

WISCONSIN

NEW GLARUS

VISITOR GUIDE 2022 – 2023



VISIT SWISSTOWN.COM



A storied history ...

New Glarus Brewing Company has wasted no time establishing itself as a world-class operation. In 1992, Daniel Carey passed the Diploma Master Brewer's Exam at the Institute of Brewing, London - the first and only American to do so since 1978. Deborah Carey, one of life's entrepreneurial spirits, raised the capital for the start-up as a gift to her husband, establishing her as the first woman to found and operate a brewery in the US. In June of 1993, Daniel and Deborah converted an abandoned warehouse in New Glarus into New Glarus Brewing Company's original Riverside Brewery. The first barrels rolled out in November of 1993 - the fastest micro brewery start-up ever.

Dan and Deborah have successfully combined their business management and brewing professionalism with their philosophy based on individuality, cooperation and use of 100% natural ingredients to produce world class, hand-crafted beers for their friends in Wisconsin. Although Daniel and Deborah's goal has never been to be a 'big' brewery, they have expanded to take care of all of their friends in Wisconsin. The most recent, and certainly the largest, expansion is their new Hilltop Brewery. Building from the ground up, Deborah and Daniel designed a brewery that is as functional as it is beautiful. Finding a cozy home on the hill south of town, Hilltop is the

home to their state-of-the-art waste water treatment facility, as well as the birthplace of their year round and seasonal brews. (Riverside is now closed to the general public except for Hard Hat Tours, but continues to brew their specialty lines, such as the Thumbprint and R & D Series.) Together these two breweries yielded approximately 240,000 barrels last year. Winning numerous awards, far too many to list here, regionally and worldwide since their establishment, their list of awards grows longer daily.

Only in Wisconsin.

Producing over 100 beers since their inception, New Glarus Brewing Company's line-up this year includes 14 beer varieties of the world's finest brews. Three beers are offered year round (Spotted Cow, Two Women, Moon Man); other varieties were designed to complement annual holidays and offer seasonal variety throughout



Relax after a tour of our Hilltop Brewery.

the year (Wisconsin Belgian Red, Serendipity, Raspberry Tart, Totally Naked, Cabin Fever, Staghorn Octoberfest, Scream IIPA) - with a couple of surprises for good measure.

An invitation to visit...

New Glarus Brewing Company beers are sold only in Wisconsin. You're welcome to come by and visit our little brewery in New Glarus. You can stop by for a self-guided brewery tour with tastings available during open hours.

Unfortunately, our parking is limited. Parking for larger vehicles, such as vans, buses, limos, vehicles pulling trailers, mobile homes and many campers, is found at the main entrance at the bottom of the hill. Those visitors will enjoy the scenic hillside hike to the brewery. Comfortable shoes are recommended.

For the brewery's gift shop - tasting/self-guided tours - we ask that you visit our website or our Facebook page for an up-to-date schedule for open days and times prior to your visit. Our days and hours will vary throughout the season, so please check our schedule ahead of your arrival. Vielen Dank!

www.newglarusbrewing.com

2400 State Road 69

New Glarus, WI 53574-0759

(608) 527-5850 • Fax (608) 527-5855

+ 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, Geschnetzeltes & Röschi 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!

Thanks to Sue Moen (suepics.com), Beth Zurbuchen (theswisscenter.org), Green County Tourism (greencounty.org or tourism@greencounty.org), Jerome Mooney Photography LLC and Elizabeth Bainbridge for the use of their photographs throughout the book.

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Produced by: Jerome Mooney Photography LLC



