

WISCONSIN

NEW GLARUS

✿ PLAY • STAY • SHOP • SIP • SAVOR ✿

VISITOR GUIDE 2021



America's Little Switzerland

175⁺¹
YEARS

SWISSTOWN.COM

Free Admission to All Oktoberfest Weekend Activities



Come and enjoy our multi-event weekend celebration featuring music, dancing, food, and events in downtown New Glarus.

- Live music in the fest tent - Bavarian, Polka, Rock, and Blues
- Great food - Street vendors plus New Glarus award-winning restaurants
- Beer tent serving local New Glarus beers on tap
- Horse-drawn wagon rides • Chain saw carving
- Plus plenty of New Glarus gemütlichkeit

For Oktoberfest information, call our Chamber Office at 800.527.6838 or visit our website: www.swisstown.com



EXPERIENCE A LEGEND

WILHELM TELL FESTIVAL WEEKEND SEPT 3 – 5, 2021

**LANTERN PARADE
LIVE MUSIC
SAVORY CUISINE
BOOK SALE
YODEL CONCERT
STREET DANCE
WILHELM TELL PAGEANT**



FESTIVAL SCHEDULE & PAGEANT TICKETS: WILHELMTELLFESTIVAL.ORG
Please visit our website for event details and updates.



+ GRÜEZI, WELCOME TO NEW GLARUS! +

“America’s Little Switzerland”

An original Swiss settlement since 1845

Located in the rolling hills of Southwestern Wisconsin, in the heart of Green County, is the village known as “America’s Little Switzerland.” New Glarus was established as a Swiss colony in 1845, and it has retained its Swiss charm in everything from the Alpine-style architecture and colorful flower-filled window boxes down to gourmet food.

Feast upon Swiss and European delicacies such as Weinerschnitzel, Geschnätzlets & Röschti Potatoes, Raclette & Cordon Bleu, or enjoy a fondue of Beef Bourguignonne, cheese or chocolate. Pair them all with a glass of wine from our local wineries or a frothy glass of beer from our award-winning brewery, and you’ll have a memorable dining experience.

Our retail shops offer up a wonderful afternoon of shopping entertainment. You will marvel at the Swiss & European craftsmanship of many handmade & imported items, local fine art, beautiful jewelry, home decor and collectibles. Your mouth will water upon discovering the locally-made fudge, ice cream and local cheeses. Your nose will direct you toward the Swiss pastries, hearth-baked breads, and specialty sausages. And all along your trek you’ll hear the soft sounds of carefree and happy Swiss music and polkas to help you enjoy your day.

The surrounding countryside is a biker’s dream of curvy, hilly roads where you’ll pass Brown Swiss cows, historic farmsteads and picturesque scenery around every turn. You can also hike, bike or stroll along the 23-mile Sugar River Trail as it follows the winding Little Sugar River, or take the pathway to the New Glarus State Woods. Golf enthusiasts will discover a scenic course tucked in the rolling hills, and there’s even a miniature golf course complete with live goats.

New Glarus is an exceptional place to visit. Whether you come to escape for a weekend to relax and recharge, to discover a taste of Switzerland, celebrate a special occasion, or an exciting festival – you’re always welcome in New Glarus!



On our Cover -The children of Bethli Zraggen and Joe Hanes, wearing traditional Swiss clothing. Holding the flags of Switzerland and Canton Glarus, they were photographed on the grounds of the Swiss Historical Village & Museum in New Glarus.

Thanks to Sue Moen (suepics.com), Beth Zurbuchen (theswisscenter.org), Green County Tourism (greencounty.org or tourism@greencounty.org) and Jerome Mooney Photography LLC for the use of their photographs throughout the book.
Cover photo by: Brenda Steurer, Cover Design: Kate Douma LLC
Produced by: Jerome Mooney Photography LLC



Tradition connects us...

Long ago, as a result of an economic and social crisis, residents of Glarus, Switzerland left their homeland to grab one of the proverbial unlimited opportunities in

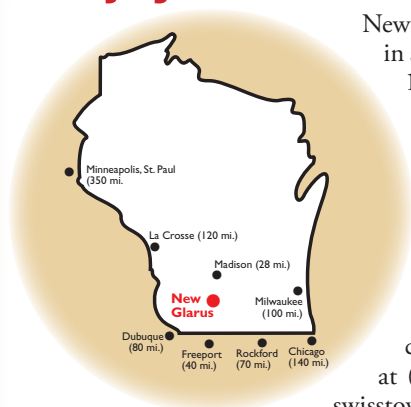


faraway America. They found a new home in Wisconsin and this year marks the 176th anniversary of this laying of the foundation stone for the new Glarus - NEW GLARUS. Even though there is a vast ocean between us, contacts between people have never dried up. Friendships have developed and are cultivated. Again and again visits to America and Switzerland took place. Only in the anniversary year 2020, of all times, it was not possible to remember and celebrate together due to the worldwide pandemic.

