THE CALL OF THE OPEN ROAD

Helpful Maps of Wisconsin Tours

B
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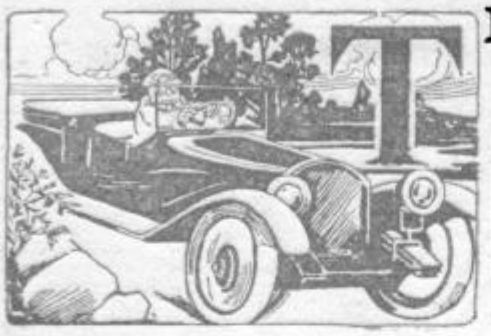
1916

"Full Speed Ahead"

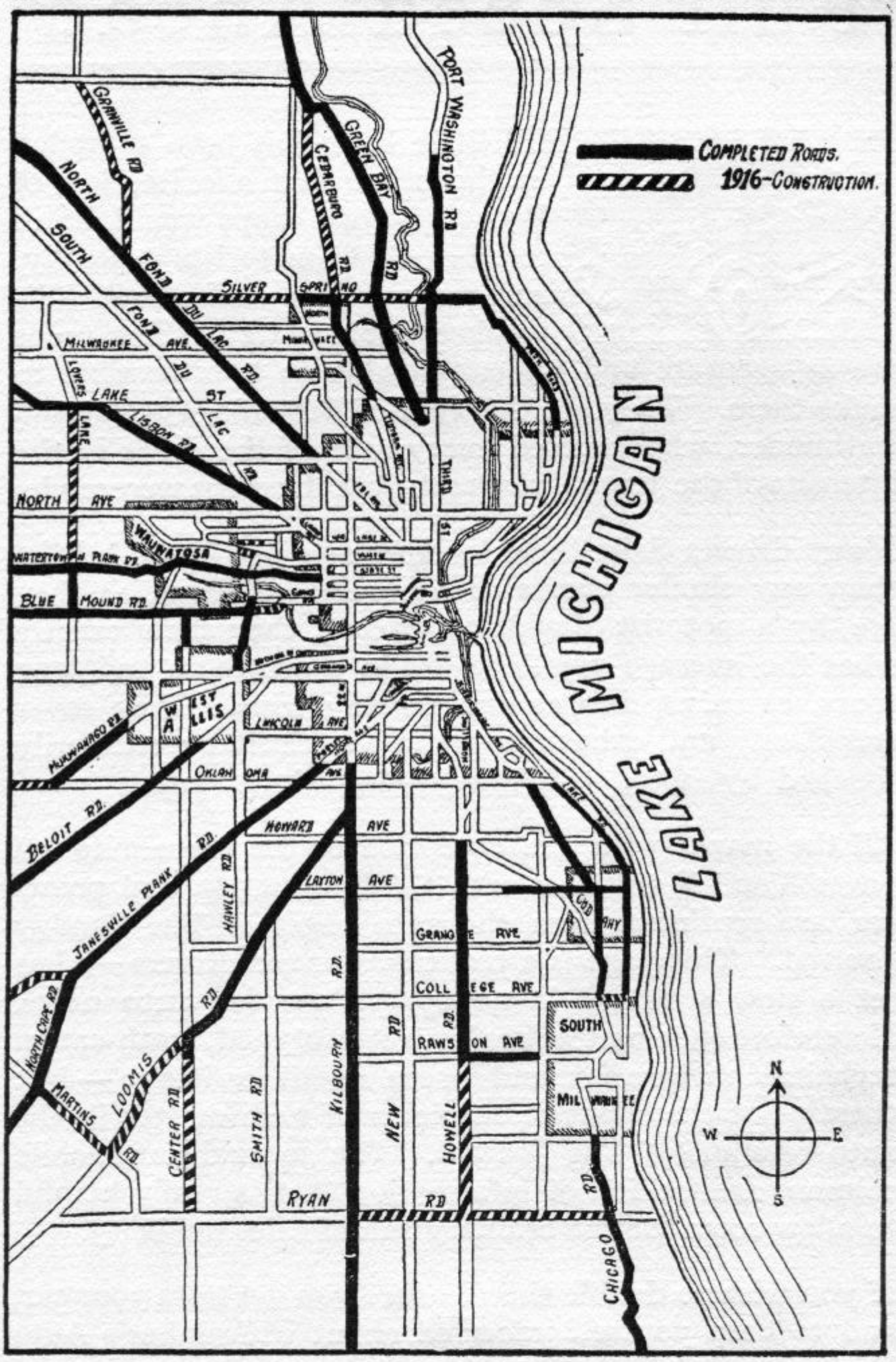


THIS little book has been compiled in the belief that a collection of Brownie's road maps would be of real benefit to motorists generally, and motorists in and about Milwaukee particularly. The maps are as accurate and understandable as it is possible to make them. They are the work of Brownie, The Journal Pathfinder, who covered every mile of the roads in the interests of the Journal readers before the maps were made.

Many drivers claim them to be clearer and more helpful than any similar charts to be found. Drawn, as they are, by a motorist of wide experience, they show exactly what the average owner wants in short tours and long tours, evening drives and Sunday trips. They cover completely and exhaustively all the territory ordinarily touched by motorists in this section of the state.

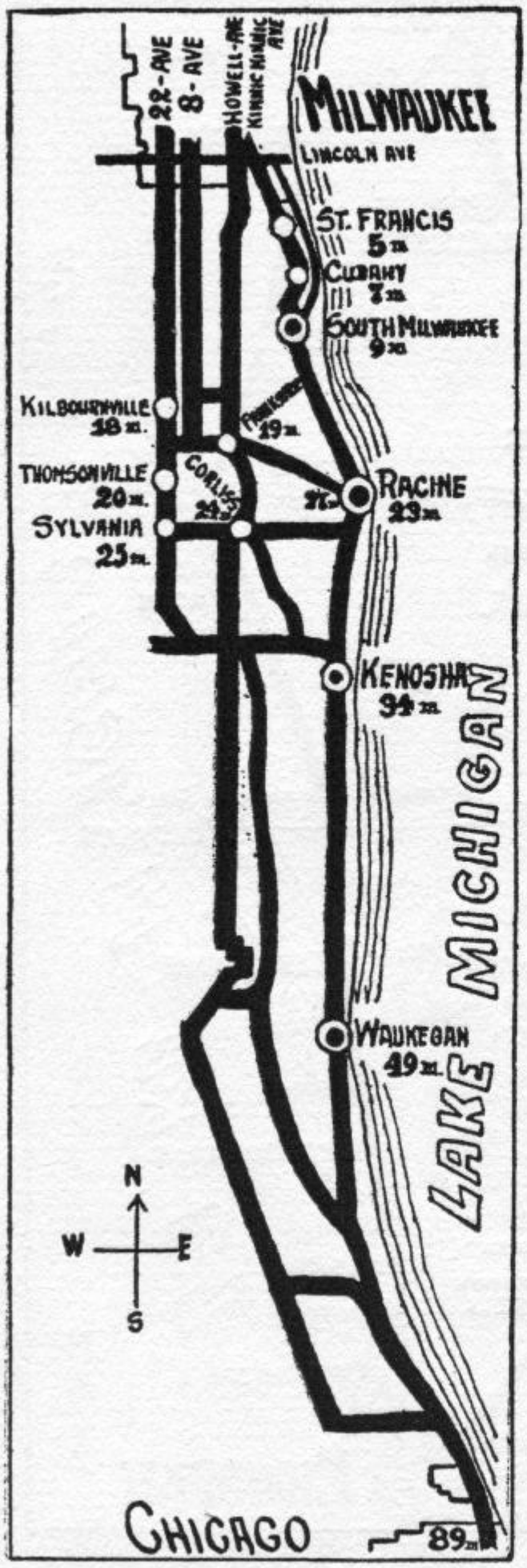
All the maps (with the exception of the state map on pages 8 and 9) together with the information and pointers, are reprinted from the auto pages of The Sunday Journal. This page is a real treat for car drivers—it has set a new standard in newspaperdom for auto news. Heretofore such matter has been stereotyped, moth-eaten, technical paragraphs and press agent writings — but there's not the slightest suspicion of such matter in the auto columns of The Journal. The Journal automobile columns are too full of information that is really helpful to allow room for the ordinary run of sales publicity.

