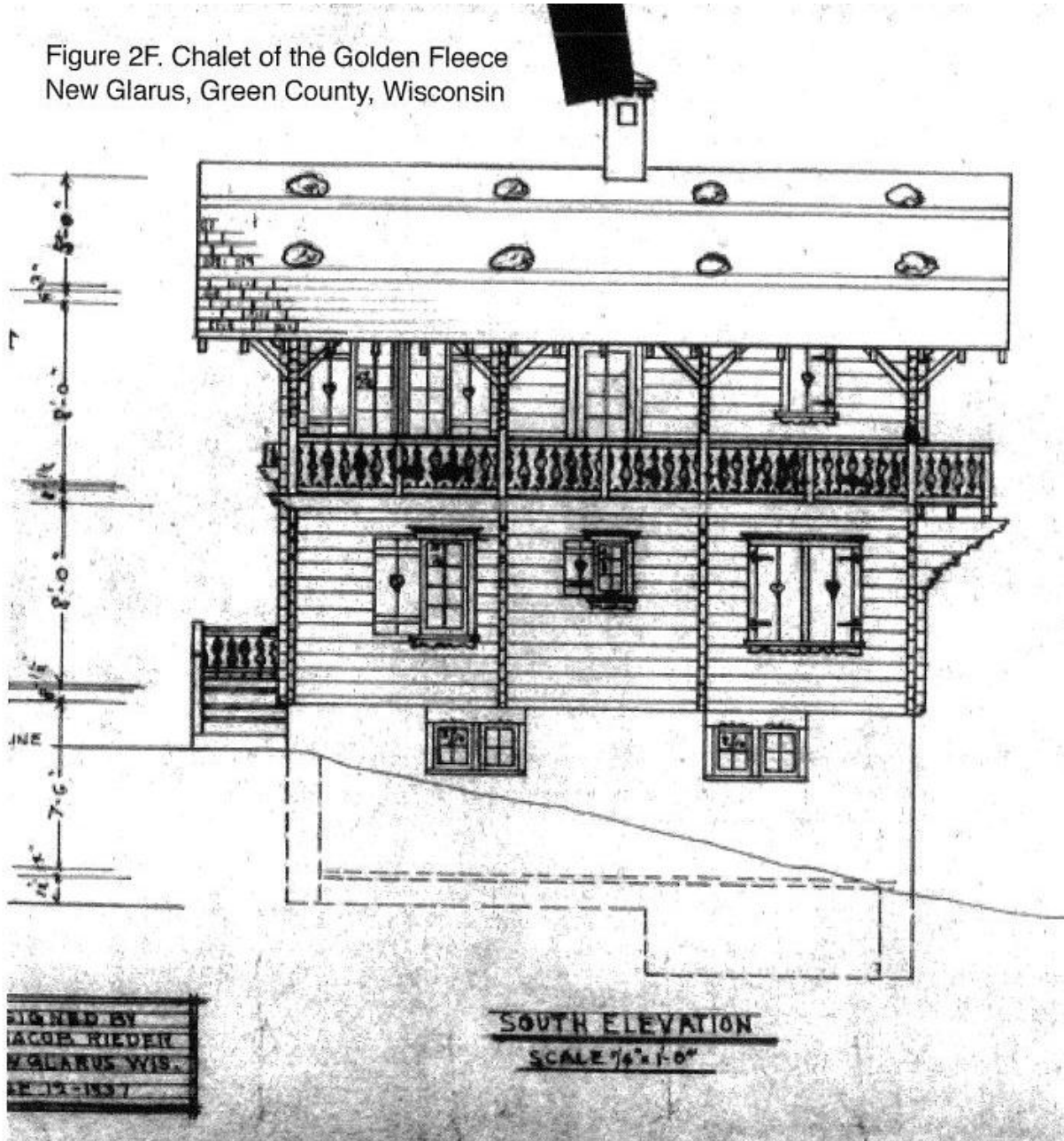
NORTH ELEVATION
SCALE 1/4" = 1'-0"