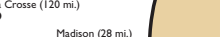
But the people from Glarus and New Glarus are characterized by a pioneering spirit. Glarus manufacturers set out from our valley to bring new design ideas for textiles from the world to their homeland. And with the fabrics printed in Glarus, which were in great demand, they once again went out into the wide world. The American Glarner, on the other hand, had to rebuild their existence after taking the risk of setting out and making a new start. Traveling, letting go, discovering new things - are part of both our cultures. So I am convinced that we will also emerge stronger from the current crisis and that travel will soon be possible again. We still need a little patience, but we can make travel preparations now. As we all know, anticipation is the best joy. Let us rejoice in the fact that we will be able to celebrate the 175th anniversary of our connection for almost three years, a unique gift. So let us set out and, like our ancestors, look curiously to the future.

Cordially,
Christian Marti, President of the municipality of Glarus, Switzerland

Enjoy the scenic drive to New GLARUS



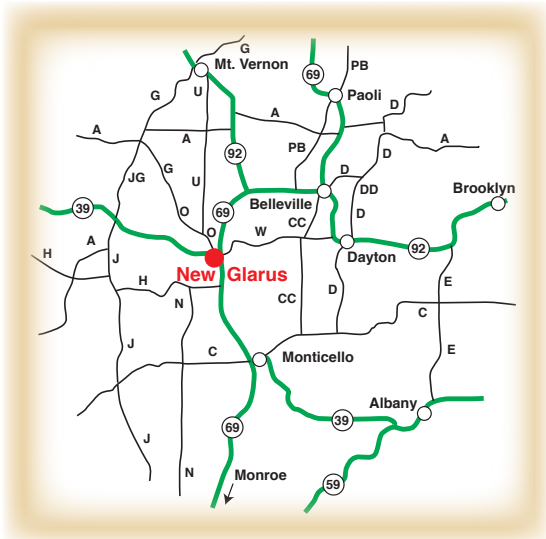
New Glarus is located in the rolling hills of Green County in south central Wisconsin, 28 miles south of Madison, 17 miles north of Monroe on Highway 69. Drive time to New Glarus from the Chicago area is about 2-1/2 hours; 1-3/4 hours from Dubuque or Milwaukee; 30 minutes from Madison; and 20 minutes from Monroe.



New Glarus is well situated as a staging point for regional exploration. New Glarus is close to Cave of the Mounds, House on the Rock, and the Frank Lloyd Wright Visitor Center. For more information, contact the New Glarus Chamber Information Center at (800) 527-6838 or (608) 527-2095, or visit www.swisstown.com. Visit New Glarus soon. Stay a weekend, or a week. Return often to enjoy our warm Swiss hospitality!



Alternate scenic routes to New Glarus



There are many paved county roads meandering through the countryside surrounding New Glarus and area communities. Wisconsin's country roads are popular with cyclists, and motorists. They give a firsthand glimpse of Wisconsin's rural heritage—and eventually get you to where you are heading.

Check this adjoining regional map for alternate county routes, slow down, watch for cyclists, tractors, cows and enjoy our countryside.

Village Map Key

The numbered locations below correspond to numbered locations on the adjacent village map.

1. Visitor Information/Chamber Office
- ~ Sugar River State Trail Headquarters
2. The Floral Clock/Fridolin's Staff
3. State Bank of Cross Plains-New Glarus 
4. Wilhelm Tell Grounds (on Hwy.W)
5. Hoesly's Meats
6. Roy's Market
7. Woodford State Bank-New Glarus
8. Chalet Landhaus Inn  
9. Swissland Mini Golf
10. Bank of New Glarus / Drive Up
11. Badger Chrysler Dodge Jeep Ram
12. CENEX Ampride
13. Culver's Restaurant
14. New Glarus Hardware & Rental
15. New Glarus Wäsche Center
16. Monroe Clinic New Glarus 
17. New Glarus Woods State Park
18. First Weber Real Estate
19. Railroad Street Boutique
20. Brenda's Blumenladen
21. Hutch & Hide 
22. Kinderladen ~ Anderson Mall
23. Mosher & Associates Insurance 
24. Bank of New Glarus - Downtown 
25. Hawk's Mill Winehaus
26. Glarner Stube Restaurant
27. New Glarus Bakery
28. Puempel's Olde Tavern
29. New Glarus Post Office
30. Swiss Church/Settlers Monument
31. The Bramble Patch
32. Restaino & Associates Realtors
33. Kristi's Restaurant
34. Tofflers Pub & Grill 
35. Village Hall/Police Station/Library and
New Glarus Fire Station
36. Village Park 
37. New Glarus EMS - (608) 527-5067
38. Wilhelm Tell Shooting Park
39. Swiss Center of North America
40. Hidden Bluff Lodge, Blanchardville, WI
41. Bailey's Run Vinyard & Winery
42. Swiss Historical Village & Museum
43. Chalet of the Golden Fleece
44. New Glarus High School
45. New Glarus Elementary School
46. Edelweiss Chalet Country Club 

