

Zeitschrift: Helvetia : magazine of the Swiss Society of New Zealand
Herausgeber: Swiss Society of New Zealand
Band: 80 (2014)
Heft: [3]

Rubrik: Fun tips - Glarnerland

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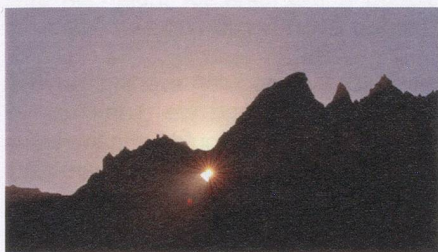
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Fun Tips – Glarnerland

Fun tip No.1 - Martinsloch: Sun-Window in a Rock



On two days in spring and autumn, sunrise is especially eagerly anticipated in Elm. A natural spectacle takes place shortly before sunrise, when the sun shines through Martin's Hole (Martinsloch) directly onto the Church of Elm.

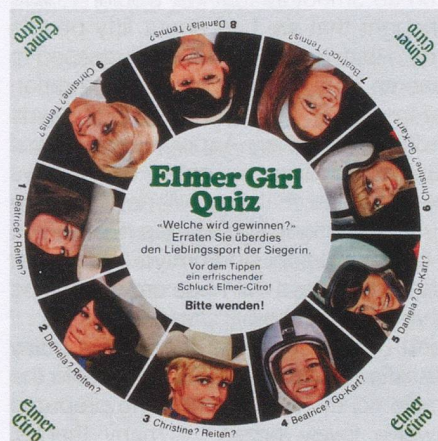
The little village of Elm lies way up at the top of the Sernf Valley (canton Glarus), which is separated from Flims (Graubünden) by the prominent Tschingelhörner. It is part of the UNESCO World Heritage Site "Swiss Tectonic Arena Sardona". People have been fascinated by the natural phenomenon of the sun-hole in the rock face for hundreds of years. It gave rise to the legend of heroic Martin and the evil Giant - the hole was punched out in a fight between them.

To this day, the 22x19 meter wide rock window, and the appearances of the sun and the phenomena it creates, intrigue people. Even astronomers are fond of making the pilgrimage to Elm on March 12 and 13, or on September 30 and October 1. The moon, too, is visible in the Martin's Hole at certain intervals.

<http://www.myswitzerland.com/en-us/martinsloch-the-sunny-window.html>

Fun tip No.2: Elmer Citro

Elmer Citro, the famous Swiss lemonade, is made – of course – in Elm in the Glarnerland.



Examples from advertising campaign in the 1960's

Federal Councillors in the '60s were probably secretly annoyed that the sympathetic ELMER Girls were better known than members of the Swiss government! The ELMER Girl competition, run experimentally for the first time in 1962 and then continued annually until 1970, turned out to be one of the most successful advertising campaigns in Switzerland. Voter turnout in the ELMER Girl competition was higher than in federal elections! In 1965, more than 1.1 million votes were received by ELMER Citro.

Rather than advertising the rather delectable benefits of Elmer Citro using conventional methods, as other beverage manufacturers did, the ELMER Girl competition livened up restaurants and shops to no end. The competition lasted throughout each summer, at the end of which the entire Swiss population finally nominated one out of six girls to be the ELMER Girl of the year.

The main prize for the ELMER Girl with the most votes was not a modelling contract or a new car, but fully reflected the responsible corporate policy of ELMER mineral springs. The beaming winner received a cash prize of 5,000 Swiss francs. This was to be used exclusively for training and education. This prize allowed many ELMER Girls to make their professional dream come a step closer.

Have you always wanted to know how ELMER Citro is produced and bottled? If so, why don't you drop into the visitor gallery in Elm or walk the "Quellenweg". This is a beautiful 1.5hr loop track, where information boards along the way tell you a little about the history and the mineral water of ELMER Citro. This

is an easy track to walk and good fun for kids! You'll pass some active and inactive springs. The track also offers you a stunning panoramic view over the Sernf valley. At the end of the track are a playground and a fountain filled with bottles of ELMER Citro waiting for your refreshment! The Quellenweg is open from May until autumn.

www.elmercitro.ch

Fun tip No. 3: Schabziger

Time and love are what gives SWISS SCHABZIGER its unique taste. Uurwürzig guet! Grate, season and enjoy. Swiss Schabziger is made from skimmed cow's milk and is ideal for all those who value natural and healthy products. The unmistakably spicy taste of this nearly fat-free cheese comes from



blue fenugreek, the herb-rich meadows of the Glarner alpine landscape and the manufacturing technique, which is unique worldwide. Schabziger was the first trade marked product of Switzerland, starting in 1463! Have you always wondered how this delicious cheese is made? Since last fall, GESKA has started up their popular guided factory tours again. Experience the Glarus Schabziger! Bookings for groups of 15-55 people can be arranged at info@geska.ch or visit www.schabziger.ch.

By Alexandra Beskid-Jung

