

18. The Bramble Patch, built 1896

102 5th Ave

This was the site of the first school in New Glarus, in a log house owned by Balthasar Schindler built in 1847. The current building was built in 1896 and used as a retail space from 1900 on.

19*. Old Citizens Bank Building, built 1910

130 5th Ave, **added to NRHP in 2021*

Built in 1910 as a bank and merged with the Bank of New Glarus in 1930, this building and the Green County Courthouse in Monroe are examples of Richardson Romanesque Revival architecture.

20*. Tofflers Pub & Grill, built 1880

200 5th Ave, **added to NRHP in 2021*

Opened as a saloon and restaurant, there were originally hotel or boarding rooms on the second floor. Owner Ernest Thierstein, a native of Switzerland, took in many Swiss natives who had come to work in cheese factories.

21*. Ott Haus Pub & Grill, built 1935

406 2nd St, **added to NRHP in 2021*

Operated by Fred and Marie Bigler as the Swiss Tavern, this was the first Swiss-style commercial building built in New Glarus.

22*. Helvetia Systems, built 1867

400 2nd St, **added to NRHP in 2021*

This Boomtown style building served as a harness shop from 1870-1917, when it became a horse and dry goods/hardware store. The back portion of this building was added on in 1935.

23. Primrose Winery, built 1900

224 2nd St

This commercial building served New Glarus for many years in various ways. First constructed as a furniture store and funeral parlor, it has been a men's and boy's clothing store, an antique shop, and a winery.

24*. New Glarus Town Hall, built 1886

206 2nd St, **added to NRHP in 2008*

This building was the meeting place for the Town of New Glarus, and housed the village jail for many years; bars can still be seen on some of the basement windows.

25. Private Residences, built 1900

114 2nd St

First built as the Wilhelm Tell Hotel, the building included a barber shop, bar, dance hall and dining room. In more recent years, the Flannery's Supper Club restaurant was on this spot before the building was turned into private housing.

26. Small World Childcare Center, built 1935

107 2nd St

Once a movie theater and grocery store, in the spring of 1960, JFK delivered a presidential speech here.

27. New Glarus Yoga Studio, built 1891

102 2nd St

For the first half of the 20th century, Engler's Store operated on this spot as a general store. A separate building nearby housed poultry, where customers could choose the live chicken they wanted for their Sunday dinner.

28*. Wilhelm Tell Shooting Park, built 1907

N8745 Cty Hwy O, **added to NRHP in 2022*

The shooting park barn, or Schuetzen Haus, was originally used for target shooting competitions. Also used a tourist campground for many years, the Shooting Park is still used for various local celebrations, including Volksfest (Swiss Independence Day), held annually on the first Sunday in August.

Properties noted with * are listed on the National Register of Historic Places

Information for this brochure was taken from the following :

Cartwright, C.L. (2015). *Architectural and Historical Survey of New Glarus, WI*. New Glarus Historic Preservation Commission: Village of New Glarus.

Historical Preservation Commission of New Glarus. (2006). *Historic Landmarks of New Glarus*. [Pamphlet]. New Glarus, Wisconsin.

New Glarus Depot Preservation Society. (1995). *A Walking Tour of Historic New Glarus, Wisconsin*. [Pamphlet]. New Glarus, Wisconsin.

Wisconsin Historical Society. Wisconsin Architecture and History Inventory. <https://www.wisconsinhistory.org/Records>.

Created by the New Glarus Chamber of Commerce, 2023.

New Glarus Historic Walking Tour




new glarus
+ america's little switzerland
chamber & visitor info

1. Floral Clock, built 1962

Corner of Hwy 69 & Hwy 39

This welcoming entrance to New Glarus was begun in 1962 and modeled after floral gardens like those in Europe. In 1995, the Fridolin's Walking Stick monument was gifted to the Village by the people of Glarus, to commemorate the 150th anniversary of the Village's founding.

2. Puempel's Olde Tavern, built 1893

18 6th Ave

The first home for many Swiss immigrants coming to settle in New Glarus. The large murals inside depicting Swiss, Austrian and American history were painted by Albert Stuebin in 1913.