New Glarus Village Map



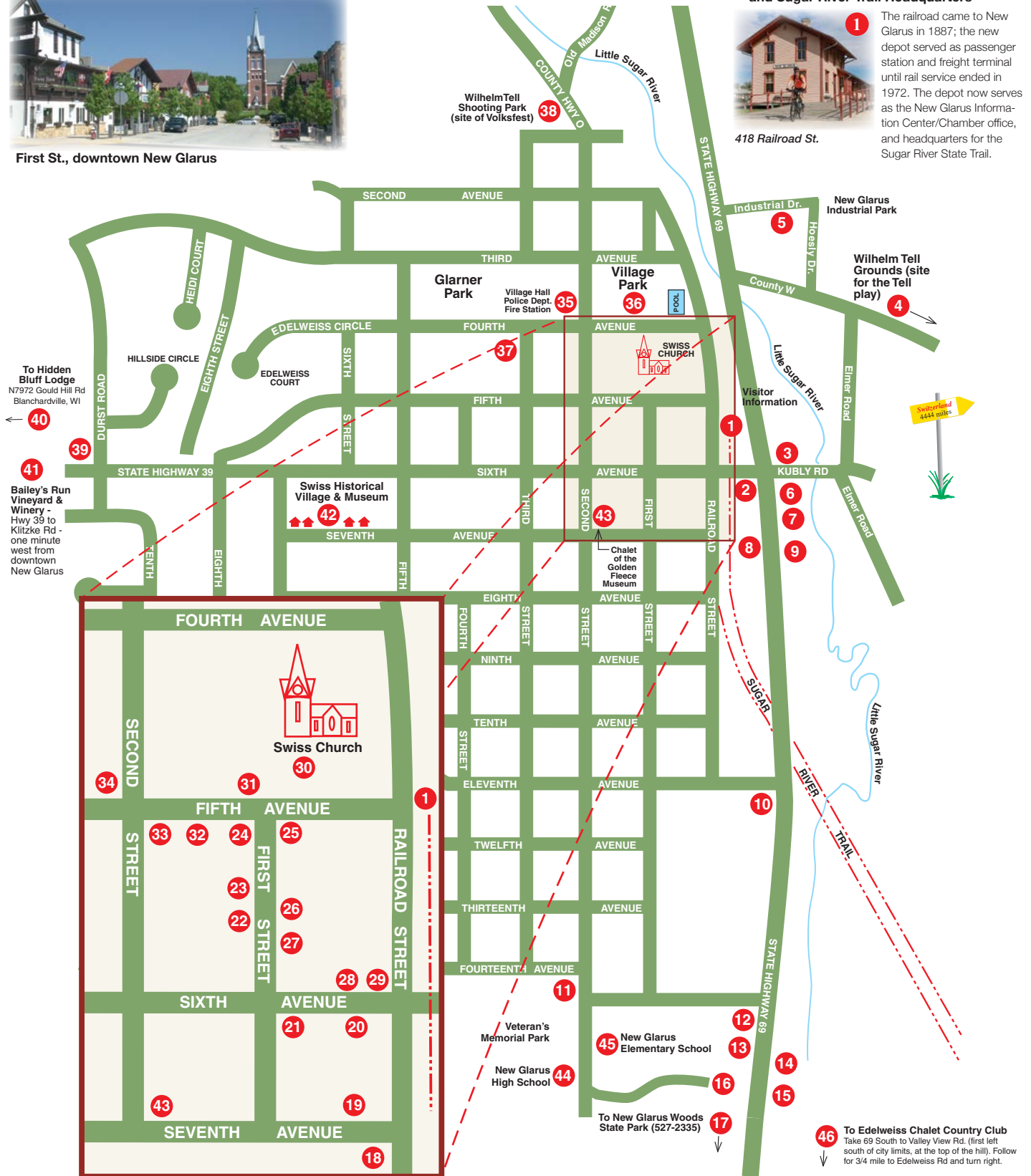
First St., downtown New Glarus

The New Glarus Chamber Office and Sugar River Trail Headquarters



418 Railroad St.

1 The railroad came to New Glarus in 1887; the new depot served as passenger station and freight terminal until rail service ended in 1972. The depot now serves as the New Glarus Information Center/Chamber office, and headquarters for the Sugar River State Trail.



Expanded view of Town Center

The Advertisers' Index is on page 14.

+ NEW GLARUS FESTIVALS AND SCHEDULE OF EVENTS 2021 +

The following gives a brief description of our major annual events. For specific information about any event details, and last minute schedule updates, call our Chamber of Commerce office at (800) 527-6838, or visit our website at www.swisstown.com.

New Glarus Polkafest/

Beer, Bacon & Cheese Festival - June 11-12

Polkafest pays tribute to the late Roger Bright, local musician and bandleader who was well loved in the polka world. The event includes a variety of polka music, from regional polka to Bavarian style. Review the Polkafest info on page 7.