If you wish to double the pleasure you get from your car, and to keep yourself informed about Milwaukee's Auto Routes read the columns of the Daily and Sunday Journal regularly.

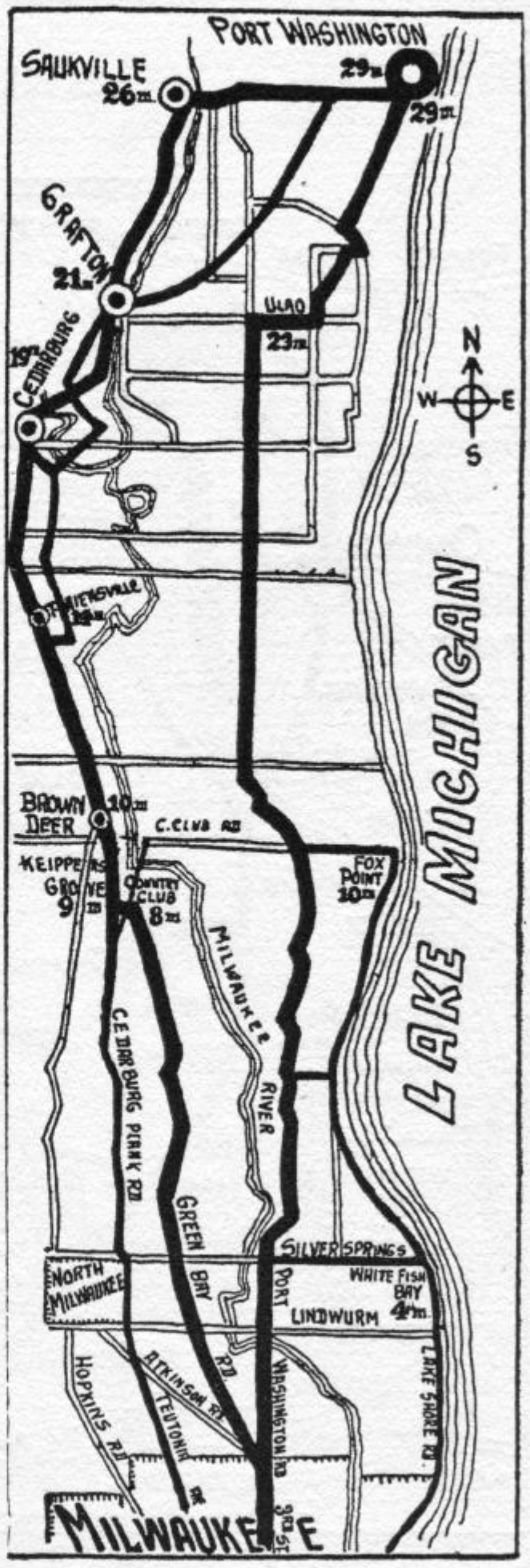


Concrete Roads about Milwaukee; completed and in immediate prospect

Going on a tour? Write to Brownie—he'll tell you where and how.