**NEW
GLARUS+**
CELEBRATING 177 YEARS™



New Glarus – Chamber of Commerce

418 Railroad Street, PO Box 713
New Glarus, WI 53574-0713

www.swisstown.com

(800) 527-6838

New Glarus Street Map

The New Glarus Chamber Office and Sugar River Trail Headquarters

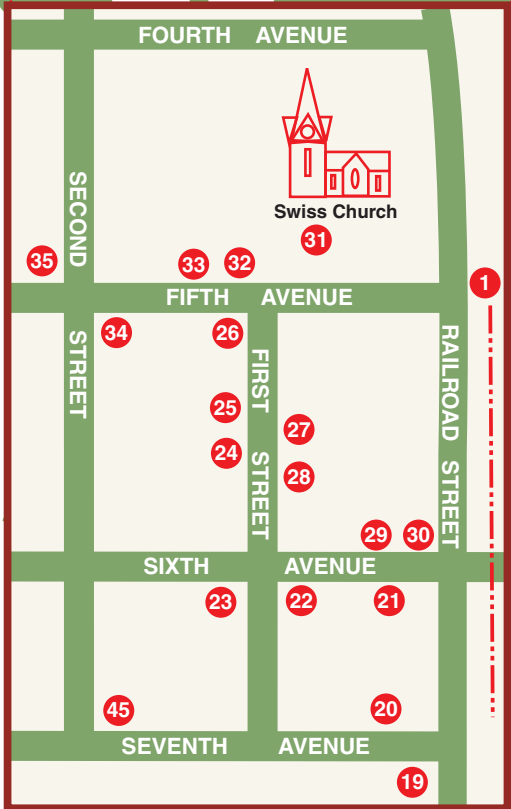
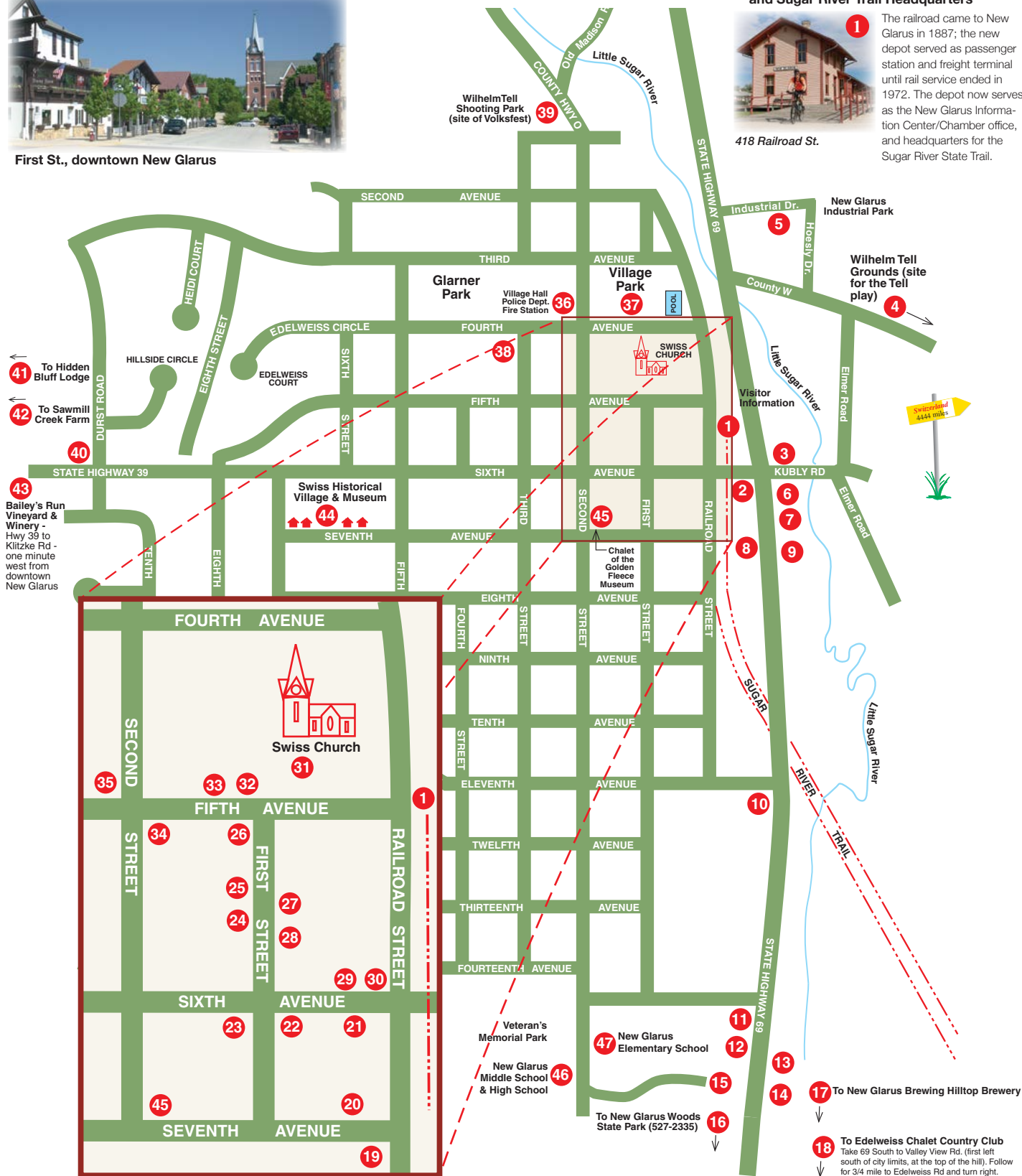


418 Railroad St.

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.