On June 12, the **BBC Festival** presents beer, bacon, sausage and cheeses that are made in Green County and the surrounding area. Dozens of booths will feature local products for sampling. You'll find lots of good music, food, and beverages including lots of famous New Glarus *Gemütlichkeit!*

Heidi Festival Weekend Events - June 25-27

Heidi weekend is filled with food, entertainment, music, and fun for the whole family. Please check www.swisstown.com for events schedules and times.

Blues, Brews and Food Truck Festival - June 26

Featuring local New Glarus beers, a fantastic assortment of food trucks and a free music festival on Saturday, June 26. See ad on page 9 for info.

New Glarus 175th+1 Anniversary Weekend - July 30 - August 1

Celebrate the founding of New Glarus! Community picnic, live Swiss music, Lions Club BBQ, and fireworks will be held on Friday night in Village Park. Cheer on the anniversary

parade Saturday at 10:30 AM, and enjoy Firefest at our downtown fire station Saturday afternoon and evening. The Alphornman Triathlon is Sunday morning, and the traditional Volksfest celebration that afternoon. Other special anniversary events, exhibitions, and activities will take place that weekend and throughout the year - check Swisstown.com for the most up-to-date information and parade route!

Firefest - Festival and Dance - July 31

Join the annual celebration of New Glarus' volunteer fire department. Events include kids and adult water fights, bucket brigade competition, fire truck rides, plus live music, dancing, food, and refreshments in the festival tent. See Firefest on page 9 for info.

Alphornman Triathlon - August 1

Join our Annual Triathlon in New Glarus. The course incorporates a 1/4-mile pool swim, a 15-mile bike route on beautiful Wisconsin country roads, and a mostly flat 3-mile run along the edge of the Village in America's Little Switzerland. Contact the **Village of New Glarus** for info: (608) 527-2510.

Swiss Volksfest - August 1

We celebrate Swiss Independence Day with a program of traditional Swiss entertainment. See "Volksfest Celebration" program details on page 10.

(Continued on page 7)



2021 Schedule of Events

APRIL

10 NG Fire Department Kalberwurst Dinner

MAY

** Swiss Historical Village & Museum
(*visit SwissHistoricalVillage.org for opening hours and event details)

29 Green County Breakfast on the Farm

JUNE

11-12 Polkafest
12 Beer, Bacon & Cheese Festival
25-27 Heidi Folk Festival
26 New Glarus Blues, Brews & Food Trucks Festival

JULY

16-18 Maxwell Street Days
30-Aug 1 New Glarus 175th Anniversary Celebration -
with events on July 30 - August 1
30 Community Picnic
31 175th Anniversary Parade
31 NGFD Firefest - New Glarus Fire Department

AUGUST

1 Swiss Volksfest (Swiss Independence day)
1 Alphornman Triathlon
14 New Glarus Woods Trail Run

SEPTEMBER

3-5 Wilhelm Tell Festival & Events
12 New Glarus Family Fest
23-26 New Glarus Oktoberfest
25 Swiss Church Kilby Supper

OCTOBER

TBA New Glarus Wine Walk
10 Harvest Fest - Swiss Historical Village
New Glarus Car, Truck & Motorcycle Show
31 Downtown Trick or Treat

NOVEMBER

13-14 Holiday Shopping Open Houses.
27 Topsy Turkey Pub Crawl

DECEMBER

4 St. Nicholas Day Cookie Sale (Swiss Church)
4 Holiday Tree Lighting
4 Lunch with Santa
10-12 Christkindl Market

JANUARY 2022

13-16 Winterfest Veterans Rally

FEBRUARY 2022

TBA New Glarus Woods Candlelight Snowshoe Hike

Note: Please check our website www.swisstown.com or call (800) 527-6838 for event details and last minute schedule updates.



7



SWISS HISTORICAL VILLAGE & MUSEUM

*A PLEASANT JOURNEY BACK IN TIME, EXPLORING
THE SETTLEMENT AND GROWTH OF NEW GLARUS*

The Swiss Historical Village has been a popular stop for visitors to New Glarus since it first opened in 1942. Now comprised of 14 buildings on neatly kept grounds at 612 Seventh Ave., the Historical Village offers a heartwarming glimpse of pioneer life in the Swiss colony of New Glarus and America's heartland.

Take a journey that recalls the epic migration of the colonists who left their Alpine homes for America in 1845. Self-guided and guided tours show the evolution of agriculture and dairying and explains the community's transformation into a tourist destination. Separate buildings focus on facets of small-town life, among them an authentic 1850's log cabin, an 1890's cheese factory, a one-room school, a fire house, a print shop and a replica of the community's first church.

Heirlooms, equipment and furnishings from the Swiss colony are on display. Among many unusual items are



Replica log church, one of the 14 Historical Village buildings.

a traditional Swiss bee house, a 100 year old fire department ladder and hose cart that is often seen in area parades, and a hand-carved wooden mountain ibex that was part of the Swiss exhibit at the 1893 Columbian Exposition in Chicago. Be sure to spend some time in our newly updated Hall of History to explore the story of our charming village.

Our museum shop features a wide assortment of specialty items and books about New Glarus. Snacks and soft drinks are also available. Whether with a tour group or on your own, we look forward to seeing you!