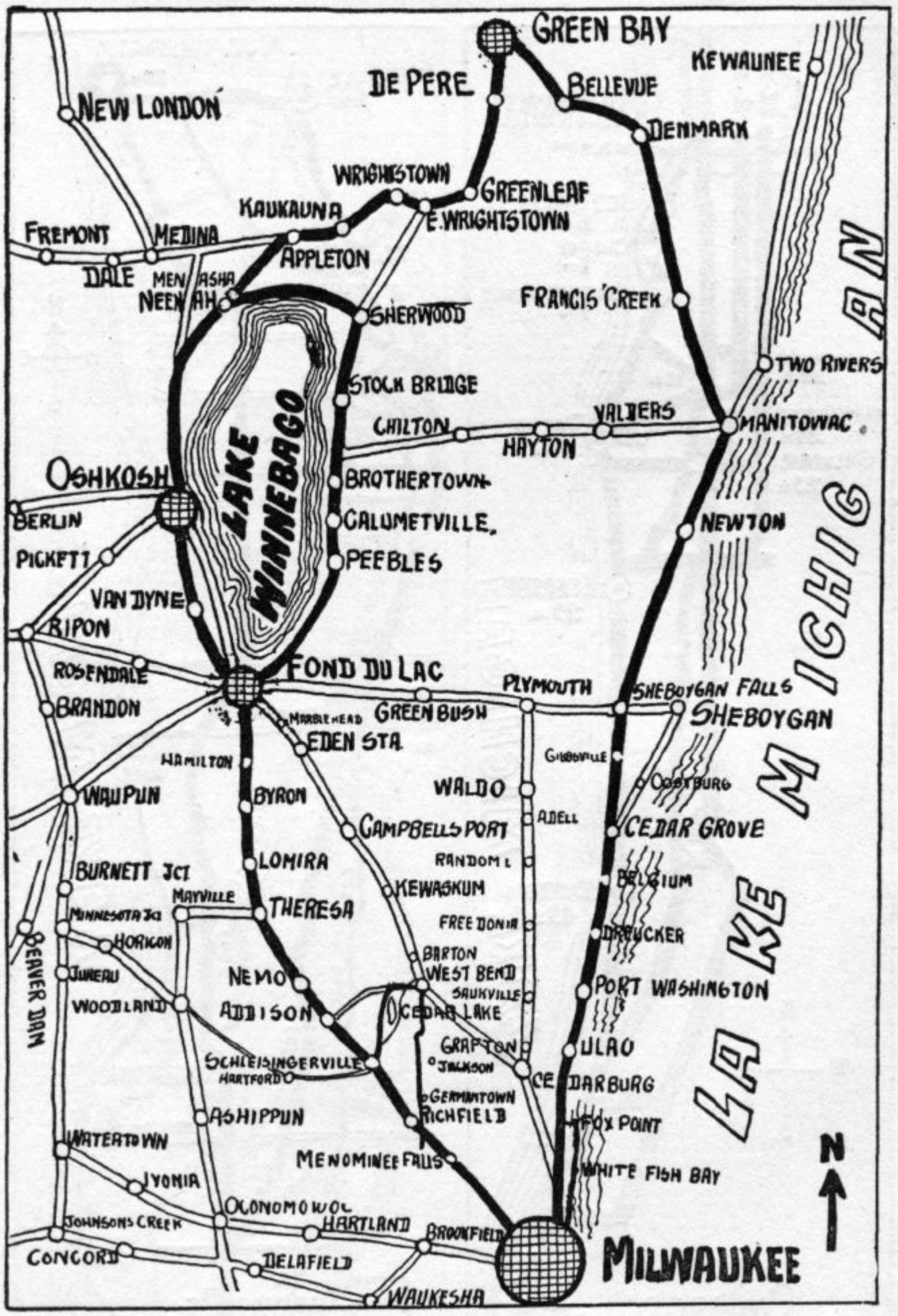


Three roads between Milwaukee and Chicago



Two routes to Port Washington

Auto News and advertising in The Journal is reliable—no press agent's puffs here.



Milwaukee to Green Bay, via Lake Winnebago or Lake Michigan

One car = one car. One car + Brownie's tips = 100% pleasure.

Through Automobile Routes in Wisconsin

Compiled by Wisconsin Advancement Association

REVISED SCHEDULE

Yellowstone Trail—Chicago to Minneapolis, via Kenosha, Racine, Milwaukee, Fond du Lac, Oshkosh, Waupaca, Stevens Point, Marshfield, Abbotsford, Stanley, Chippewa Falls, Eau Claire, Menomonie and Hudson.

Green Trail—St. Paul to Superior, via Hudson, Clear Lake, Turtle Lake, Cumberland, Shell Lake, Spooner, Gordon, Solon Springs and Hawthorne.

Red Circle Route—Beloit to Eagle River, via Janesville, Edgerton, Stoughton, Madison, Lodi, Baraboo, Kilbourn, Necedah, Nekoosa, Port Edwards, Grand Rapids, Wausau, Merrill, Tomahawk, and Rhinelander. (To be extended into lake regions of Vilas County), also Kilbourn to Milwaukee.

White Circle Route—Milwaukee to Bayfield, via Menomonee Falls, West Bend, Fond du Lac, Menasha, Appleton, Shawano, Birnamwood, Wausau, Abbotsford, Medford, Westboro, Prentice, Phillips, Park Falls, Butternut, Glidden, Mellen, Ashland and Washburn. (To be extended from Milwaukee to Waukesha, Whitewater and Janesville).

Yellow Circle Route—Milwaukee to St. Paul, via Port Washington, Sheboygan, Manitowoc, Door County Peninsula, Green Bay, Shawano, Phlox, Antigo, Rhinelander, Prentice, Ladysmith, Cameron, Barron, Turtle Lake, Balsam Lake and St. Croix Falls. Turtle Lake to St. Paul, via New Richmond and Husdon over Green Trail. (To be extended Milwaukee to Burlington and beyond).

White Diamond Route—Madison to Pembine (ultimately to Florence), via Sun Prairie, Columbus, Beaver Dam, Ripon, Oshkosh, Appleton, Green Bay, Oconto, Peshtigo, Marinette, Wausaukee, and Amberg. (To be extended from Madison to Belleville, Monroe and into Illinois).

Yellow Diamond Route—Oconto to Crandon, via Lena, Suring, Mountain, Lakewood, Soperton and Laona.

Red Diamond Route—Eau Claire to Superior, via Chippewa Falls, Chetek, Cameron, Rice Lake and Spooner, and Green Trail from Spooner to Superior. (To be extended from Eau Claire to La Crosse).

White Square Route—Rice Lake to Bayfield, via Hayward, Cable, Drummond, Grandview, Bibon, Mason, Ashland Junction and Washburn. (To be extended from Rice Lake to Wabasha via Barron and Menomonie).

Red Square Route—Grand Rapids to Ladysmith (and beyond), via Greenwood, Stanley, Cornell and Holcombe. (To be extended south-eastward from Grand Rapids).

Yellow Square Route—Langlade to Medford, via Antigo and Merrill. (Ultimately Marinette to Chippewa Falls).

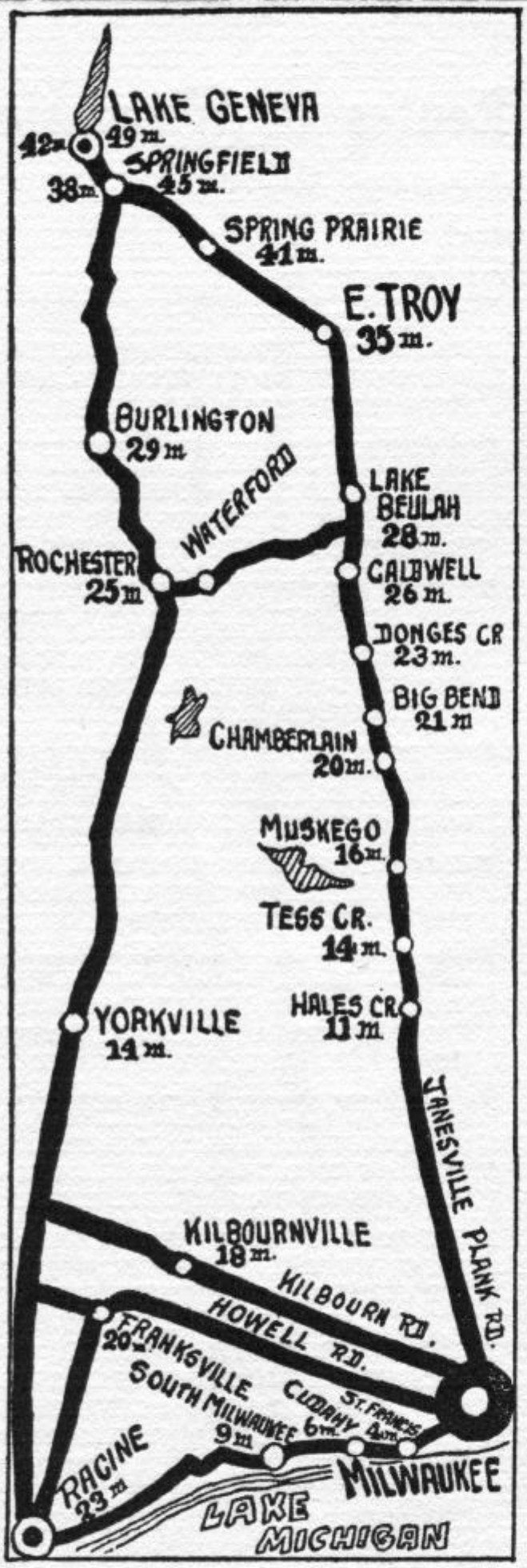
White Cross Route—Eau Claire to Superior, via Bruce, Murry, Exeland, Radisson, Hayward and Drummond. (To be extended Eau Claire to Winona and Minnesota points).

