





DIVERSIFIED SCENERY, CLIMATE, RECREATION AND INDUSTRY IN WISCONSIN

SCENERY • Topography generally rolling but castlelike rocks, cliffs, waters plunging through deep gorges and land contours similar to those of the Rhine country and Switzerland present an infinite variety of travel ex-

The spring brings huge Paul Bunyan bouquets of thou-sands of acres of cherry and apple blossoms in Door county, the Kickapoo Valley and elsewhere. One huge resort area takes in the land of thousands of lakes in northeastern Wisconsin. Another takes in a region of thousands of lakes in northwestern Wisconsin.

The 13,000 square miles of unglaciated area in south-western Wisconsin presents an unexploited mountain area to rival the scenic wonders featured in Europe. The

INTERSTATE • 738 acres operated co-operatively by Minnesota and Wisconsin. 580 acres in Polk county. Mountainous country taking in famed Dalles of St. Croix

PENINSULA • 3,400 acres in Door county. Virgin timber, high bluffs overlooking Green Bay. State 18-hole golf course, one of the most attractive in state.

DEVILS LAKE • 1,400 acres in Sauk county. Mountain lake between towering bluffs. Famed as a nat-ural laboratory for geologists and botanists. Most popu-lar of all state parks.

PERROT • 1,010 acres in Trempealeau county. Trempealeau or "Soaking Mountain," landmark for Mis-sissippi voyagers for nearly 250 years.

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eastern and northern coast lines are the seashores of Wis-CLIMATE • Wisconsin has all the advantages of summer-time in the north. The Great Lakes temper the atmosphere and those who enjoy ending a summer play day by sleeping under blankets at night can find their haven in Wisconsin.

FARMING • Wisconsin is primarily a dairy state and 125,000 of its 181,767 farms specialize on milk pro-duction although the production of potatoes, tobacco, canning peas, grains and other products are important industries. Wisconsin produces 59 per cent of the nation's cheese, 38.1 per cent of the nation's condensed and evaporated milk, and 9 per cent of the nation's but-

PATTISON • 740 acres in Douglas county. Big Manitou falls with a drop of 165 feet, highest waterfall in Wisconsin. Lake, Little Manitou falls and deep orges. **TOWER HILL** • 55 acres in Iowa county. Old shot tower used to make lead bullets in early days. Site of the vanished city of Helena. Bluffs overlooking Wisconsin

RIB MOUNTAIN • 280 acres in Marathon county. Highest known point in Wisconsin. Unique formations and majestic views.

POTOWATOMI • 1,100 acres in Door county. Historic Government Bluff, views across Sturgeon Bay and Green Bay.

COPPER FALLS • 520 acres in Ashland county. Falls of Bad River and Tyler's Fork, swift rushing waters through rocky gorges.

MERRICK • 291 acres in Buffalo county. Welltain City bay ooded area on Fou

REGIONAL MAP howing U.S. Highway



PHILIP F. LA FOLLETTE Governor of Wisconsin

ter. Wisconsin's 3,000,000 people own more than 3,000,-000 head of cattle.

INDUSTRY • As a manufacturing state Wisconsin

occupies the tenth place among the states of the nation. It stands first in the manufacture of aluminum ware, cheese, condensed and evaporated milk, dairy products of all kinds, and makes 70 per cent of the nation's malt. Wisconsin is second among all states in the manufac-ture of engines, turbines, tractors, wood pulp, leather

goods and It is third in the manufacture of butter, paper, agricul-tural implements, dairymen's supplies, plumbers' supplies, rubber tires and inner tubes.

STATE PARKS AND PLAYGROUNDS CUSHING MEMORIAL • Eight acres in Wau

kesha county. Old homestead of three Cushings, famed Wisconsin war heroes. Marble shaft to their memory. Tree memorials to hundreds of G. A. R. soldiers.

FIRST CAPITOL • Two acres in Lafayette county. Building that housed legislative session in 1836.