SCHOOL TOURS – We especially invite school groups to use our Historical Village to study Wisconsin's ethnic history. Guided tours, geared to your class level can be arranged. Give us a call!

GENEALOGICAL RESOURCES – Archives of the New Glarus Historical Society and genealogical information pertaining to Green County's Swiss colony are accessible through the Historical Village. Genealogical requests may be sent to Swiss Historical Village Genealogical Center, P.O. Box 745, New Glarus, WI 53574.



Entrance Building to the Historical Village

Requests can also be submitted through the "contact us" page on our website: www.swisshistoricalvillage.org or emailed to admin@swisshistoricalvillage.org.

SWISS HISTORICAL VILLAGE

*Visit our website for updates
about special events, including
our popular Harvest Fest!*



*For more information call:
(608) 527-2317*

Email: admin@swisshistoricalvillage.org


Visit: www.swisshistoricalvillage.org
or: www.swisstown.com

Swiss Historical Village Hours:

Please visit our website for updates on our hours of operation. A modest admission fee is charged. Ample parking is available.

NOTE: We're happy to schedule Bus Groups/Group Tours of 10 or more May through October. For additional information, call (608) 527-2317 or visit our website:

www.swisshistoricalvillage.org



New Glarus
512 WI-69 • 608-527-5700
sbcp.bank

Member
FDIC

(Continued from page 7)

St. Nicholas Day - December 4

See downtown New Glarus at its most charming, bedecked with holiday decorations. On St. Nicholas Day, shop owners welcome their customers with holiday specials and a traditional Christmas cookie sale at the Swiss United Church of Christ. Lunch with Santa is also on December 4.

Winterfest Veterans Rally - January 13-16, 2022

Veterans, their families and friends gather for a weekend of socializing and remembrance. Events include the Burning of Winter Ceremony, a evening parade, Firemen's dance, a village-wide poker run, the famous Winterfest Auction, buffet banquet and dance. All Veterans are welcome!

**Note: Please check our website
www.swisstown.com or call
(800) 527-6838 for event
details and last minute
schedule updates
for our events.**



AMERICA'S "LITTLE SWITZERLAND" – AN ORIGINAL SWISS SETTLEMENT

New Glarus Blues, Brews & Food Truck Festival

In Village Park - June 26, 2021



Spread out your blanket and enjoy the good food and free music in Village Park.

New Glarus Blues, Brews & Food Truck Festival is back on June 26th - featuring New Glarus beers, a fantastic assortment of food trucks, and a free music festival! Bring your blankets and spread out in Village Park while enjoying live blues music all day long. Get details on the music lineup and food trucks at Swisstown.com/events!



**The Bank of New Glarus®
and Sugar River Bank Branches**

www.thebankofnewglarus.bank

Visit us at one of our branches!

Belleville

12 North Shore Dr.
Belleville, WI 53508
608-424-1520

Juda

W2903 Main St.
Juda, WI 53550
608-934-5151

New Glarus - Main

501 1st St.
New Glarus, WI 53574
608-527-5205

Brodhead

2006 1st Center Ave.
Brodhead, WI 53520
608-897-8607

Monroe

250 N. 18th Ave.
Monroe, WI 53566
608-325-3025

New Glarus

1101 State Road 69
New Glarus, WI 53574
608-527-5275

Proud sponsors of Blues, Brews, and Food Truck Festival
and Heidi Festival Events



Join the
New Glarus
Fire Department
for its:

Firefest 2021

at the Feuerwehr Haus - 218 4th Avenue
July 31, 2021 - All Activities Are FREE



• Fire Truck Rides • Fire Safety House • Kids' Water Fights

- Bounce House • Spray House
- NGFD Merchandise
- 50/50 Half Cash Raffles
- Great Food & Beverages
- Free Live Music in the beer tent from 3pm until Midnight!



Visit www.swisstown.com
or call (800) 527-6838
for more information

Area Recreation

Swissland Miniature Golf - across from Chalet Landhaus. Call (608) 527-5605.

The Edelweiss Chalet Country Club - 18-hole public golf course. (608) 527-2315.
Bike, Hike, or Snowmobile - The Sugar River Trail and the Badger Trail, see page 13 for web links for more information.

Fishing - Hoesly Pond and many nearby streams offer a variety of fish. Contact the Chamber for more details.

New Glarus Woods State Park - One mile south of New Glarus on Hwy. 69 - camping, hiking, picnicking, snowshoeing and access to the Sugar River Trail and New Glarus. For info, write Box 805, New Glarus, WI 53574, or call (608) 527-2335.

Tennis - Village tennis courts are in Veterans Memorial Park at 1400 2nd St.

Swimming - New Glarus community pool is located in Village Park.

Ski - Downhill ski at Tyrol Basin, 15 miles north of New Glarus, near Mt. Horeb. Call Tyrol information at (608) 437-4135.

Contact the New Glarus Chamber office at (800) 527-6838 for more information.