First St., downtown New Glarus



Expanded view of Town Center

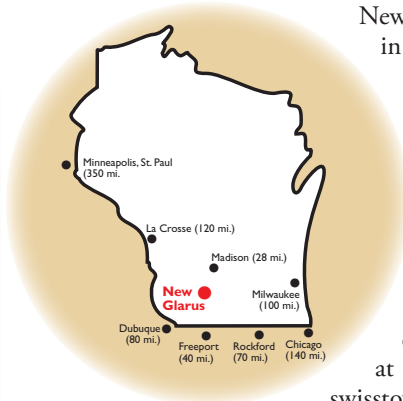
The Advertisers' Index is on page 14.

Village Map Key

The numbered locations below correspond to numbered locations on the adjacent village street 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. CENEX Ampride
12. Culver's Restaurant
13. New Glarus Hardware & Rental
14. New Glarus Wäsche Center
15. Monroe Clinic New Glarus 
16. New Glarus Woods State Park
17. New Glarus Brewing Co. - Hilltop Brewery
18. Edelweiss Chalet Country Club
19. First Weber Real Estate
20. Railroad Street Boutique
21. Brenda's Blumenladen
22. Hutch & Hide 
23. Dirty Dog Taphaus
24. Kinderladen ~ Anderson Mall
25. Mosher & Associates Insurance 
26. Bank of New Glarus - Downtown 
27. Pioneer Valley Outdoor Store
28. New Glarus Bakery
29. Puempel's Olde Tavern
30. New Glarus Post Office
31. Swiss Church/Settlers Monument
32. The Bramble Patch
33. Sugar River Shoppe
34. Kristi's Restaurant
35. Tofflers Pub & Grill 
36. Village Hall/Police Station/Library and
New Glarus Fire Station
37. Village Park 
38. New Glarus EMS - (608) 527-5067
39. Wilhelm Tell Shooting Park
40. Swiss Center of North America
41. Hidden Bluff Lodge
42. Sawmill Creek Farm
43. Bailey's Run Vinyard & Winery
44. Swiss Historical Village & Museum
45. Chalet of the Golden Fleece
46. New Glarus Middle School & High School
47. New Glarus Elementary School 

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.

NEW GLARUS FESTIVALS AND SCHEDULE OF EVENTS 2022

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 10-11

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 11, the **Beer, Bacon & Cheese 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 24-26

Come enjoy the traditional Heidi Play, see the kittens and goats, listen to the Swiss music and have a great time. Check www.swisstown.com for event schedules, locations & times.

Blues, Brews and Food Truck Festival - June 25

Featuring local New Glarus beers, a fantastic assortment of food trucks and a free music festival on Saturday, June 25. See page 9 for info.

Firefest - at the "Feuerwehr Haus" - August 6

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

Swiss Volksfest - August 7

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

Wilhelm Tell Festival - September 3-4

Share with your family the story of Swiss independence, written by German playwright Friedrich Schiller. It's a live theater presentation with intricate costumes and a lively cast that includes goats, cows and horses. More than 200 local volunteers join to make each colorful performance come to life in a beautiful outdoor setting, just a short distance from downtown New Glarus. See Wilhelm Tell Festival on page 10.

Other weekend events include an Art Fair, a yodel contest, a children's lantern parade, live music, library book sale, savory cuisine and more. For performance schedules, event updates and information about other Tell Festival events visit www.swisstown.com or www.wilhelmtellfestival.org.

New Glarus Oktoberfest - September 22-25

Music lovers will enjoy the wide variety of live music throughout the weekend in the festival tent. Locally made foods and beverages are featured at the food concessions. Our agricultural heritage is spotlighted with horse-drawn wagon rides, and much more. See ad on page 10.

