



1935  
**OFFICIAL**  
**HIGHWAY MAP**  
**OF**  
**WISCONSIN**  
 Scale—1 inch=13 miles  
 Prepared by the State Highway Commission of Wisconsin—Madison  
 FOR FREE DISTRIBUTION ONLY

**PREVENT FOREST FIRES**

**WELCOME TO WISCONSIN**  
 "The Playground of the Middle West"

**LEGEND**

U. S. & State Highways  
 County Highway  
 Portland Cement Concrete or High Type Bituminous Roads  
 Low Type Bituminous Roads  
 All Weather Roads; Crushed Stone, Gravel, Shale, etc.  
 Earth Roads  
 Dustless Roads

**CONVENTIONAL SIGNS**

State Parks  
 Division Offices of State Highway Commission of Wisconsin  
 Fish Hatcheries  
 Lookout Towers

National Forest Areas  
 State Forest Areas  
 Indian Reservations  
 State and Federal Institutions

Mileage shown between towns and junctions

**POPULATION (1930 Census)**

Under 500  
 500 to 1,000  
 1,000 to 2,500  
 2,500 to 5,000  
 5,000 to 10,000  
 Over 10,000

**HIGHWAY MARKERS**

U. S. HIGHWAYS  
 STATE TRUNK HIGHWAYS  
 COUNTY HIGHWAYS

Economically and governmentally sound.  
 The winter and summer playground of the nation.  
 3,500 lakes.  
 600,000 acres of lakes and rivers.  
 Twice the entire population of the state comes to Wisconsin every year.  
 7,000 miles of dustless roads.

**NOTICE**

For more detailed information concerning the condition of highways and detours, call or see the nearest Division Office. Main Office, State Office Bldg., Madison, Tel. Cap. 326.  
 Div. 1—State Office Bldg., Madison, Tel. Cap. 315.  
 Div. 2—211 Commerce Bldg., Milwaukee, Tel. Marquette 6365.  
 Div. 3—Nicollet Bldg., 225 N. Adams, Green Bay, Tel. Adams 1843.  
 Div. 4—Chicago Nat'l Bank Bldg., Wisconsin Rapids, Tel. 100.  
 Div. 5—Hessner Bldg., La Crosse, Tel. 177.  
 Div. 6—218 S. Barron St., Eau Claire, Tel. 3177.  
 Div. 7—Court House, Rhinelander, Tel. 2714.  
 Div. 8—117 Tower Ave., Superior, Broad 1917.  
 Div. 9—Herald Bldg., Lancaster, Tel. 493-R-2.

**DISTANCE FINDING TABLE AND EXPLANATION OF ITS USE**

The method of using the table is as follows:  
 Desiring to find the distance between two points, first find in the table the second of these points in alphabetical order. Follow the horizontal row of numbers opposite this place until it intersects the vertical column, running down the page from the name of the other point. In the square at this intersection is given the distance in miles between two points BY THE SHORTEST ROUTE FOLLOWING THE STATE TRUNK HIGHWAY SYSTEM.