VOLKSFEST - Celebrating Switzerland's Independence Day

Volksfest is August 1, 2021

Each year, in tribute to the traditions brought by Swiss settlers in 1845, New Glarus residents celebrate Swiss Independence Day — the birth of the Swiss nation on August 1, 1291. The celebration is held the first Sunday in August. Please check swisstown.com for the Volksfest location in New Glarus.

The program of traditional Swiss entertainment includes choral folklore music, yodeling, flag throwing, thalerschwigen, alphorn playing, and accordion music. The entertainment is provided by Swiss performers and musical groups from throughout Green County, including a charming Swiss children's chorus, the New Glarus Kinderchor. Following the program,



everyone is invited to join the fun that continues through the afternoon.

The Maennerchor New Glarus, the official sponsor of Volksfest, is a Swiss men's choral group established in 1928 to preserve traditional Swiss and German four-part men's music. The Maennerchor performs at Volksfest and other area celebrations.

The Volksfest program runs from 1:00 p.m. to 2:30 p.m. A modest admission fee is charged at the gate, kids 12 and under are FREE. Food and beverages are available at Volksfest throughout the afternoon.

Call our Chamber of Commerce office, (800) 527-6838 for event location and an event schedule.

Celebrating 175 Years ⁺¹

July 30 - August 1, 2021

New Glarus has a long history of close relationships with Glarus, Switzerland, and many residents can trace their ancestors back to that homeland. Today, there are not only family ties, but business and organizational friendships, with visits back and forth between old friends and family.

New Glarus was settled by a hardy band of 108 Swiss pioneers in 1845 who left Switzerland during an economic crisis.

Since then, succeeding generations and a steady stream of new Swiss immigrants have kept alive the community's Swiss-German language, folk traditions, and music. This remarkable mix of old and new Swiss in New Glarus - plus an enduring dedication to preserving homeland ties - has made our beautiful village a unique place to live, work, and visit. Check www.swisstown.com for event details and updates.



New Glarus is home to several cultural repositories. **The Swiss Center of North America** is building a world-class collection of historical records and displays showcasing Swiss heritage and honoring our historical connections with Switzerland.

Visit: theswisscenter.org

The Swiss Historical Village & Museum boasts original and replica buildings that tell the story of New Glarus and its 19th century settlers. See page 8 for more of the Historical Village & Museum information

Visit: swisshistoricalvillage.org

The Chalet of the Golden Fleece Museum is an authentic copy of a Swiss Bernese mountain chalet, built in 1937. The museum houses the unique and eclectic collection of Edwin Barlow, founder of the Wilhelm Tell Drama in New Glarus. See page 11 for more Chalet of the Golden Fleece.



Our Swiss Culture



New Glarus' Wilhelm Tell Play tells the story of Swiss independence, as written by German playwright Friedrich Schiller. This live outdoor theater presentation is 83 years old and today still boasts 200 volunteers who join to make each colorful performance come to life.

The Jodlerklub New Glarus was organized in 1928 by five native-born Swiss who felt the need for keeping up the Swiss tradition of yodeling, which was so much a part of their life in their homeland. Today, this popular group entertains at festivals and events throughout the year.

The Heidi Play tells the classic story of an orphaned Swiss girl who manages her struggles with warmth and charm, making friends and family along the way. This classic will entertain you, even if you already know the story by heart.

The Männerchor New Glarus was established in 1928 to preserve traditional Swiss and German music. The group's performances of uniquely traditional Swiss men's choral music are heard at many of the area's major events.

Alphornblasers New Glarus is fortunate to have 6 alphorn players who make appearances all over the village, especially on festival weekends. Band students in the high school are taking advantage of special classes to learn alphorn.



Chalet of the Golden Fleece

A Unique one-of-a-kind collection



Visit the charming, Swiss Alps chalet-style home of Edwin Barlow, who brought the Wilhelm Tell play to America in 1938, and discover thousands of artifacts Barlow collected during his travels abroad in the early to mid-20th century.

New Glarus architect Jacob Rieder designed the home with features found in canton Bern, Switzerland, Barlow built it in 1937. Today it is in the Wisconsin State Register of Historic Places and the National Register of Historic Places as an outstanding example of an authentic Swiss chalet, one of only three in Wisconsin.

Barlow's love of collecting and of old world craftsmanship is further evidenced by the rare and unique antiques he acquired during his 63 Atlantic Ocean crossings and two world tours, all by boat. Barlow had a penchant for finding the extraordinary. His collection includes a peacock pendant and earrings set once belonging to Empress Carlota of Mexico and a set of Etruscan earrings, believed to be from 600 BC. He also added a mysterious spy ring, with a secret compartment for poison, to his collection of jewelry. He had a gift for identifying exquisite pieces of china and crystal ware, including Waterford and Tiffany.

Visitors agree that the Chalet of the Golden Fleece museum is a well-kept

secret and are amazed at the size of the collection within.

Personal tours can be arranged anytime day or night by contacting us via email or phone. We are happy to accommodate groups from 2 people to large bus groups via appointment!