(Continued on page 7)



2022 Schedule of Events

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



MARCH

TBA NG Fire Department Kalberwurst Dinner

MAY

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

27 Lions Club BBQ in Village Park

28 Green County Breakfast on the Farm

28 Chalet of the Golden Fleece opens for season

JUNE

10-11 Polkafest - Downtown New Glarus

11 Beer, Bacon & Cheese Festival - Downtown

24-26 Heidi Folk Festival

25 New Glarus Blues, Brews & Food Trucks Festival

JULY

9 Heidi Wine Walk - Downtown

15-17 Maxwell Street Days - Downtown Sidewalks

AUGUST

6 NGFD Firefest - New Glarus Fire Department

7 Swiss Volksfest (Swiss Independence day)

13 Swiss Historical Village First Settlers

Commemorative Church Service

20 New Glarus Woods Trail Run

SEPTEMBER

3-4 Wilhelm Tell Festival & Events

11 New Glarus Family Fest

22-25 New Glarus Oktoberfest

24 Swiss Church Kilby Supper

OCTOBER

TBA Harvest Fest - Swiss Historical Village

TBA Bonfire at the Woods - by Friends of

New Glarus Woods State Park

TBA New Glarus Car, Truck & Motorcycle Show

22 Halloween Boos & Brews Pub Crawl

NOVEMBER

11-13 Holiday Open Houses - Downtown Shops

DECEMBER

1 Holiday Tree Lighting - Chamber depot

1-24 Adventsfenster - throughout town

2-4 Christkindli Market - downtown New Glarus

3 St. Nicholas Day & Cookie Sale (Swiss Church)

3 Lunch with Santa

JANUARY 2023

12-15 Winterfest Veterans Rally & Burning of Winter

14 Silvesterchlausen - Swiss Center to downtown

FEBRUARY 2023

TBA New Glarus Woods Candlelight Snowshoe Hike

MAY through OCTOBER - New Glarus Farmers Market The market is held every Friday from 3-6pm in the Hometown Pharmacy parking lot, 1101 Highway 69

NEW GLARUS FESTIVALS AND EVENTS 2022

New Glarus Family Fest - September 11

A family-oriented event with bands, car show, petting zoo, pony rides, games, prizes, brats and ALL FREE. Sponsored by the Grace and Bible churches and regional businesses. Information - NewGlarusFamilyFest.com or (608) 527-5664

New Glarus Car, Truck & Motorcycle Show See www.swisstown.com for more details.

The New Glarus Car, Truck and Motorcycle Show will be held downtown New Glarus. This is a great opportunity to view beautifully restored classics. For more information contact the New Glarus Chamber of Commerce at (608) 527-6838 or email NGCarShow@gmail.com.

Swiss Historical Village & Museum

Harvest Fest - see www.swisstown.com for details.

The Swiss Historical Village & Museum presents old-time crafts with hands-on demonstrations that include cheese making, sausage making, bee keeping, broom making, and blacksmithing using a collection of antique equipment, and more. There is something for the whole family! See the *Swiss Historical Village & Museum* on page 8 for information.

Adventsfenster - December 1-24

Enjoy the reveal of a new, life-sized advent window each night around New Glarus. Visit Swisstown.com for locations.

Christkindli Market - December 2-4

Our outdoor Christmas market hosts decorated mini chalets offering a variety of high quality, locally made and sourced gifts, as well as Christmas decorations and foods. Shop local and support local businesses, while enjoying Christmas lights and music.

St. Nicholas Day - December 3

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 3.

Winterfest Veterans Rally - January 12-15, 2023

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

(Continued on the bottom of page 8)

New Glarus Polkafest

June 10 - 11 - FREE ADMISSION

Join us in beautiful Downtown New Glarus for lots of good music, food, and beverages - enjoy our famous New Glarus Gemütlichkeit!

FRIDAY, JUNE 10

Free music & dancing under the tent - 5:00 p.m. to 10:00 p.m.

Live music at local bars & restaurants - check swisstown.com for schedule

SATURDAY, JUNE 11

Free music & dancing under the tent - 11:00 a.m. - 7:00 p.m.

Live music at local bars & restaurants - check swisstown.com for schedule



Please visit www.swisstown.com prior to Polkafest for a list of bands and performance schedules.