Yellow Cross Route—Milwaukee to Eagle River, via Hartford, Mayville, Oakfield, Ripon, Berlin, Waupaca, Antigo, Crandon, Hiles, and Three Lakes. (To be extended into Lake regions).

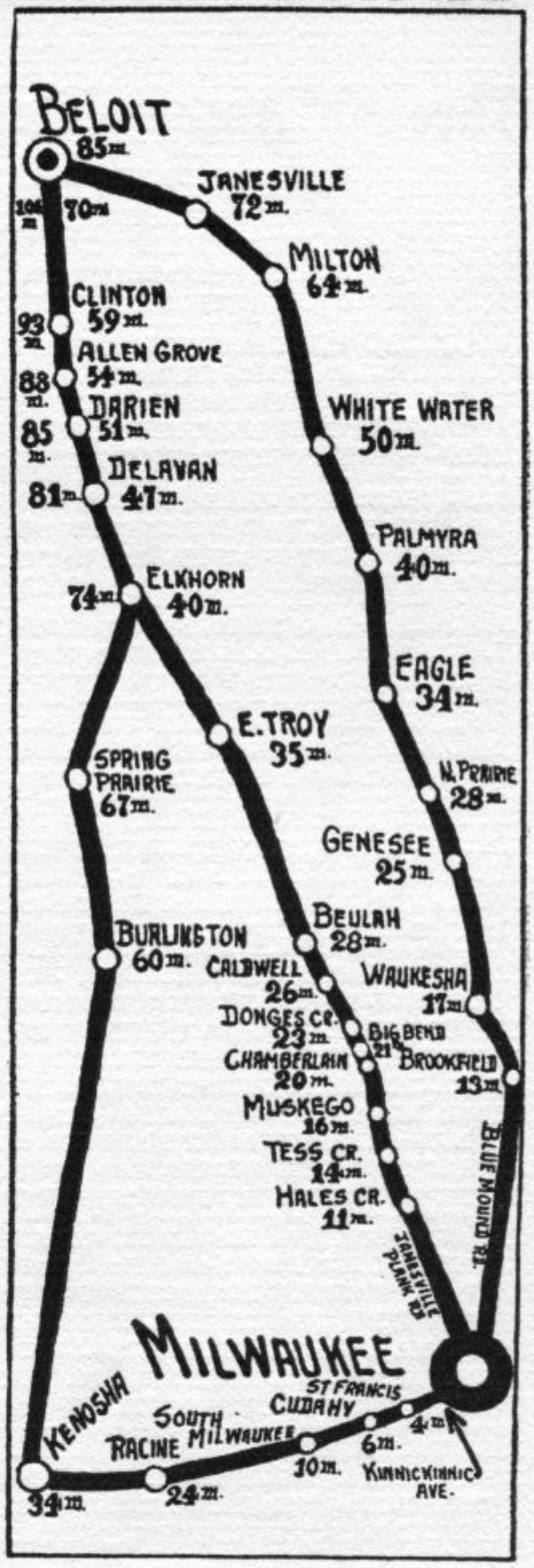
Red Triangle Route—St. Paul to Ashland, via St. Croix Falls, Centuria, Milltown, Luck, Frederick, Siren, Spooner, Earl, Hayward and White Square to Ashland Junction, Washburn and Bayfield.

Red Cross Route—Milwaukee to La Crosse, via Pewaukee, Oconomowoc, Watertown, Waterloo, Sun Prairie, Madison, Baraboo, Reedsburg, Elroy and Kendall. And Madison to Prairie du Chien via Mt. Horeb and Fennimore.

Brownie has a happy faculty for finding delightful roads—read The Journal and share them with him.