ABBOTSFORD	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200
APPLETON	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250
ASHLAND	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320
BELoit	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390
CHICAGO	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460
DUBUQUE	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525	526	527	528	529	530
EAGLE RIVER	531	532	533	534	535	536	537	538	539	540	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600
EAU CLAIRE	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630	631	632	633	634	635	636	637	638	639	640	641	642	643	644	645	646	647	648	649	650	651	652	653	654	655	656	657	658	659	660	661	662	663	664	665	666	667	668	669	670
FOND DU LAC	671	672	673	674	675	676	677	678	679	680	681	682	683	684	685	686	687	688	689	690	691	692	693	694	695	696	697	698	699	700	701	702	703	704	705	706	707	708	709	710	711	712	713	714	715	716	717	718	719	720	721	722	723	724	725	726	727	728	729	730	731	732	733	734	735	736	737	738	739	740
GREEN BAY	741	742	743	744	745	746	747	748	749	750	751	752	753	754	755	756	757	758	759	760	761	762	763	764	765	766	767	768	769	770	771	772	773	774	775	776	777	778	779	780	781	782	783	784	785	786	787	788	789	790	791	792	793	794	795	796	797	798	799	800	801	802	803	804	805	806	807	808	809	810
HURLEY	811	812	813	814	815	816	817	818	819	820	821	822	823	824	825	826	827	828	829	830	831	832	833	834	835	836	837	838	839	840	841	842	843	844	845	846	847	848	849	850	851	852	853	854	855	856	857	858	859	860	861	862	863	864	865	866	867	868	869	870	871	872	873	874	875	876	877	878	879	880
KENOSHA	881	882	883	884	885	886	887	888	889	890	891	892	893	894	895	896	897	898	899	900	901	902	903	904	905	906	907	908	909	910	911	912	913	914	915	916	917	918	919	920	921	922	923	924	925	926	927	928	929	930	931	932	933	934	935	936	937	938	939	940	941	942	943	944	945	946	947	948	949	950
WISCONSIN DELLS	951	952	953	954	955	956	957	958	959	960	961	962	963	964	965	966	967	968	969	970	971	972	973	974	975	976	977	978	979	980	981	982	983	984	985	986	987	988	989	990	991	992	993	994	995	996	997	998	999	1000																				
LA CROSSE	1001	1002	1003	1004	1005	1006	1007	1008	1009	1010	1011	1012	1013	1014	1015	1016	1017	1018	1019	1020	1021	1022	1023	1024	1025	1026	1027	1028	1029	1030	1031	1032	1033	1034	1035	1036	1037	1038	1039	1040	1041	1042	1043	1044	1045	1046	1047	1048	1049	1050	1051	1052	1053	1054	1055	1056	1057	1058	1059	1060	1061	1062	1063	1064	1065	1066	1067	1068	1069	1070
LAKE GENEVA	1071	1072	1073	1074	1075	1076	1077	1078	1079	1080	1081	1082	1083	1084	1085	1086	1087	1088	1089	1090	1091	1092	1093	1094	1095	1096	1097	1098	1099	1100	1101	1102	1103	1104	1105	1106	1107	1108	1109	1110	1111	1112	1113	1114	1115	1116	1117	1118	1119	1120	1121	1122	1123	1124	1125	1126	1127	1128	1129	1130	1131	1132	1133	1134	1135	1136	1137	1138	1139	1140
MADISON	1141	1142	1143	1144	1145	1146	1147	1148	1149	1150	1151	1152	1153	1154	1155	1156	1157	1158	1159	1160	1161	1162	1163	1164	1165	1166	1167	1168	1169	1170	1171	1172	1173	1174	1175	1176	1177	1178	1179	1180	1181	1182	1183	1184	1185	1186	1187	1188	1189	1190	1191	1192	1193	1194	1195	1196	1197	1198	1199	1200										
MARINETTE	1201	1202	1203	1204	1205	1206	1207	1208	1209	1210	1211	1212	1213	1214	1215	1216	1217	1218	1219	1220	1221	1222	1223	1224	1225	1226	1227	1228	1229	1230	1231	1232	1233	1234	1235	1236	1237	1238	1239	1240	1241	1242	1243	1244	1245	1246	1247	1248	1249	1250	1251	1252	1253	1254	1255	1256	1257	1258	1259	1260										
MILWAUKEE	1261	1262	1263	1264	1265	1266	1267	1268	1269	1270	1271	1272	1																																																									



**Important Motor Vehicle Laws of WISCONSIN**

**RULES OF THE ROAD**

There is no speed limit on rural highways. Be reasonable and drive carefully. It is unlawful for any person to drive in a reckless manner or at such speed as to endanger the lives or property of others.

In overtaking a vehicle, pass to the left, but do so only where the left side is clearly visible and free from oncoming traffic for a sufficient distance to permit such movement in safety.

Do not overtake and pass another vehicle on the crest of a grade, on a curve, at railroad and highway intersections or where the operator's view is obstructed within a distance of 1000 feet.

Every vehicle must be equipped with rear view mirror, windshield wiper, horn, legal lights and efficient brakes.

Parking is prohibited on the main traveled portion of highways, also near the crest of hills or on curves and turns.

Restrictions as to size and gross weights of heavy vehicles are as follows:

**On Class "A" (paved) Highways**

4 wheel vehicles gross weight	24,000 lbs.
6 wheel-3 axle vehicles-gross weight	36,000 lbs.
Semi-trailer-1 axle, 2 wheels	19,000 lbs.
Semi-trailer-2 axles, 4 wheels	28,000 lbs.
Gross axle weight	19,000 lbs.
Gross wheel weight	9,500 lbs.
Per inch of tire width	800 lbs.