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Figure 2F South Elevation

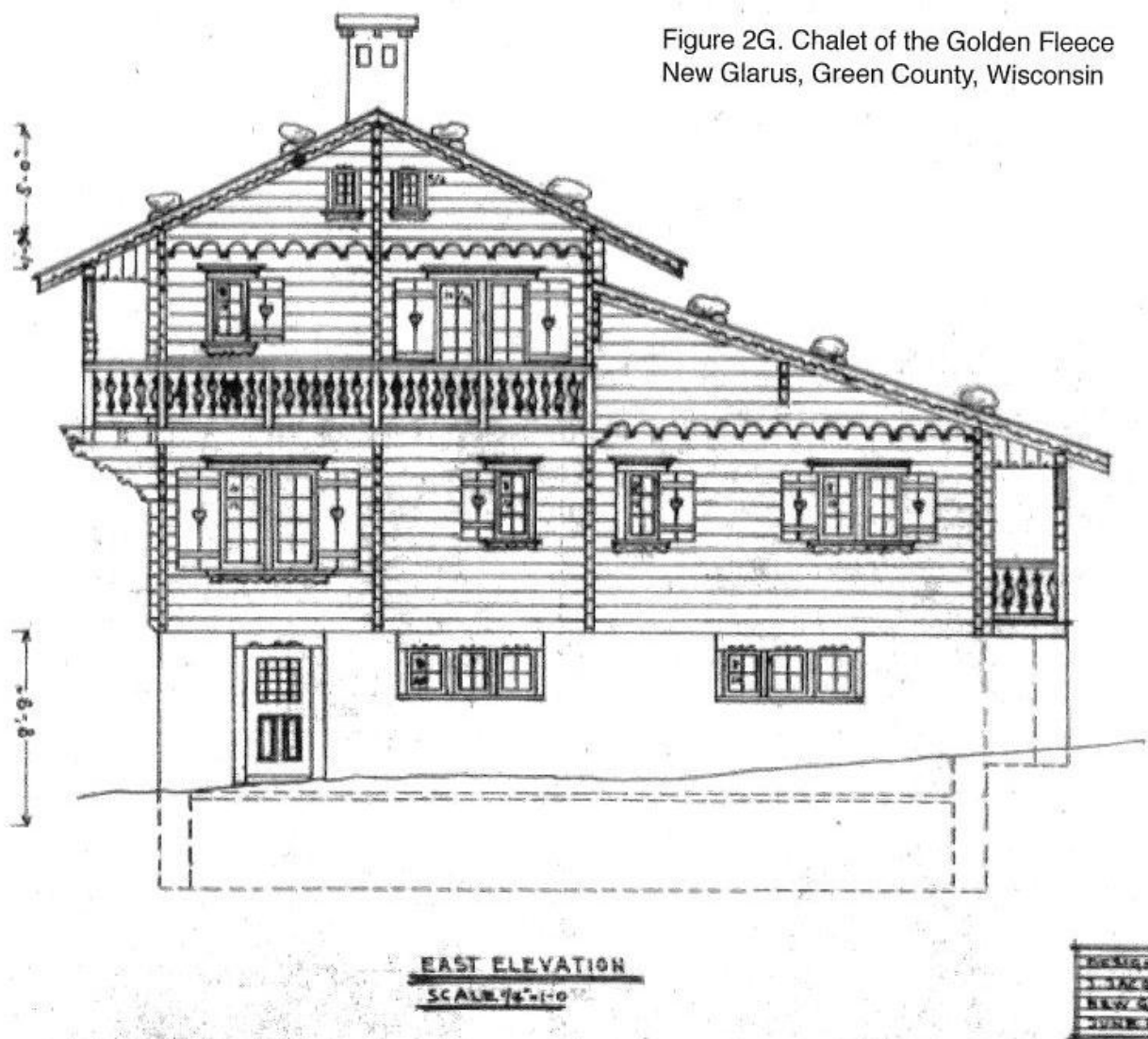


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Figure 2G East (Rear) Elevation



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Figure 3 Chalet of the Golden Fleece, Site Plan with Photo Key



Figure 3. Chalet of the Golden Fleece, Site Plan, with Photo Key
New Glarus, Green County, Wisconsin

- 1 Photo Number
- C Contributing
- Historic and Legal Boundary

↑
N
not to scale

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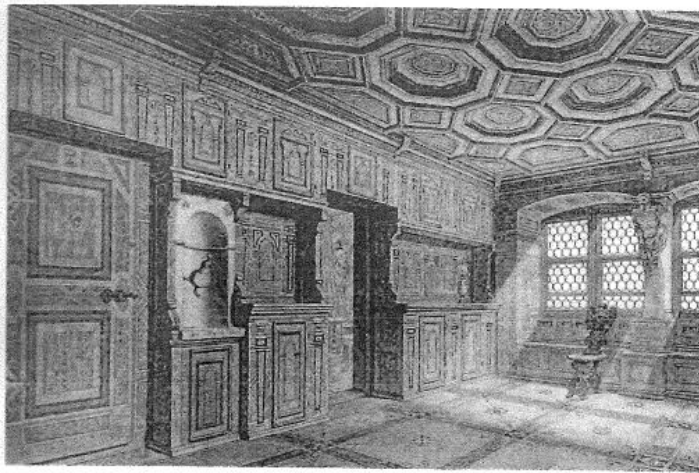
Figure 4 Swiss Precedents for the Chalet of the Golden Fleece



Figure 4. Swiss Precedents for the Chalet of the Golden Fleece

Left: View of 1837 chalet in St. Peter, Canton Graubunden, Switzerland, Ernst George Gladbach, *Charakteristische Holzbauten der Schweiz*, (Berlin, Germany: Ch. Claesen & Cie, 1900), cited in William S. B. Dana, *The Swiss Chalet Book*, 1913, reprint, (LaVergne, Tennessee: Watchmaker Publishing, 2009), 76.