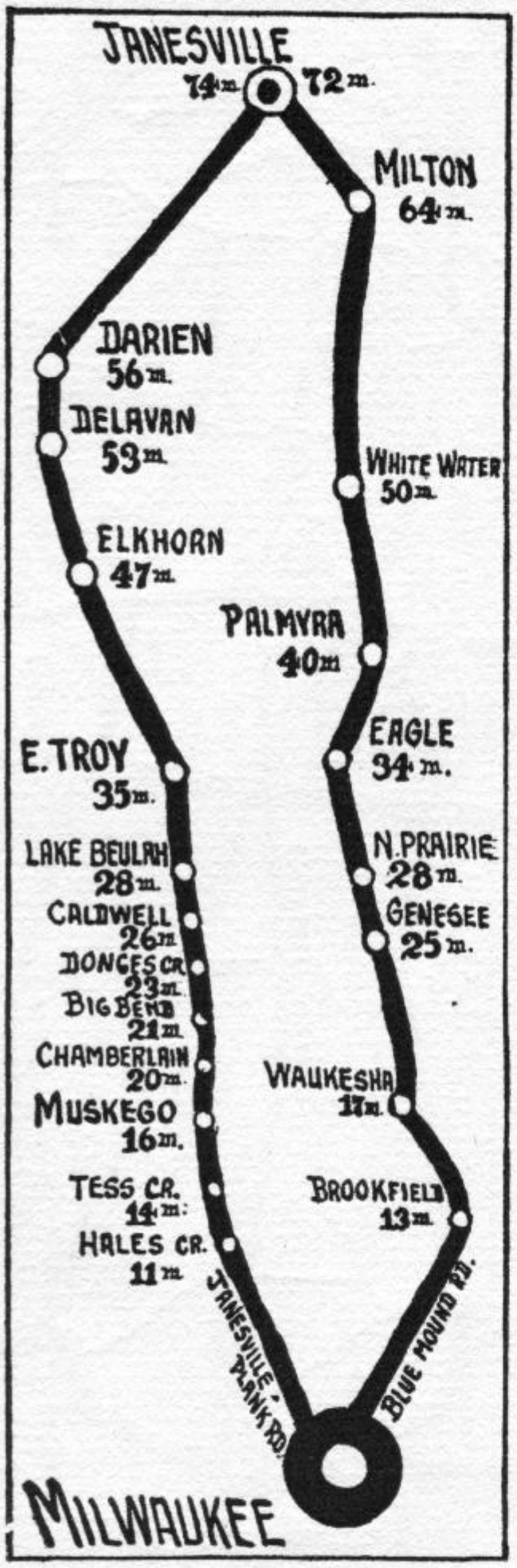


Roads between Milwaukee, Racine and Lake Geneva

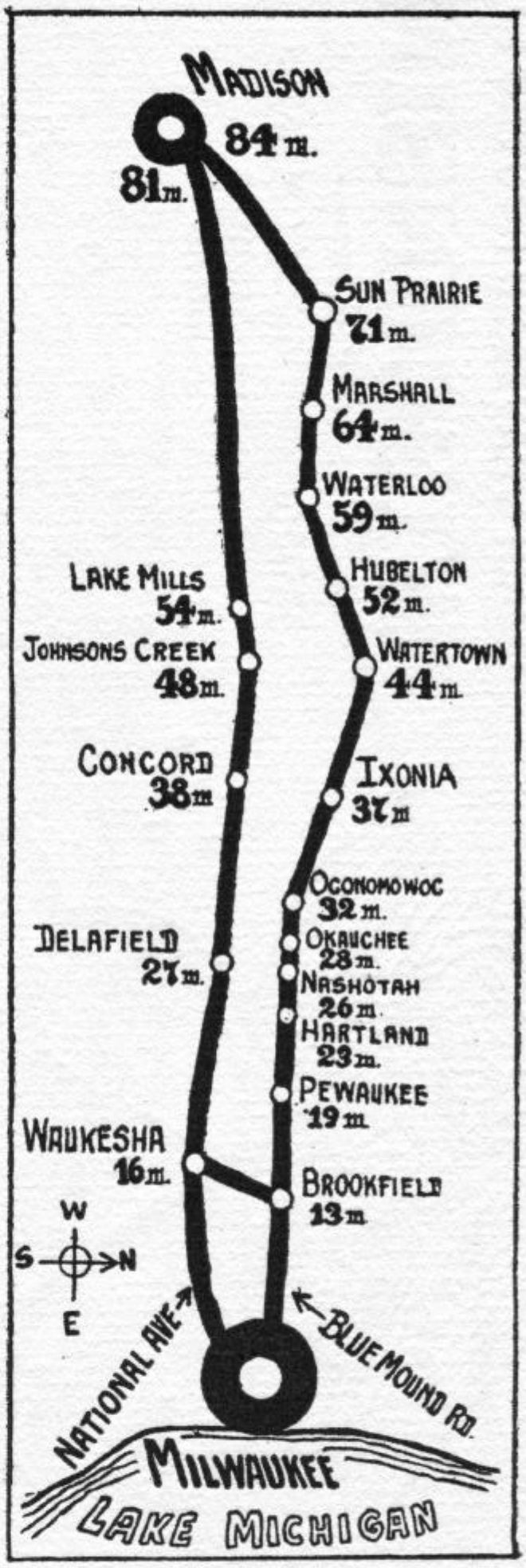


Roads between Milwaukee, Kenosha and Beloit

Ever wonder how to get from here to there? No hesitation if you have been reading The Journal.



Two routes from Milwaukee to Janesville

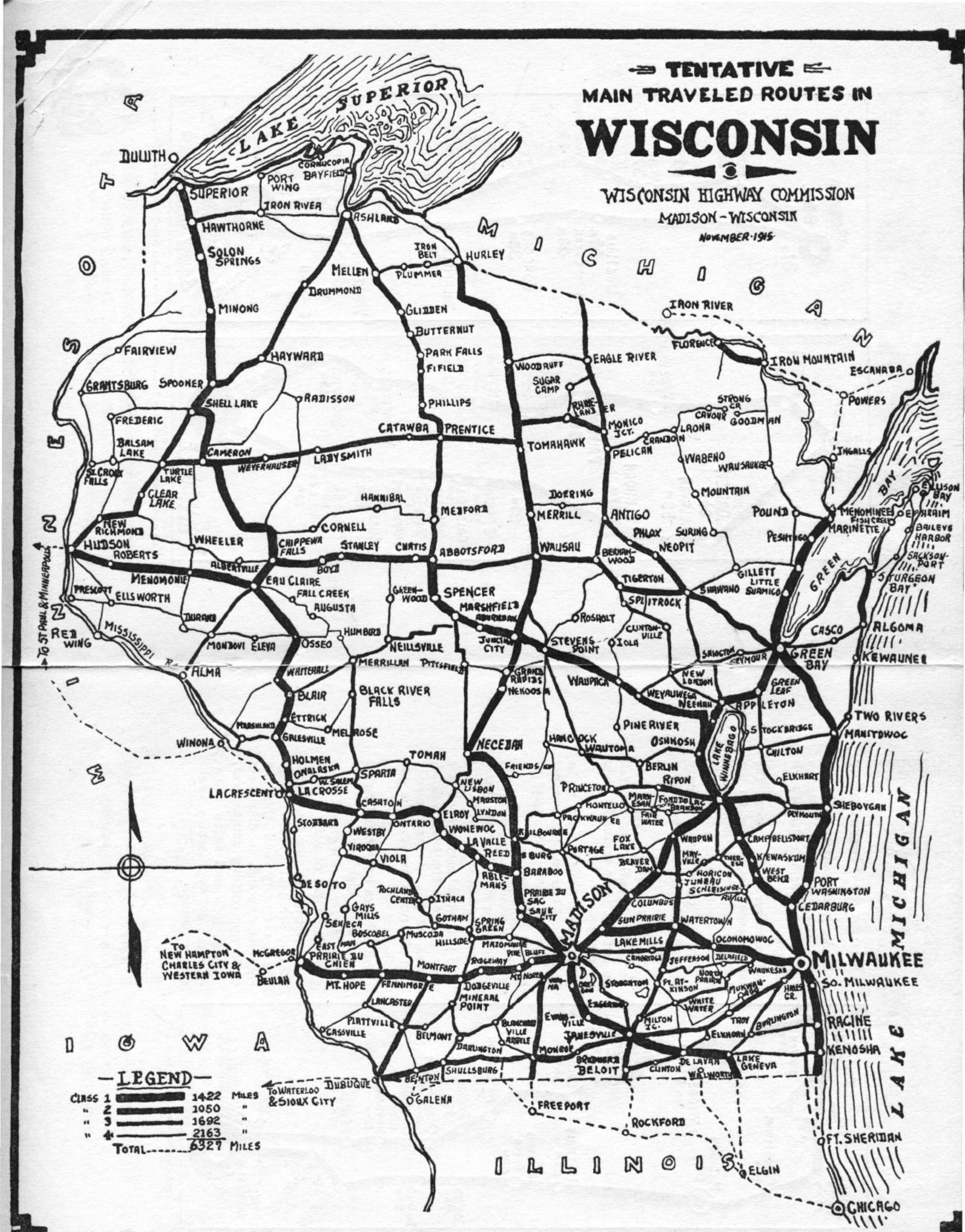


Two routes from Milwaukee to Madison

Not all "hard-pan" stuff either. Brownie writes lots of auto gossip that every driver wants to read.