**On Class "B" (unpaved) Highways**

4 wheel vehicles-gross weight	15,000 lbs.
6 wheel-3 axle vehicles-gross weight	22,500 lbs.
Semi-trailer-1 axle, 2 wheels	12,000 lbs.
Semi-trailer-2 axles, 4 wheels	18,000 lbs.
Gross axle weight	12,000 lbs.
Gross wheel weight	6,000 lbs.
Per inch of tire width	800 lbs.

Maximum length of vehicle ..... 35 feet  
Maximum length of vehicle and trailer ..... 45 feet  
Width of load ..... 8 feet  
Minimum distance between motor vehicles ..... 40 feet  
Draw bar or tow rope length ..... 12 feet

**SCENIC WISCONSIN**

Wisconsin abounds in as many types of distinctive and pleasing scenery as any existing area of its size. The same dignity and grandeur extends from the driftless areas in the southwestern part of the state, through the Kettle Moraine country of the southeast, and into the northern wilderness regions of Lake Superior. The whole is an intermingling of nature's finest handiwork, an ever changing picture of miniature mountains, innumerable lakes, brooks, streams, and surly rivers, southern prairies, hardwood hills, forests, enchanting waterfalls, and nearly every variety of scenic beauty.

Lake Winnebago, that vast body of water, named after the Indian tribe that once lived on its shores, is the largest inland lake to be found within the borders of a single state. The interesting shore-land features of the Green Bay, the Apostle Islands in Lake Superior, and the Door County peninsula covered with so many lakes that they cannot all be included on the map, help to make Wisconsin a Mecca for travelers, hunters, and fishermen. Most scenery has been possible to assemble within the limits of 58,000 square miles, more beauty or more varieties of scenery than Wisconsin has been endowed with. The multitude of lakes, and thousands of miles of streams and rivers, and forest lands that spread over millions of acres, offer unequalled sport to the sportsman and peaceful perfection to the traveler.

Twenty-five state fish hatcheries annually propagate and distribute more than 300,000,000 game fish and the erection of four new muskellunge hatcheries is a project which distinguishes Wisconsin from all other states in the propagation of this king of game fish, while the numerous streams and rapids offer sporting brook trout to the fisherman.

To insure an abundant game stock, the state program of game propagation and distribution includes one of the finest experimental game and fur farms in the northwest, located at Poyneite. Thousands of pheasant eggs are sent to sportsmen's clubs for hatching and distribution, and many types of pheasants, Hungarian and Chukar partridges are liberated throughout the state. A feeding program is systematically followed during the winter months through the co-operation of the local conservation clubs, to save the breeding stock of game birds from starvation during the long winter months. The fur farm plans to liberate raccoon, red, blue and silver foxes, martin, and other fur bearing animals to strengthen the hunting and trapping activities in the state.

The general picturesque landscape contains several outstanding features of scenic value which cause Wisconsin to be known throughout the world. Among these are the Dells of the Wisconsin river, and the Dells of the St. Croix and of Eau Claire. Devil's Lake is one of the most mysterious of prehistoric glacialism in the world, with its cliffs of rock towering above the lake, forming sheer, jagged cliffs of mystery. From La Crosse to Prairie du Chien, the broad bluffs of the Mississippi possess an indomitable grandeur, and the Thousand Island section of this ancient highway has a reputation among travelers for exceeding the beauties of the similarly named portion of the St. Lawrence.

In the western and southwestern part of the state is the coulee region which was never touched by glaciers of the ice age. Northward from the coulee country, in the western Wisconsin, through the beautiful rolling foothill country from River Falls to Ellsworth and Durand; and along the mountain-like streams and rushing torrents of the St. Croix river, and the Dalles region; around the sandy beached lakes of Barron and Sawyer counties; through miles and miles of virgin pine forests in Douglas and Bayfield counties to Chequamegon bay and the Apostle Islands.

Northeastern Wisconsin, a vast wilderness of woods and waterfalls, has been called Land O'Lakes. The lakes are infinite in number and their pine-fringed shorelines are inviting to the person who enjoys exploring uncharted ridges and valleys. One must actually visit this section of Wisconsin to appreciate its magnitude.

The famous Wolf river country carries a reputation among travelers for the most scenic view of the most scenic tourist. Into the very heart of the Menominee National Reservation, the Wolf river tumbles and dashes on its way through forests of virgin timber, hastening to cataclysmic rapids and hesitating in the slower, calmer reaches below waterfalls. The Wolf, Peshigo, Pine, Embarras, Flambeau, Eau Claire, Namekagon, Popple, Oconto, and many other rivers, have made Wisconsin famous wherever trout fishermen gather to talk of their luck.