BEER, BACON & CHEESE

ONE WRISTBAND. UNLIMITED GOODNESS.

JUNE 11, 2022 | 1 - 5 PM | \$50 NEW GLARUS, WI | SWISSTOWN.COM

of sampling some of the region's most unforgettable flavors — craft beer, specialty meat and artisan cheese — while you wander the charming streets of historic New Glarus.

BBC wristbands are \$50 per person and may be purchased starting April 1st on Eventbrite website - www.eventbrite.com and search New Glarus Beer, Bacon and Cheese. (We'll post a link to purchase wristbands starting April 1st). **Wristbands will not be sold the day of the event.** Make it a BBC and New Glarus Polkafest weekend. Come and enjoy the BBC yum and all the polka fun!



Saturday, June 11, 1-5 p.m.

Attention foodies and anyone else with a love for some of the greatest flavors known to man - Beer, Bacon & Cheese Fest (BBC)! One \$50 wristband entitles you to an afternoon



Woodford

STATE BANK



618 State Rd 69, New Glarus, WI 53574

(608) 325-7766

www.woodfordstatebank.com

Proud sponsors of Polkafest & Beer, Bacon & Cheese

Visit us at one of our branches!

Darlington
15815 State Road 81
Darlington, WI 53530

Monroe
403 West 8th Street
Monroe, WI 53566

Argyle
101 Spruce Street
Argyle, WI 53504

Blanchardville
319 South Main Street
Blanchardville, WI 53516

South Wayne
212 West Hwy. 11
South Wayne, WI 53587



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
sbcpl.bank
Member FDIC



(Continued from page 7)

village-wide poker run, the famous Winterfest Auction, buffet banquet and dance. All Veterans are welcome!

Silvesterchlausen - January 14, 2023

Celebrate the New Year twice - traditionally December 31 and the Swiss New Year by the Julian calendar in January. Follow the Schuppl mummings through New Glarus as they roam the streets, dressed in woodland costume, singing, yodeling, bell ringing, wishing all a Happy New Year.





New Glarus Blues, Brews & Food Truck Festival



In Village Park - June 25, 2022



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 25th - 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 the details of the music lineup and food trucks at Swisstown.com/events!



Heidi Festival

June 24-26, 2022



The Heidi Play is a classic Swiss Story of a young orphan girl taking on her struggles with a sense of adventure. Her warmth and charm affects everyone she meets. This wonderful story is enjoyable for the entire family and has been a tradition in New Glarus since 1965.

Come enjoy the traditional Heidi Play, see the kittens and goats, listen to the Swiss music and have a great time. Check www.swisstown.com for event schedules, locations and times.

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



Join the New Glarus Fire Department for its:

Firefest 2022

at the Feuerwehr Haus - 218 4th Avenue
August 6, 2022 - 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



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



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 First 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



VOLKSFEST - Celebrating Switzerland's Independence Day

Volksfest is August 7, 2022

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 folk-lore 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 Kinder-



chor. 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 or visit swisstown.com.



EXPERIENCE A LEGEND

WILHELM TELL FESTIVAL WEEKEND SEPT 3 - 4, 2022

LANTERN PARADE
LIVE MUSIC
SAVORY CUISINE
BOOK SALE
YODEL CONCERT
ART FAIR
WILHELM TELL PAGEANT



FESTIVAL SCHEDULE & PAGEANT TICKETS: WILHELMTELLFESTIVAL.ORG



Please visit our website for event details and updates.

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.

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.



The Floral Clock, a colorful introduction to our village, is created annually by a group of local horticulturists. The New Glarus Swiss Miss dancers surround the clock.

Free Admission to All Oktoberfest Weekend Activities!



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

- Live music - Barvarian, Polka, Rock, Blues & Country
- Beer tent serving local New Glarus beers
- Great food - street vendors & restaurants
- 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

Chalet of the Golden Fleece

A Remarkable House Museum in the Hills of New Glarus



Visit a fascinating Swiss Alps chalet-style home. Edwin Barlow, the founder of the Chalet of the Golden Fleece, filled the museum with artifacts from his travels in the early to mid-20th century. Barlow's life story is compelling, not only an orphan and a WWI veteran, but instrumental in New Glarus becoming America's Little Switzerland!