TENTATIVE
MAIN TRAVELED ROUTES IN
WISCONSIN

WISCONSIN HIGHWAY COMMISSION
MADISON - WISCONSIN
NOVEMBER 1915

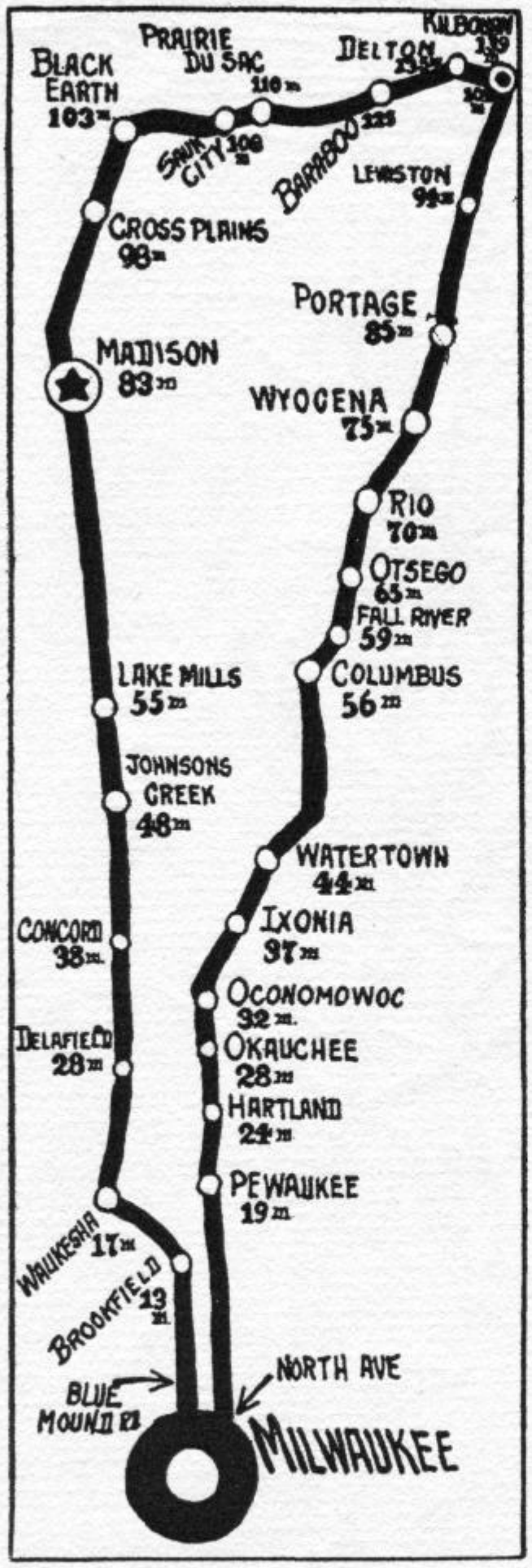


— LEGEND —

CLASS 1	1422	MILES
" 2	1050	"
" 3	1692	"
" 4	2163	"
TOTAL	6327	MILES

MAIN TRAVELED ROUTES IN WISCONSIN

The roads shown are or will develop into lines of travel of the class indicated. They are subject to correction but can be used with confidence as showing the proper route to take between any two points



To the Dells via Madison or Portage

Things to Remember

Make it a point to add distilled water to your batteries the first and the fifteenth of each month.

Remember it is against the law to pass a street car on the left side, whether it is standing or in motion.

Do not park within twenty feet of a fire hydrant near any corner.

When attending a band concert in the parks, do not fail to cut out your motor as soon as you stop.

Lights on your car are to be lit one hour after sunset, whether in front of your own house or on any highway.

If you would have good roads to drive over, help make them by keeping out of the ruts.

If you would secure good tire mileage, keep the tires well inflated, stop and start slowly and do not drive on the car track.

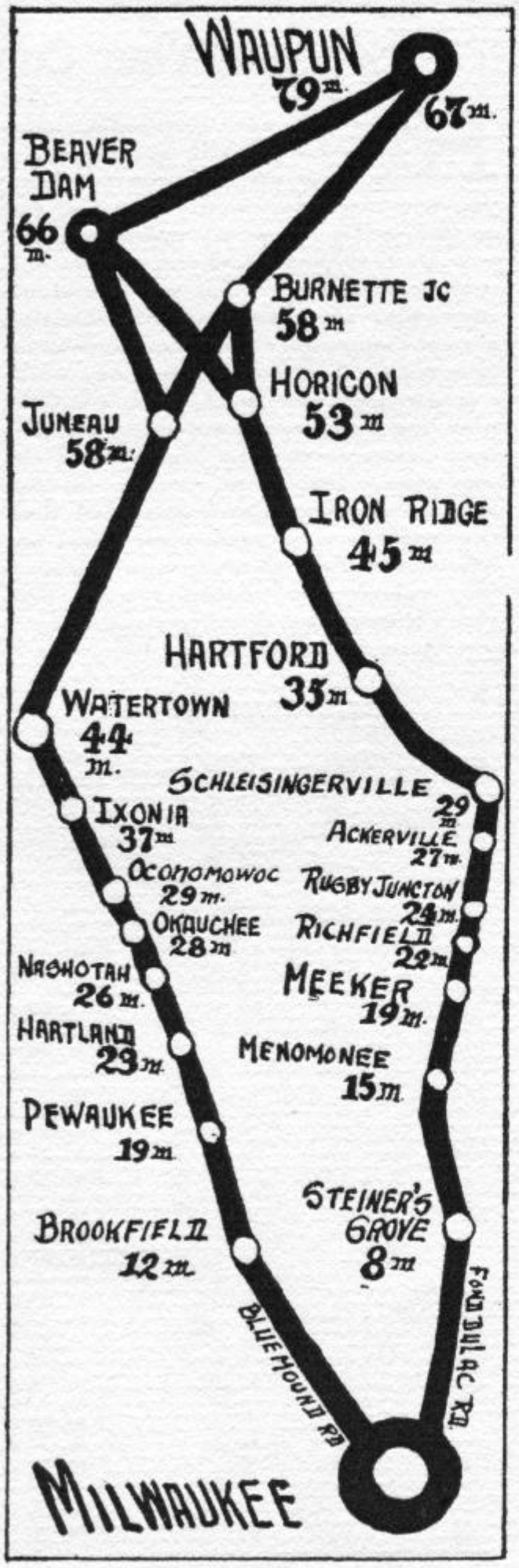
All vehicles have equal rights on a public highway.

The faster moving vehicle is given the right of way.

Do not use glaring headlights for city driving. Use them only when necessary and then be courteous enough to dim them when approaching another car.

Stop, look and listen whenever you are approaching a railroad crossing.

The best cars and accessories are naturally advertised in the best motorists' medium—The Journal.



Milwaukee to Beaver Dam and Waupun

Things to Remember

It is unlawful to hunt from a motor driven vehicle.

