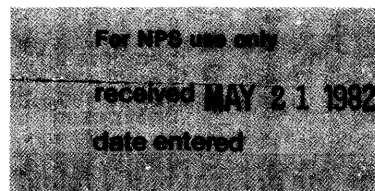


United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form



See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Fromm, Walter and Mabel, House

and/or common N/A

2. Location

OFF WI 107

street & number Rt. 1, Box 80 (County Hwy. F near State Hwy. 107) not for publication

city, town Hamburg X vicinity of congressional district

state Wisconsin code 55 county Marathon code 073

3. Classification

Category	Ownership	Status	Present Use	
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture	<input type="checkbox"/> museum
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input type="checkbox"/> commercial	<input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational	<input checked="" type="checkbox"/> private residence
<input type="checkbox"/> site	Public Acquisition N/A	Accessible	<input type="checkbox"/> entertainment	<input type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government	<input type="checkbox"/> scientific
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input type="checkbox"/> transportation
		<input type="checkbox"/> no	<input type="checkbox"/> military	<input type="checkbox"/> other:

4. Owner of Property

name Duane and Sara Vetter

street & number Rt. 1, Box 80

city, town Hamburg X vicinity of state Wisconsin 54438

5. Location of Legal Description

courthouse, registry of deeds, etc. Marathon County Courthouse

street & number Forest Street

city, town Wausau state Wisconsin 54401

6. Representation in Existing Surveys

title Wisconsin Inventory of Historic Places has this property been determined eligible? yes no

date 1981 federal state county local

depository for survey records State Historical Society of Wisconsin

816 State St.

city, town Madison state Wisconsin 53706

7. Description

Condition		Check one	Check one
<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input checked="" type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input type="checkbox"/> altered	<input type="checkbox"/> moved
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		date _____

Describe the present and original (if known) physical appearance

The Walter and Mabel Fromm House is a two-story rectangle with a solarium extending out on the west end and an enclosed porch extending out on the north side. The exterior is brick; the hipped roof is of red clay "barrel tiles." Brackets surround the house under the eaves. There is a small front (south side) portico with two wooden Ionic columns in the front and four pilasters of the same type behind. Atop this portico is a balcony with a decorative wrought iron rail. This balcony is accessible by a second story door.

The large enclosed one-story porch on the north side is primarily of glass, with wooden support pillars. The solarium on the west side, one story also, opens to a flagstone patio outside with low supporting brick walls. The doors and window casings are wooden, painted white.

There are nine doors leading outside from in the house and twenty-seven single windows or sets of windows. The windows and some of the doors are of leaded glass and are highly decorative. There are wrought iron window boxes below four front second story windows. A double chimney extends upward on the west end of the house, constructed of brick with two clay chimney pots above. A leaded glass window is placed between the two chimneys. There is an arched leaded glass window in an attic dormer on the front of the house, roofed in copper. The solarium windows and doors are topped with arched leaded glass windows. One door leading outside (from the dining room, east side) is arched, as are some interior doors.

The decorative interior features, the work of Friedrich Estenfelder (see Item 8), are numerous. All wall and ceiling finishes are original. The living room walls are textured plaster, painted in various shades of beige. The formal entryway into the house is in the living room. The door has an inset window protected by a brass grille, and is surrounded by leaded glass windows. The beamed ceiling is similarly painted, bordered by a colorful stenciled pattern. The beams are decorated with a stenciled floral pattern, and end at the walls with brackets. The floor and woodwork are oak. Four wrought iron sconces match the two ceiling light fixtures, which are also original. A wrought iron gated, arched doorway leads from the living room into the dining room. On either side of this doorway ginseng plants are carved into the door frame. The main stairway to the second floor begins in the living room. It has an arched doorway and a ninety degree turn.

