



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 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 our town. See if you can spot them all (if you need hints, check our local street map)!



Choco the Cow

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

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 Brown Swiss cow, a breed found in dairy herds throughout Green County.
Mosher and Associates, 513rd First St

Bernese Cow

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



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

Alpine Meadow Cow

This cow resides in the Chalet Landhaus rock garden depicting a Brown Swiss cow lying in the grass and alpine flowers.
Chalet Landhaus Inn, 801 Hwy 69



Uddeny 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, ready to serve your lunch.
New Glarus Hotel Restaurant, 100 6th Ave



Appenzel Cow

The cow is dressed in the traditional costume of a man from the Swiss Canton of Appenzel.
Hutch + Hide, 600 First St

Chuck

Tofflers' cow wears Converse Chuck Taylors in honor of The Jimmys, the best blues band in the land who play at 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 its burgers.
Tofflers Pub & Grill, 200 5th Ave



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

Alp aufzug Annie

Alp aufzug, 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 treicheln 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



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

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



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