If one wheel becomes stuck in a mudhole, try locking the emergency brake to throw off your differential in pulling out.

When skidding do not apply the brake. Turn off power and turn front wheels in the direction skidding.

In going through patches of fresh gravel, it is less injurious to your tires to go through on a fast coast than on a slow pull.

A stitch in time saves nine, and plugging the small cuts in your tires may save you that many more additional miles.

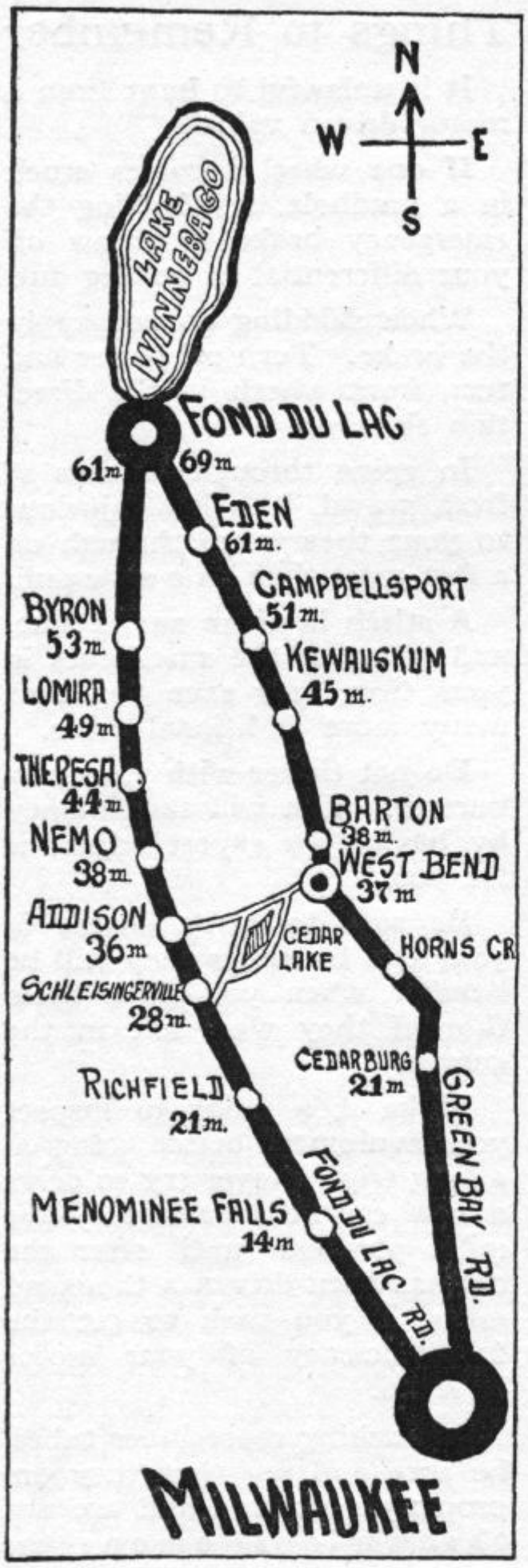
Do not tinker with your carburetor. You will save money by having an expert adjust it for you.

Be sure to carry chains in your tool boxes, as they will be handier when you need them than if they were left in the garage.

Make it a point to inspect your equipment before going on a long trip. Never try to drive a new car at over twenty-five miles per hour until after the car has been driven a thousand miles, if you wish to get the full efficiency of your motor later on.

In packing spare inner tubes, be sure and see that they are properly protected and are not thrown loose among the wrenches.

Therefore the wise motorist, when on the market for a car, tires or accessories, turns naturally to the advertising columns of The Journal.



Two routes to Fond du Lac

The Speed of Your Car

HAVE you ever stopped to consider that while driving at a speed of fifteen miles per hour you are traveling twenty-two feet per second, while at twenty miles per hour you are traveling 29.33 feet per second, and at thirty-five miles you are clearing 51.33 feet per second? Drivers should learn to carry on their conversation with a friend in the tonneau without turning their head, for it's a poor plan for a driver on anything but the best of roads to take his eyes off the roadway. But most people do not stop to consider the velocity of their car and for that reason we print the following table showing the automobile velocity in distance and time. Read it over and then figure out where you have been careless.

AUTOMOBILE VELOCITY

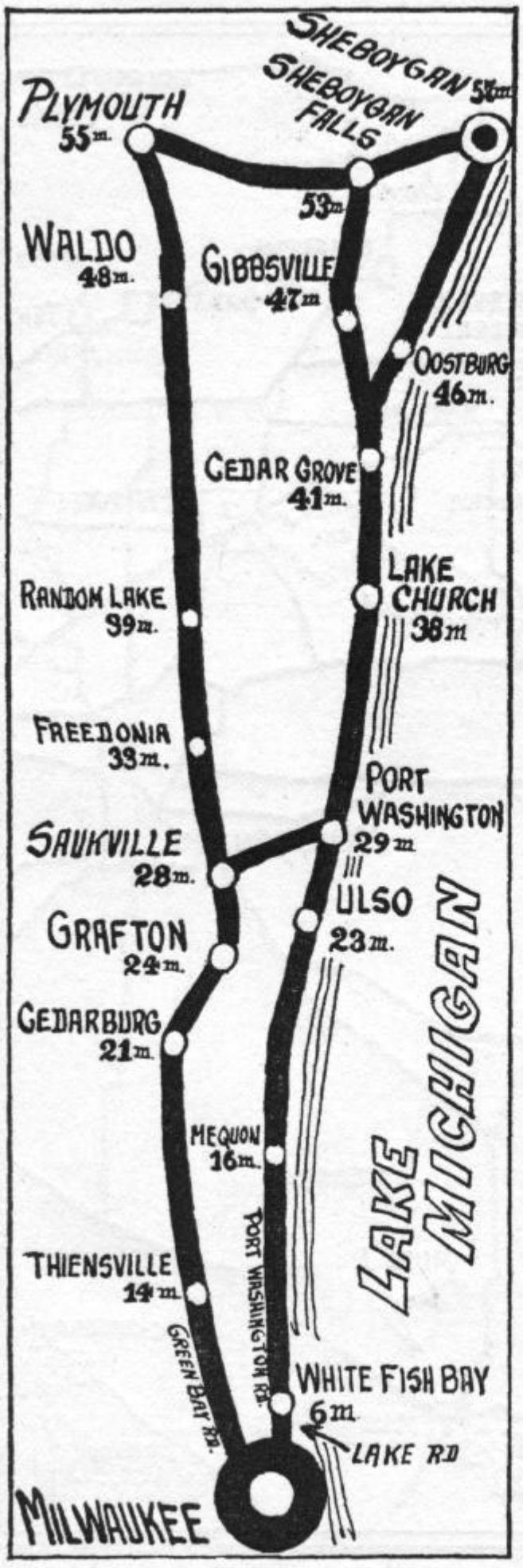
Miles per Hour	Feet per Min.	Feet per Sec.	Time per Mile
1	88	1.46	60 m.
2	176	2.93	30 m.
3	264	4.4	20 m.
4	352	5.86	15 m.
5	440	7.33	12 m.
6	528	8.8	10 m.
7	616	10.26	8 m. 34 s.
8	704	11.73	7 m. 30 s.
9	792	13.2	6 m. 40 s.
10	880	14.66	6 m.
11	968	16.13	5 m. 27 s.
12	1,056	17.6	5 m.
13	1,144	19.0	4 m. 36 s.
14	1,232	20.53	4 m. 17 s.
15	1,320	22.	4 m.
16	1,408	23.46	3 m. 45 s.
17	1,496	24.93	3 m. 31 s.
18	1,584	26.4	3 m. 20 s.
19	1,672	27.86	3 m. 9 s.
20	1,760	29.33	3 m.
21	1,848	30.8	2 m. 51 s.
22	1,936	32.26	2 m. 43 s.
23	2,024	33.73	2 m. 36 s.
24	2,112	35.2	2 m. 30 s.
25	2,200	36.66	2 m. 24 s.
26	2,288	38.13	2 m. 18 s.
27	2,376	39.6	2 m. 13 s.
28	2,464	41.06	2 m. 8 s.
29	2,552	42.53	2 m. 4 s.
30	2,640	44.	2 m.
35	3,080	51.33	1 m. 42 s.
40	3,520	58.66	1 m. 30 s.
45	3,960	66.	1 m. 20 s.
50	4,400	73.33	1 m. 12 s.
55	4,840	80.66	1 m. 5 s.
60	5,289	88.	1 m.