The walls of the dining room, worked in the "smoke effect,"¹ are of textured plaster, painted in shades of maroon at the bottom, gradually blending into beige at the top. The ceiling is also textured and beige, and is framed by a coved molding stenciled with a fleur de lis, floral, lion and eagle pattern, applied with gold leaf on a blue background. On the ceiling, corners are painted in a multi-colored intricate design, each corner connected with colored stripes divided by gold leaf. The floor and other woodwork are oak. Four art deco style brass sconces match the ceiling chandelier. These fixtures are original. The round-headed door in the east wall is set with a small window and grill.

(continued)

¹Letter to Walter Fromm from Friedrich Estenfelder, dated September 18, 1931, and held in current owner's possession.

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Fromm, Walter and Mabel, House, Hamburg, Marathon County, WI

Continuation sheet

Item number 7

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A swinging, windowed door leads from the dining room into the kitchen. The kitchen walls are faced with beige-pink combination ceramic tiles to three-fourths height. The remaining upper walls are painted and have a stenciled border. The floor is the original inlaid linoleum. The cupboard doors have slag glass panels; the counter top is of one-inch thick black glass. The kitchen sink is the original cast iron, pink porcelain-enameled apron sink.

A hardwood-floored hallway leads out of the kitchen, off which is a butler's pantry, a secondary stairway to the basement, another hallway leading to the back door, the main stairway to the basement, an entry into the living room, and an entry into the den.

The walls of the den are of "combed"¹ textured plaster painted in shades of golden-brown at the bottom blending into beige at the top. Where the walls and ceiling join, there is a wide oak molding, below which is an intricate stenciled pattern of gold, blue, maroon and green. The ceiling is painted a lighter beige. The floor and other woodwork are oak. An original cast iron fixture decorates the ceiling. French doors with leaded glass windows lead from the den into the solarium. Identical doors also separate the living room and solarium.

The walls of the solarium are textured plaster, painted in a scattered maple leaf pattern in earth tone colors. The colors are brighter at the bottom and gradually fade at the top. A few leaves can be found extended onto the ceiling. The beamed ceiling is textured and painted beige. The floor is of decorative clay tiles in matching colors. A fireplace is against one wall. Two wrought iron sconces match the two ceiling fixtures, all of which are original. French doors with leaded glass, topped by arched leaded glass windows are on all three (south, west, north) outside walls of the solarium.

A full bath is accessible from both the den and the back hallway. The walls are ceramic tiled, as is the floor. The main color is green. The white bathroom fixtures are all originals.

The back hall has a coat closet and an open stairway leading to the second floor.

The main stairway leads from the living room, making a ninety degree turn to continue up stairs. The center portion of the second floor is a wide hall which has a door leading to the balcony at the front of the house. The hallway walls are textured and are painted beige. There is a stenciled pink and green pattern near the molding connecting walls and ceiling. (The attic is accessible from this upstairs center hall by a disappearing stairway in the ceiling. The attic has two large storage closets, one of which is cedar lined.)

There are four bedrooms and two full baths on the second floor. The master bedroom is painted in vertical stripes with every other stripe having light blue stenciled floral pattern. The colors range from a dusty rose at the bottom, blending into a light gold, and eventually a pale green at the top. The ceiling has a painted circular floral

(continued)

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

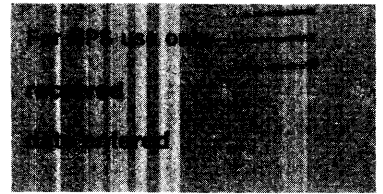
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Fromm, Walter and Mabel, House, Hamburg, Marathon Co., Wis.

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pattern in the center which surrounds the light fixture, and a floral and gold stripe border near the walls. In the rooms that are painted, all outlet and light switch plates are painted to blend in with the pattern. The second story floors are oak and the woodwork is painted beige.

The master bath has ceramic tiled walls and floor, and original bathroom fixtures. The main colors are lavender and beige.

The walls of the second bedroom have large panels with a stenciled pattern in shades of pink. These panels are framed by a pale green color. The molding connecting the walls and ceiling has a gold stenciled pattern and thin gold and green stripes. The ceiling is bordered by a narrow gold stenciled pattern. This bedroom has a built-in, lighted vanity.