TERRY ANDRAE • 112 acres in Sheboygan coun-ty. Picturesque collection of dunes, interesting botanical growth. One of finest beaches on Lake Michigan.

FORESTS • More than 2,000,000 acres of federal, state and county forest lands open to recreation seekers.

WATERS • 10,000 miles of streams, thousands of lakes. Greatest variety of canoe waters in nation, from placid lakes and streams to thrilling rapids. HIGHWAYS • Unexcelled system of well-marked paved highways that reach all sections of the state.



COVERNMENT • State has won wide recognition in fields of social improvement and throughout its history has kept its bills paid. The state has no debt.

GAME, FUR FARM • State game and experimental fur farm, near Poynette, leading institution of its kind in nation. A total of 40,000 pheasants released in 1935 with aid of co-operators and a thousand black raccoon freed this year. Farm specializes in bird and animal rearing and laboratory work.

FISH HATCHERIES • State operates 28 hatch-eries of its own, many of them outstanding beauty spots. Hundreds of local enterprises co-operate with state efforts. FISH • 174 varieties, including giant muskellunge of 50 pounds or more. State planted nearly 600,000,000 fish

in 1935. **GAME** • Annual state game kill estimated on basis of meat value at \$2,000,000. Deer and bear common in northern counties.

FUR • Wisconsin produces fifty per cent of the na-tion's commercially produced fur.

RESTRICTIONS ON HEAVY VEHICLES No vehicle or combination of vehicles, except busses, having a gross weight of more than ten thousand pounds shall be operated at a speed greater than thirty-five miles per hour.

The speed limits for motor busses shall be the same as the speeds permitted passenger vehicles.

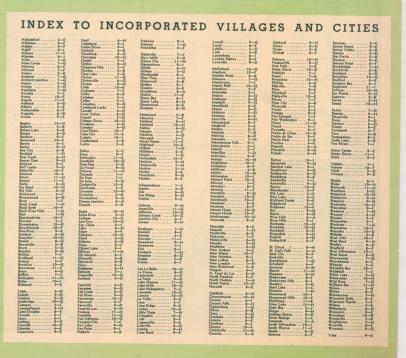
Every motor vehicle having a width at any part in excess of eighty inches shall carry two clearance signal lights on the left side of such vehicle, one lo-cated at the front and the other located at the rear of the vehicle. Such lights shall show a green, blue or amber light to the front and a red light to the

Flare lights must be placed approximately o hundred twenty-five feet to the front and rear vehicles stopping on the traveled way at night. Restrictions as to size and gross weights of heavy rehicles are as follows:

ON CLASS "A" (paved) HIGHWAYS ON CLASS "B"

ehicles gross weight..... 3-axle vehicles—gross weight. ler—1 axle, 2 wheels...... ler—2 axles, 4 wheels...... 2,000 lbs. 5,000 lbs. 2,000 lbs. 6,000 lbs. 800 lbs.





NELSON DEWEY • 1,671 acres in Grant county. Overlooking confluence of the Wisconsin and Mississippi rivers from bluffs rising several hundred feet. Rich with relies and history of mound builders and Indians.

RULES OF THE ROAD

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

The speed of any vehicle shall not be greater than fifteen miles per hour while passing a schoolhouse at those times when children are going to or from school or are playing at or about the school. The operator of any vehicle operating upon a highway shall pass school children upon the high way with due care and caution.

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 or highway intersections or where the operator's view is ob-structed within a distance of 1000 feet.

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MEMORANDUM

IN CASE OF ACCIDENT The driver of a vehicle involved in an accident resulting in injury or death of any person or total property damage to an apparent extent of fifty dollars or more shall, as soon as reasonably pos-sible, report such accident to the local authorities and, within forty-eight hours after such acci-dent, forward a written report of such accident to the state highway department. Report forms for this purpose may be secured from police departments, coroners, sheriffs and county clerks.