Be sure to visit our website:

www.newglarusvillage.com/recreation/chalet-of-the-golden-fleece, or our Facebook page: www.facebook.com/ChaletOfTheGoldenFleece/ for additional hours and admission specials.

Chalet of the Golden Fleece Museum

618 2nd St, PO Box 399

New Glarus, WI 53574

(608) 527-2614

email: nggoldenfleece@gmail.com

Private appointments can be booked through the Chalet of the Golden Fleece Facebook page.

Festival Weekend Hours: (Polkafest, Heidi Weekend, Volkfest, Labor Day Weekend and HarvestFest)

Sat. 10am – 3pm; Sun. 10am – 3pm

AAA and Senior Citizen Discounts

For Group Tours: The Chalet of the Golden Fleece is open by appointment for bus and group tours, May through October. Call or write for more info:

Chalet of the Golden Fleece

PO Box 713, New Glarus, WI 53574

1-800-527-6838

NGgoldenfleece@gmail.com



The Chalet of the Golden Fleece and some of the unique collection displayed inside.



Celebrating our Culture



Preserving our Heritage



Embracing our Roots

The Swiss Center of North America

507 Durst Road
New Glarus, WI 53574 USA

608-527-6565
info@theswisscenter.org
theswisscenter.org



swiss center
of north america

Culture. Heritage. Roots.

New Glarus Cow Parade

the cows are manufactured in Zurich, and New Glarus is in dairy country, the painted cows reside in various locations around town. See if you can spot them all (if you need hints, check our local street map)!

The New Glarus "cow parade" got its start when two New Glarus shopkeepers saw a cow parade in the airport in Zurich, Switzerland. One year later, Chicago's Cows on Parade was a big hit. Since then, Chicago's Cows on Parade seemed a perfect fit. Cows were imported from



Choco the Cow

is a Brown Swiss with a maple leaf emblem & wreath. **Maple Leaf Cheese & Chocolate Haus, 554 1st St.**



Moo-sheer the Brown Swiss

is painted to resemble a Swiss cow, a breed found in dairy herds throughout Green County. **Mosher and Associates 513 1st St.**



Bingo the Cow

is painted with a bingo card. This theme was chosen because bingo is an activity greatly enjoyed by many of the residents of the New Glarus Home.

New Glarus Home, 600 2nd Ave.



Udderly Etter

is named after long time school administrator Pete Etter. She is a black and white Holstein, representing Mr. Etter's country of birth.

New Glarus Elementary School, 1420 2nd St.



Master Chef Cow

Standing in front of the New Glarus Hotel Restaurant, she is painted in traditional chef's garb.

New Glarus Hotel Restaurant, 100 6th Ave



Appenzell Cow

The cow is dressed in the traditional costume of a man from the Swiss Canton of Appenzell.

Hutch + Hide, 600 First St.



Recreational Cow

Its design depicts various recreational activities that go on in the park, including music, swimming and soccer.

Village Park, 2nd St. & 4th Ave.



Sunset Cow

Portrays a colorful sunset over the rolling farmland hills of Green County. Sunset grazes at **State Bank of Cross Plains-New Glarus, 512 Hwy 69**



Chuck

Our cow wears Converse Chuck Taylors in honor of The Jimmys, the best blues band in the land who play @ Tofflers every 1st and 3rd Thursday night of the month. Their trademark is the Chuck Taylor All-Star. Also, Tofflers Pub & Grill uses only Angus Chuck for our burgers.

Tofflers Pub & Grill, 200 5th Ave.



Alpabzug Annie

Alpabzug, a Swiss tradition, occurs when lowland farmers bring their herds of cattle down from the Alpine pastures. The best cow of each herd is adorned with flowers and a treichel bell, like Annie's. Annie also sports Band-aids, bandages, and a cast signed by the staff of the clinic.

The Monroe Clinic, 1800 2nd St.



ZZZZZZ's Cow

She is painted in Swiss red with white ZZZZZZ's floating off her back to remind you of the relaxing night's sleep at the **Swiss Aire Motel, 1200 Hwy. 69**



Mabel the Cow

The newest parade member - if you look closely, the design shows familiar faces of the Leuthner family past and present.

Country View Veterinary Service, 1106 Hwy 69



Goldstein

Look above your head to find the "goldstein" cow. The cow wears a belt and bell that add a Swiss touch. **Bank of New Glarus, 501 1st St.**



Bernese Cow

This cow wears traditional Swiss Bernese folk attire, based on traditional Swiss folkwear. Bernese is near the Bike Trail behind the Chalet Landhaus Inn.

Chalet Landhaus Inn 801 Hwy 69



Alpine Meadow Cow

Two cows call the Chalet Landhaus home. This cow resides in the Chalet rock garden depicting a Brown Swiss cow lying in the grass and alpine flowers.

Bike Green County

- The Sugar River State Trail
- The Badger State Trail
- Green County Country Roads

The Sugar River State Trail -

Connects 4 towns - New Glarus, Monticello, Albany and Brodhead - over 23 miles of trail. Bikes are available for rent from trail headquarters, which also serves as the New Glarus Chamber of Commerce office.