New Glarus architect Jacob Rieder designed the home with authentic features found in Bern, Switzerland. Today, the Chalet has been awarded a place in both the National and Wisconsin State Registers of Historic Places as an outstanding example of authentic Swiss chalet - one of only three in Wisconsin.

Barlow's love of collecting and old world craftsmanship is unmistakable in the rare and unique antiques he acquired during his 63 Atlantic Crossings and two world tours. His knack for finding the extraordinary is on display in every room. Visitors will learn about mountain life in the Swiss Alps, as well as viewing artifacts from around the world. Guests will be delighted by some of nation's finest Swiss folk art and wood carvings along with relics from ancient Egyptian and Mexican tombs. Visitors

agree that the Chalet of the Golden Fleece Museum is a well-kept secret and are amazed at the collection and architecture.

For more information visit our Facebook page: facebook.com/ChaletOfTheGoldenFleece/ OR our website: www.newglarusvillage.com/recreation/chalet-of-the-golden-fleece

How to Visit:

Drop-In Tours –

Saturdays from Memorial Day weekend thru the End of October from 10 am to 3 pm and Sundays during Festival Weekends (Polkafest, Heidi Weekend, Volkfest, Labor Day Week and Harvest Fest). Chalet of the Golden Fleece is located at 618 2nd street in New Glarus. See # 45 on the street map, page 4.

Private Tours –

Can be arranged by visiting our Facebook Page to schedule an appointment or by calling 608-527-2614

Group Tours –

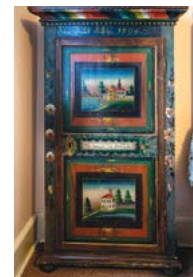
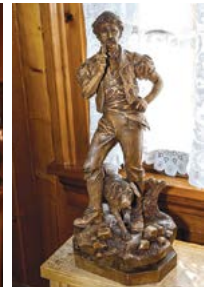
Call Us At 608-527-2614

AAA and Senior Citizen Discounts

Email us at:

NGgoldenfleece@gmail.com

Photos: 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

manufactured in Zurich, and New Glarus is in dairy country, the painted cows seemed a perfect fit. Cows were imported from Switzerland and painted with unique designs by area artists. Today, the 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 the cows are



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.**



Moo-sher the Brown Swiss is painted to resemble a Swiss cow, a breed found in dairy herds throughout Green County. **Moshers 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.**



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.



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.**



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.**



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**



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 ZZZZZ'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**

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. 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 some of 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 just walk in.

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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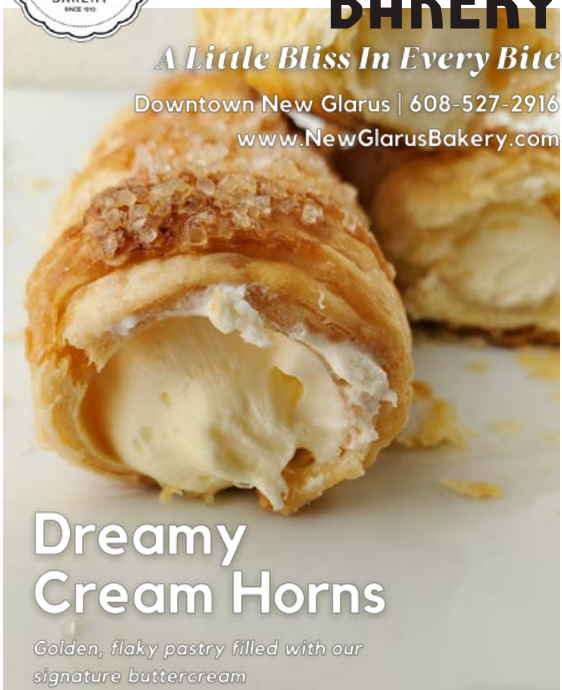


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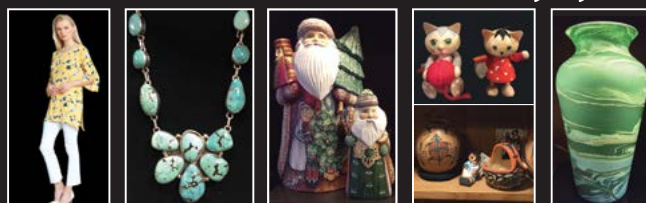
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