The third bedroom has beige walls, textured in a vertical stripe pattern. The painted woodwork is accented by a narrow green stripe. The molding connecting the walls and ceiling has a wider lavender panel. The corners of the ceiling have colorful floral paintings, connected by a narrow gold stripe.

The second bath on this floor is accessible from both bedroom three and a hallway. It, too, has ceramic tiled walls and floor, and original bathroom fixtures. The main colors are grey and lavender-blue.

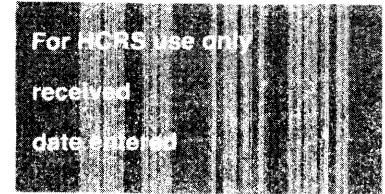
The fourth bedroom has green walls, accented by gold stripes. The molding between the walls and ceiling has narrow strips of pink and a wider strip with a stenciled green, pink and beige pattern. The ceiling is framed with a narrow gold stenciled pattern.

The main stairway leading to the basement ends in the largest room, the amusement room. Its walls are decorated with framed panels of hand-painted hollyhocks and butterflies. There is a stone fireplace at one end. There are three alcove seats, two of which are backed by hand-painted squirrels in evergreen branches. At the opposite end, an arched door leads to the furnace room. On a side wall, another arched door leads to the laundry room.

A workroom, a large storeroom and a half-bath are off the laundry room. The base of the secondary stairs is across from a door, behind which is a root cellar and a stairway leading up to the enclosed north-end porch. The secondary stairs lead up to the hallway by the kitchen. The basement floors are cement, with the exception of the amusement room, which has a maple floor.

The garage is similar to the house, having the same brick exterior and barrel tile roof. It has a second story storage area with an arched dormer such as the house attic has. The windows are leaded glass and the walls are painted in shades of beige with a darker stenciled stripe running horizontally halfway up the wall. This wall design is similar to the walls of the basement rooms (other than the amusement room). The garage was built at the same time as the house. The garage is included in the nomination.

(continued)

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The condition of the house and garage is excellent. The quality of construction is exceptional. The best materials were used, enabling the house to survive as original. The foundation walls are 13½ inches of poured concrete. The walls are also 13½ inches thick, including the brick veneer and wood frame. The condition of the brick is stable. The interior walls have applied plaster on perforated metal lath. The interior plumbing pipes are brass, and electrical wiring is run through rigid conduit. The house is insulated with sheets of natural cork.

The major changes occurred shortly after construction. The north-end porch was not originally glass inclosed, it was originally a porte-cochere through which the car could continue to the garage. The solarium roof had barrel tiles which were removed soon after construction because the pitch of the roof was too low. Other than these changes, the house is unaltered.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates Construction: 1928¹ **Builder/Architect** Contractor: Ted Kohl, Wausau, WI¹
 (Blueprints prepared by Curtis & Yale)

Statement of Significance (in one paragraph)

The Walter and Mabel Fromm House is architecturally significant as a representative of the Period-era of construction, with a fully-preserved interior of fine-quality period appointments. Unusual in itself as a rural Marathon County farmhouse, the house is further distinguished by the rich decorative effects added by Friedrich Estenfelder, which represent the work of a master.

Architecture

The style of the Walter and Mabel Fromm House is of an eclectic Period character, which represents that period of domestic construction in the United States in the early twentieth century. Period features include the red clay "barrel" tile roof, arched windows and doorways, black wrought iron embellishments, and patio, as well as the use of brick for construction and the low hip roof. Integrity remains undisturbed inside as well as out, for the interior retains both its original spaces and decoration. The fine Period-era appointments include Art Deco-type bordered tile in the bathrooms, opalescent and black glass surfaces in the kitchen, and period light and plumbing fixtures.