3. Century 21, built 1862

28 6th Ave

Originally built as a store, the building was operated as a small hotel called Wisconsin House after an 1864 addition. The first local well was built on the rear of this lot.

4. New Glarus Hotel Restaurant, built 1853

100 6th Ave

Built soon after the Village was founded, the building was a restaurant and hotel for many years. The building has also served as a dance hall and theater. In 1960, JFK ate at the hotel after delivering his campaign speech at the New Glarus Theater, now Small World.

5*. Centered Threads, built 1859

112 6th Ave, **added to NRHP in 1992*

Designed in the Greek Revival style, this building originally served as a tinsmithy. Dr. Sam Blumer was the Village's first physician (1848) and used the building as his residence and office from the mid 1850s until 1868 when his son, J.Jacob took over.

6. Maria's Barber Shop, built 1893

113 6th Ave

The first Bank of New Glarus stood on this spot from 1893-1910, until the bank moved to the Old Citizens Bank building at 5th Avenue & 2nd Street. This building then served as a local telephone office until 1962.

7. New Glarus Masonic Lodge #310, built 1890

207 6th Ave

Built in 1890, this building was the Evangelical United Brethren Church until it was disbanded in 1968. The building is now owned by New Glarus Masonic Lodge #310.

8*. Chalet of the Golden Fleece Museum, built 1938

618 2nd St, **added to NRHP in 2015*

Constructed by Edwin Barlow, an area native, world traveler, and founder of the Wilhelm Tell Play. Swiss architect Jakob Rieder built the chalet to house Barlow's collections from his travels. The house was turned into a museum after Barlow's death in 1953 and remains open to the public today.

9*. New Glarus School House Apartments, built 1896

413 6th Ave, **added to NRHP in 1998*

This two-story, gable roofed building was the first brick school for New Glarus. Portions of the building were constructed in 1896, 1914, and 1939. The 1914 Queen Anne detailing includes a shingled tower and gable as well as a massive chimney. The building was converted to apartments in 1996.

10. A Well Worn Story, built 1919

538 1st St

Designed to reflect the style of its adjoining building, the Farmer's Co-Op Meat Market opened in 1919. Interior renovations in 2021 revealed a colorful green and red mural for Washburn-Crosby's Gold Medal Flour on the neighboring wall, which can be viewed during the business' open hours.

11. New Glarus Bakery, built 1916

534 1st St

Designed by J.C. Steinmann Jr, a Monticello architect. Originally intended for use as a bakery, it has operated under various owners since April 1917. Some original equipment is still used in the current bakery, including an icebox and dumbwaiter.

12. Pioneer Valley Outdoor, built 1866

526 1st St

Owned by Fritz Tschudy, this building operated as a general store for several decades. Early in the 1900s, the building was moved across the street to its present location; the current front of the building was once the rear.

13. Glarner Stube, built 1901

518 1st St

Built in 1901, this building has served as a telephone company, cigar manufacturing shop, pool hall, bowling alley, and since the early 1950s, a bar and restaurant.

14*. New Glarus Chamber of Commerce, built 1887

418 Railroad St, **added to NRHP in 2000*

This Chicago, Milwaukee & St Paul railroad depot now houses the New Glarus Chamber of Commerce and serves as the trailhead for the Sugar River State Trail. The railroad spur ran from New Glarus to Brodhead from 1887 until 1972.

15. Kennedy's Ice Cream & Grill, built 1873

400 Railroad St

Originally New Glarus' first cheese factory, the New Glarus Cheese Mfg Co. specialized in American cheese that shipped directly to England.

16. Settler's Monument, built 1915

1st St & 5th Ave

Erected on April 16, 1915 to commemorate the 70th anniversary of the founding of New Glarus. This monument is composed of 10 pieces of Barre granite and red Montello granite for a combined weight of 30,000 pounds. Etchings on each side have the names of the original founders of the town.

17. Swiss United Church of Christ, built 1900

18 5th Ave

The first church was erected here in 1849. A second church of stone was erected in 1858 for \$1950 and 500 days of labor by the congregation. The current church building was constructed in 1900 at a cost of \$16,000.