Below: Interior of high-style chalet, Schwyz, Canton Schwyz, Switzerland, Ernst George Gladbach, *Charakteristische Holzbauten der Schweiz*, (Berlin, Germany: Ch. Claesen & Cie, 1900), cited in William S. B. Dana, *The Swiss Chalet Book*, 1913, reprint, (LaVergne, Tennessee: Watchmaker Publishing, 2009), 126.



SALON OF BARON REDING-BIBEREGG, CANTON SCHWYZ
Gladbach's *Charakteristische Holzbauten der Schweiz*.

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Figure 5 Chalet of the Golden Fleece, ca. 1940 and
Figure 6 Hediger House, NRHP #130000651, a comparison property.

Figure 5. Chalet of the Golden Fleece, ca. 1940.
Wisconsin Historical Society, "Barlow Chalet of the Golden Fleece," Image ID. 42097,
Viewed on-line at <http://www.wisconsinhistory.org/>.



Figure 6. Hediger House, Neillsville, Clark County, Wisconsin, 2012.
National Register of Historic Places, Reference #13000651



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Figure 7 Photograph, Edwin P. Barlow

Figure 7. Edwin Barlow, ca. 1920.
New Glarus Historical Society Collection.





CHALET
OF THE
GOLDEN
FLEECE
MUSEUM

ies aus ist mein und doch nicht mein, ch gehe aus und
u gehst ein, ag loher wird der etzte fein.

mal ist da wo man ich gerne kommen und ungerne scheiden fiest.



1937
auf Wieder
einmal ist da wo man sich gerne kommen und ungerne scheiden sieht.

aus ist mein und doch nicht mein, ich gehe a
u gehl ein, og woher wird der etzte feir

NO
PARKING
THIS
SIDE OF
STREET

CHALET OF THE
GOLDEN FLEECE
ADMISSION
OPEN MAY-OCTOBER

Dies Haus ist mein und doch nicht mein, Ich gehe aus und
Du gehst ein, Sag woher wird der Letzte sein.



Inno
Erbaut von



1937



1937
Jakob Nieder

Deine Heimat ist da wo man Dich gerne kommen und ungerne scheiden sieht.



...he aus und
...e fein.



















UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Chalet of the Golden Fleece

MULTIPLE NAME:

STATE & COUNTY: WISCONSIN, Green

DATE RECEIVED: 7/10/15 DATE OF PENDING LIST: 8/04/15
DATE OF 16TH DAY: 8/19/15 DATE OF 45TH DAY: 8/25/15
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 15000551

REASONS FOR REVIEW:

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

COMMENT WAIVER: N

ACCEPT RETURN REJECT 8.24.15 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in
The National Register
of
Historic Places

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

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

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



RECEIVED
JAN 26 2015
DIV HIST PRES

Village of New Glarus

319 Second St.
P.O. Box 399
New Glarus, WI 53574

www.newglarusvillage.com

Phone: (608) 527-2510
Fax: (608) 527-6630

January 7, 2015

Peggy Veregin, Interim National Register Coordinator
Wisconsin Historical Society
816 State Street,
Madison, WI 53706

RE: Chalet of the Golden Fleece Nomination

Dear Ms. Veregin,

At their January 20th meeting the Village of New Glarus Board of Trustees reviewed and recommended approval of the nomination of the Chalet of the Golden Fleece to the National Register of Historic Places. Comments from the Historical Preservation Commission on the application are as follows: "the application was consistent, perfect and accurate. It highlighted the importance of the local history and the entire lifespan of the property".

It is our pleasure to forward the application for the Chalet to the Wisconsin State Historic Preservation Review Board for consideration of placement on the National Register of Historic Places.

Respectfully,

Nicholas W. Owen
Administrator

Nicholas W. Owen
Administrator
email: nowen@newglarusvillage.com

An equal opportunity/affirmative action employer

Lynne R. Erb
Clerk - Treasurer
email: ngclerk@newglarusvillage.com





WISCONSIN
HISTORICAL
SOCIETY

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JUL 10 2015

Nat. Register of Historic Places
National Park Service

TO: Keeper
National Register of Historic Places

FROM: Peggy Veregin

SUBJECT: National Register Nomination

The following materials are submitted on this 10th day of July 2015,
for the nomination of the Chalet of the Golden Fleece to the National Register of
Historic Places:

- 1 Original National Register of Historic Places Nomination Form
- 1 CD with NRHP Nomination Form Word Document
- Multiple Property Nomination form
- 12 Photograph(s)
- 1 CD with electronic images
- 1 USGS map(s)
- 13 Sketch map(s)/figure(s)/exhibit(s)
- 1 Piece(s) of correspondence
- Other _____

COMMENTS:

- Please insure that this nomination is reviewed
- This property has been certified under 36 CFR 67
- The enclosed owner objection(s) do _____ do not _____
- constitute a majority of property owners.
- Other: _____