More importantly, the decoration of the interior of the house represents the work of a master decorative painter, Friedrich Estenfelder. Little is known about the German immigrant who lived for a time in Milwaukee, and advertised himself as Friedrich Estenfelder, Decorator, and as a graduate of "Academy of Arts in Europe".² In the Fromm House, Estenfelder textured plaster walls with the "smoke effect,"² blended subtle shades of colors with the "comb effect,"² trimmed coved moldings and bordered ceilings with stencils and gold leaf, and painted panels of freehand floral designs throughout the basement-level amusement room. With his own craftsmanship he combined specially-ordered ceramic tile on walls and floors, and leaded glass windows. The work was done by Estenfelder and an assistant during nine months of 1932.

Historical Background

Walter Fromm, for whom the house was built, was one of the brothers who owned and ran the Fromm Brothers, Inc., an historically-significant fox and ginseng-raising company which is still in existence today. The company headquarters, and residences of the other brothers and their families, are located just west of the Fromm House property was the head of the ginseng operation (the world's largest) for the company. A book, entitled Bright With Silver, by Kathrene Pinkerton (copyrighted in 1947, published by William

(continued)

¹Blueprints (dated 3/8/28).

²Letter to Walter Fromm, dated Sept. 18, 1931, from F. Estendelder, currently held in possession of current owner.

NOT VERIFIED

9. Major Bibliographical References

NOT VERIFIED

Pinkerton, Kathrene, Bright With Silver, William Sloane Associates, NY, 1947.

10. Geographical Data

Acreeage of nominated property 0.69

Quadrangle name Hamburg, Wis. (planimetric)

Quadrangle scale 1:48000

UMT References

A	<u>16</u>	<u>274</u> <u>1210</u>	<u>49916</u> <u>81610</u>
	Zone	Easting	Northing

B			
	Zone	Easting	Northing

C			
	Zone	Easting	Northing

D			
	Zone	Easting	Northing

E			
	Zone	Easting	Northing

F			
	Zone	Easting	Northing

G			
	Zone	Easting	Northing

H			
	Zone	Easting	Northing

Verbal boundary description and justification

see continuation sheet

List all states and counties for properties overlapping state or county boundaries

state	code	county	code
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state	code	county	code
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11. Form Prepared By (continued)

name/title Duane and Sara Vetter, owners of the Walter and Mabel Fromm House

organization N/A date June 25, 1981

street & number Rt. 1, Box 80 telephone 715/536-4479

city or town Hamburg state Wisconsin 54438

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service

State Historic Preservation Officer signature Richard Henry

title Director, State Historical Society of Wisconsin date 6/10/82

For NPS use only

I hereby certify that this property is included in the National Register
Entered in the
National Register

date 6/17/82

Keeper of the National Register

Attest:

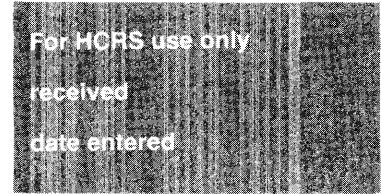
date

Chief of Registration

**United States Department of the Interior
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Continuation sheet

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Sloane Associates, New York) is a story of how the Fromm brothers began their fox and gin-seng ventures, and gradually expanded to form a multi-million dollar corporation. The Walter and Mabel Fromm House is briefly mentioned in the book. Because the farm complex and associated residences still exist as an eligible historic district, the Walter and Mabel Fromm House cannot be nominated for its historical associations.

10. Geographical Data

Verbal boundary description and justification:

The nominated property is a rectangular plot described as follows: Beginning at a point 150' north of the center of County Trunk Highway "F" on the north-south line dividing the east and west halves of the SE $\frac{1}{4}$, Section 11, T-30-N, R-5-E, proceed 200' west to a point thence 150' north to a point, thence 200' east to a point on the above described north-south line, thence 150' south along said line to the point of beginning, said property being located in the Civil Town of Hamburg, Marathon County, Wisconsin.

11. Form Prepared By

Diane H. Filipowicz/Architectural Historian
State Historical Society of Wisconsin
816 State Street
Madison

April 1982
608/262-2970
Wisc. 53706