The Door county peninsula, acclaimed far and wide as the cherry blossom land of the Middle West, forms the long arm of Wisconsin. In the spring one may drive for miles and miles through fragrant cherry orchards which have made Door county famous.

In the southern Wisconsin has features that are uncommon to the majority of states in the Union. The northern sheets formed a configuration of wide ridges and deep valleys which present a startling visualization of the tremendous power of the forces which moulded the present Wisconsin. In the summer, the hardwood groves covering the hills, the green pasture lands, and the tops of well-kept farm buildings, intermingled with gem-like lakes and beautiful summer homes form a beautiful panorama.

Madison, Four Lake Capital City, and the home of the State University, is known throughout the world to students and lawmakers.

**WISCONSIN**

**THE STATE TOOK ITS NAME FROM THE WISCONSIN RIVER WHICH WAS KNOWN AS THE MESKOUSING OR MICKOUS WHEN WHITE MEN FIRST REACHED THIS REGION. IN FATHER HENNEPIN'S NEW DISCOVERY THE NAME IS SPELLED FOUR WAYS, MESKOUSING, MICKOUSING, MISCOSIN, AND WISCONSIN. THE LATTER NAME WAS IN COMMON USE DURING THE FRENCH REGIME.**

**THE WISCONSIN WAS THE 5th & LAST STATE FORMED OUT OF THE OLD NORTHWEST TERRITORY. A DISPUTE OVER THE MEADOW BOUNDARY HAS LASTED UP TO PRESENT TIMES.**

**IT IS BELIEVED THAT THEY WERE MADE BY THE WOLF-PRINTS OF BABE THE BLUE OX OR BY SPLASHES FROM THE WISCONSIN RIVER WHEN PAUL DURIAN DROVE OFF RIDG HILL.**

**THE OCTAGONAL shaped sign is used to indicate "STOP."**

**THE DIAMOND shaped signs are used to indicate any condition on the part of the driver.**

**THE SQUARE shaped sign is used as an advance warning at railroad grade crossings only.**

**RECTANGULAR shaped signs of various dimensions are used to carry directions, information and restrictions that are of benefit to the driver.**

**All caution and stop signs have black designs on a yellow background.**

**All direction and information signs are black on a white background.**

**Green Bay Intelligence**  
VOL. 11 NUMBER 10  
FIRST NEWSPAPER IN WISCONSIN

**JACK-KNIFE POSTS WERE ESTABLISHED BY JACQUES VEAU ABOUT 1795 AT KEWAUNEE, SHEBOYGAN, MANITOWOC & MILWAUKEE. FURS & MAPLE SUGAR WERE COLLECTED.**

**TANK COTTAGE**  
THE OLDEST HOUSE NOW STANDING IN WISCONSIN

**THE FIRST SETTLER AT THE SITE OF MILWAUKEE WAS SOLOMON JUNEAU WHO, WITH HIS FAMILY, ARRIVED IN 1835. A YANKEE VILLAGE DEVELOPED WHICH GREW INTO A CITY DOMINATED BY GERMAN IMMIGRANTS. HERE THE JOURNEY BY BOAT ENDED AND THAT BY HORSE & WAGON WAS BEGUN. A CULTURAL WAY, ESPECIALLY IN MUSIC AND DRAMA, MILWAUKEE WAS AN EARLY LEADER.**

**ACKNOWLEDGMENT IS DUE:**  
DR. LOUISE R. KELLOGG - HISTORIAN  
MR. CHARLES E. BROWN - ARCHAEOLOGIST  
MISS ALICE E. SMITH - HISTORIAN

**BY LAURA R. KREMERS - MADISON WIS.**

**PICTORIAL HISTORY OF WISCONSIN**

EARLY 17th CENT.-FRENCH & INDIANS ENTER THE FUR TRADE. JESUIT FATHER SEEKING CONVERTS. MILITARY RULE 1830'S. BEGINNINGS OF SETTLEMENT. THE 30'S & 40'S. TOWNS ARE BUILT & GROW INTO CITIES-EARLY 20th CENT.

**PICTORIAL HISTORY OF WISCONSIN**

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1935  
HW  
Dup.