The Badger Trail -

Runs from Madison, WI to the Illinois line where it joins the Jane Addams trail to Freeport, IL - the trail is over 53 miles in length. It intersects the Sugar River Trail just east of Monticello and passes through the historic 1200-ft. Stewart RR tunnel. Both trails meander through Green County's picturesque countryside, have great amenities in the towns along the way - family restaurants, fine dining - even cappuccino!

Green County Roads -

Road Bikers: Green County offers the best biking in America. You'll enjoy the ride along New Glarus' and Green County's picturesque, paved country roads. For more information contact us at: New Glarus Chamber of Commerce, P.O. Box 713, New Glarus, WI 53574-0713
Call: (800) 527-6838 or visit www.swisstown.com

Sugar River Trail info: dnr.wi.gov/topic/parks/name/sugarriver/

Badger Trail info: dnr.wi.gov/topic/parks/name/badger/



COVERED BRIDGE ON THE SUGAR RIVER TRAIL NEAR BRODHEAD



BICYCLE TRAIL WEDDING



Bike Rentals

Bike rentals are available at the New Glarus Chamber of Commerce, 418 Railroad Street (Depot building). A reservation is recommended in high season. Book bike rentals online at www.swisstown.com, or call our office at 800-527-6838.

May 1st - Oct. 31st - Daily: 9am-4pm weather permitting

Bike Rental Fee: \$20 for a half day or less, \$25 for a full day.

A Trail Pass is required for riding the trails - \$5/daily pass or a \$25/season pass. Passes can be purchased from the New Glarus Chamber of Commerce or self-registration along the trail at each community bike trail kiosk. Season passes are good for use on any Wisconsin DNR State Bike Trail.



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Advertisers' Index – The page number following the listing directs you to the business advertisement or business information in this book. To find the business (attraction, park) on the village street map, refer to the MAP and MAP KEY on pages 4-5.

VISITOR INFORMATION

Visitor Information–Chamber Office
Sugar River State Trail, p. 13
Swiss Center of North America, p. 11

RESTAURANTS

Chalet Landhaus Inn, p. 20
Culver's Restaurant, p. 15
Edelweiss Chalet Country Club, p. 18
Glärner Stube, p. 17
Kristi's Restaurant, p. 18
Puempel's Olde Tavern, p. 18
Tofflers Pub & Grill, p. 16

LODGING

Chalet Landhaus Inn, p. 20
Hidden Bluff Lodge, p. 14

SPECIALTY SHOPS/VINTNERS/BREWERY

Bailey's Run Vineyard & Winery, p. 18
Edelweiss Cheese Authentic WI, p. 19
Hawk's Mill Winehaus, p. 19
Hoesly's Meats, p. 15
New Glarus Bakery, p. 17
Roy's Market, p. 16

REAL ESTATE

First Weber - New Glarus, p. 18
Restaino & Associates Realtors, p. 15

GIFTS/ARTS/ANTIQUES

Brenda's Blumenladen, p. 19
The Bramble Patch, p. 17
Esther's European Imports, p. 19
Hutch + Hide, p. 17
Kinderladen Toys & Games, p. 19
Railroad Street Boutique, p. 19

AUTOMOTIVE / CONVENIENCE STORE

Badger Chrysler Dodge Jeep Ram, p. 15
CENEX New Glarus, p. 15

BANKING

Bank of New Glarus–Downtown, p. 9
Bank of New Glarus–Hwy. 69, p. 9
State Bank of Cross Plains–New Glarus, p. 8
Woodford State Bank–New Glarus, p. 7

HARDWARE / RENTAL

New Glarus Hardware & Rental, p. 16

CAR-DOG WASH / STORAGE / LAUNDROMAT

New Glarus Wäsche Center, p. 16

MEDICAL

New Glarus EMS, map # 37
Monroe Clinic–New Glarus, Map # 16

INSURANCE

Mosher & Associates, p. 13

POLICE, LIBRARY, GOVERNMENT

New Glarus Village Hall, library and
New Glarus Fire Station, map # 35
New Glarus Schools, p. 16

RECREATIONAL

Edelweiss Chalet Country Club, p. 18
Sugar River State Trail, p. 13
Swissland Miniature Golf, p. 20
Village Park - Community events,
Public Swimming Pool, map # 36

POINTS OF INTEREST

The Floral Clock/Fridolin's Staff, Map # 2
The Settlers Monument, Map # 30

FESTIVALS

Polkafest / Beer, Bacon & Cheese Fest, p. 7
Blues, Brews & Food Truck Festival, p. 9
Heidi Festival, p. 6; Firefest, p. 9
Volksfest, p. 10; Wilhelm Tell Festival, p. 2
New Glarus Family Fest. p. 7
Oktoberfest, p. 2


NEW GLARUS MUSEUMS

Chalet of the Golden Fleece, p. 11
Swiss Historical Village & Museum, p. 8
Swiss Center of North America, P. 11

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