**INDEX TO INCORPORATED VILLAGES AND CITIES**

A	Adrian	Adrian	Adrian	Adrian	Adrian	Adrian	Adrian	Adrian	Adrian
B	Barron	Barron	Barron	Barron	Barron	Barron	Barron	Barron	Barron
C	Chippewa Falls	Chippewa Falls	Chippewa Falls	Chippewa Falls	Chippewa Falls	Chippewa Falls	Chippewa Falls	Chippewa Falls	Chippewa Falls
D	Dodgeville	Dodgeville	Dodgeville	Dodgeville	Dodgeville	Dodgeville	Dodgeville	Dodgeville	Dodgeville
E	Elkhart	Elkhart	Elkhart	Elkhart	Elkhart	Elkhart	Elkhart	Elkhart	Elkhart
F	Farmington	Farmington	Farmington	Farmington	Farmington	Farmington	Farmington	Farmington	Farmington
G	Green Bay	Green Bay	Green Bay	Green Bay	Green Bay	Green Bay	Green Bay	Green Bay	Green Bay
H	Hudson	Hudson	Hudson	Hudson	Hudson	Hudson	Hudson	Hudson	Hudson
I	Iron Mountain	Iron Mountain	Iron Mountain	Iron Mountain	Iron Mountain	Iron Mountain	Iron Mountain	Iron Mountain	Iron Mountain
J	Janesville	Janesville	Janesville	Janesville	Janesville	Janesville	Janesville	Janesville	Janesville
K	Keshishong	Keshishong	Keshishong	Keshishong	Keshishong	Keshishong	Keshishong	Keshishong	Keshishong
L	Ladysburg	Ladysburg	Ladysburg	Ladysburg	Ladysburg	Ladysburg	Ladysburg	Ladysburg	Ladysburg
M	Madison	Madison	Madison	Madison	Madison	Madison	Madison	Madison	Madison
N	Neshanic	Neshanic	Neshanic	Neshanic	Neshanic	Neshanic	Neshanic	Neshanic	Neshanic
O	Oconto	Oconto	Oconto	Oconto	Oconto	Oconto	Oconto	Oconto	Oconto
P	Port Washington	Port Washington	Port Washington	Port Washington	Port Washington	Port Washington	Port Washington	Port Washington	Port Washington
Q	Quincy	Quincy	Quincy	Quincy	Quincy	Quincy	Quincy	Quincy	Quincy
R	Racine	Racine	Racine	Racine	Racine	Racine	Racine	Racine	Racine
S	Shawano	Shawano	Shawano	Shawano	Shawano	Shawano	Shawano	Shawano	Shawano
T	Trempealeau	Trempealeau	Trempealeau	Trempealeau	Trempealeau	Trempealeau	Trempealeau	Trempealeau	Trempealeau
U	Union	Union	Union	Union	Union	Union	Union	Union	Union
V	Vernon	Vernon	Vernon	Vernon	Vernon	Vernon	Vernon	Vernon	Vernon
W	Waubesa	Waubesa	Waubesa	Waubesa	Waubesa	Waubesa	Waubesa	Waubesa	Waubesa
X	Xenia	Xenia	Xenia	Xenia	Xenia	Xenia	Xenia	Xenia	Xenia
Y	York	York	York	York	York	York	York	York	York
Z	Zaleski	Zaleski	Zaleski	Zaleski	Zaleski	Zaleski	Zaleski	Zaleski	Zaleski

**WELCOME TO WISCONSIN**

On behalf of the citizens of this state I welcome you to Wisconsin, to enjoy its great out-of-doors, visit its beautiful cities, and partake of the hospitality and friendship of its people.

Its wooded hills and valleys, thousands of lakes and streams, spacious state parks, abundant game and fish, and rolling, diversified countryside have made this state a Mecca for tourists and visitors from every part of the continent. The Indian of yesterday picked his way on horseback through underbrush and wilderness to visit his favorite haunts in Wisconsin. Today a network of more than 80,000 miles of highways spreads through the state and makes its attractions and interests easily accessible to all.

Wisconsin's assets are not confined to its natural beauties. Its richest asset is its citizens—a sturdy, industrious people as intensely interested in good government as in their own personal welfare. I hope you will visit and get acquainted with them, for I am sure you will enjoy their warm friendship as much as the beauties with which God has blessed us.

PHILIP F. LA FOLLETTE  
GOVERNOR OF WISCONSIN  
March, 1935

**State of Wisconsin**

**State Highway Commission of Wisconsin**

MADISON

1935

MAP SHOWING

**State and Federal Highway Routes**

FOR FREE DISTRIBUTION ONLY

**The PLAYGROUND of the Middle West**

**SCENIC VIEWS IN WISCONSIN**