Sunday afternoon is the time for a pleasant "three-hour tour." Watch for the best routes in The Journal.

Concrete Roads About Milwaukee

Roads	City Names	Miles From City Limits
Lake	Superior St.*	4.31
Lisbon	Lisbon Ave.	5.
Loomis	Twenty-second Ave. Kilbourn Road	5.55
Lovers Lane	Watertown Plank-Blue Mound	.72
Mukwanago	National Ave.*	1.77
Janesville Plank	Forest Home Ave.*	5.71
North Cape and St. Martins	Hales Corners	3.40
Kilbourn	Twenty-second Ave.	10.50
Blue Mound	Grand Ave.	4.32
Beloit	Fortieth and Scott Aves or Lincoln Ave.*	5.35
Cedarburg Plank	Teutonia Ave.*	2.10
Chicago	Kinnickinnic Ave.	7.50
Green Bay	Green Bay Ave.*	8.50
Howell	Howell Ave.*	4.02
No. Fond du Lac	Fond du Lac Ave.	8.00
Port Washington	Green Bay Ave. and Davis St.*	5.10
Silver Spring	West of Whitefish Bay	2.4
Watertown Plank	State St.	5.56
Hawley	Grand Ave. to West Allis	2.5

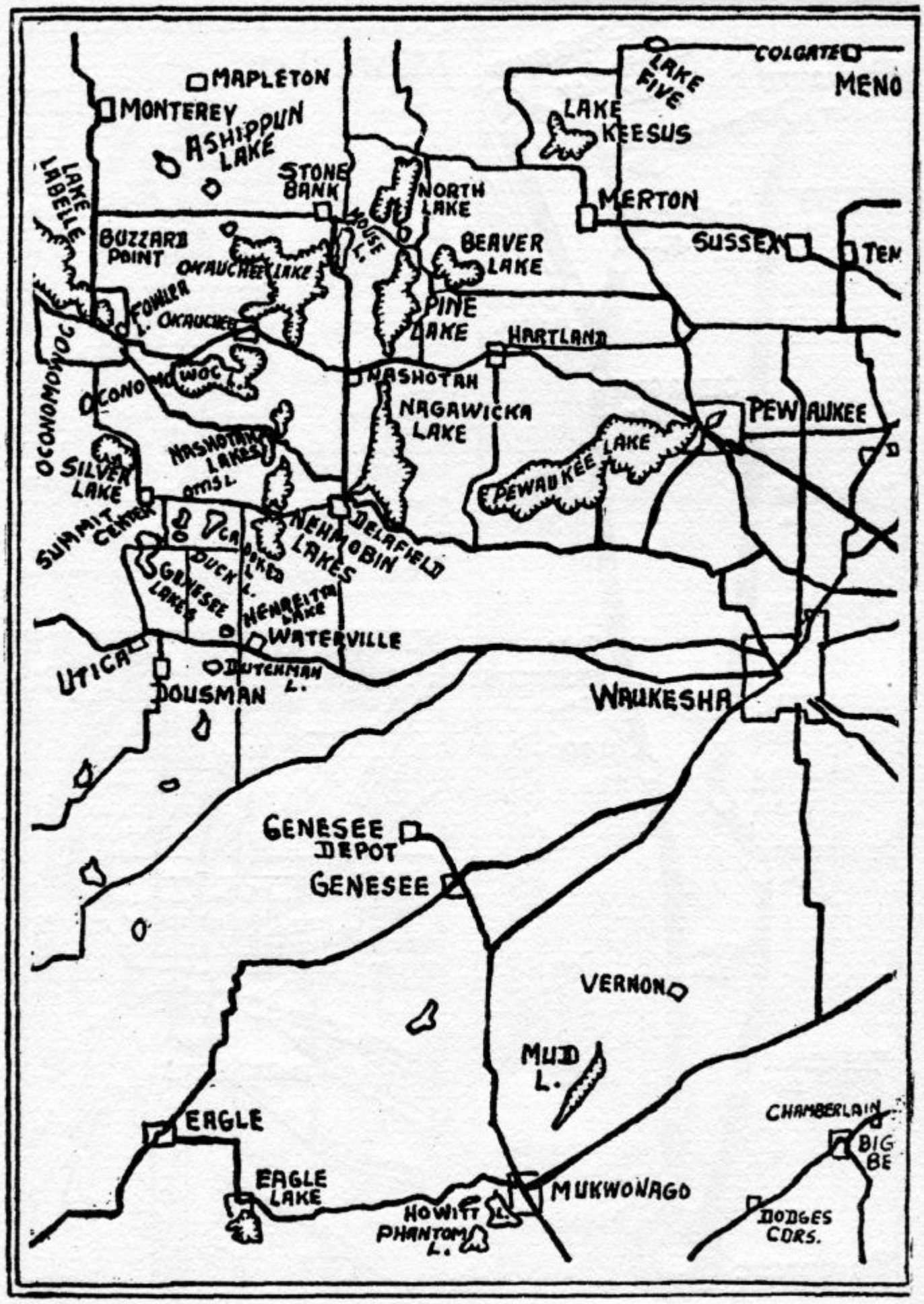
*The roads so designated have unimproved approaches.



Milwaukee to Sheboygan and Plymouth

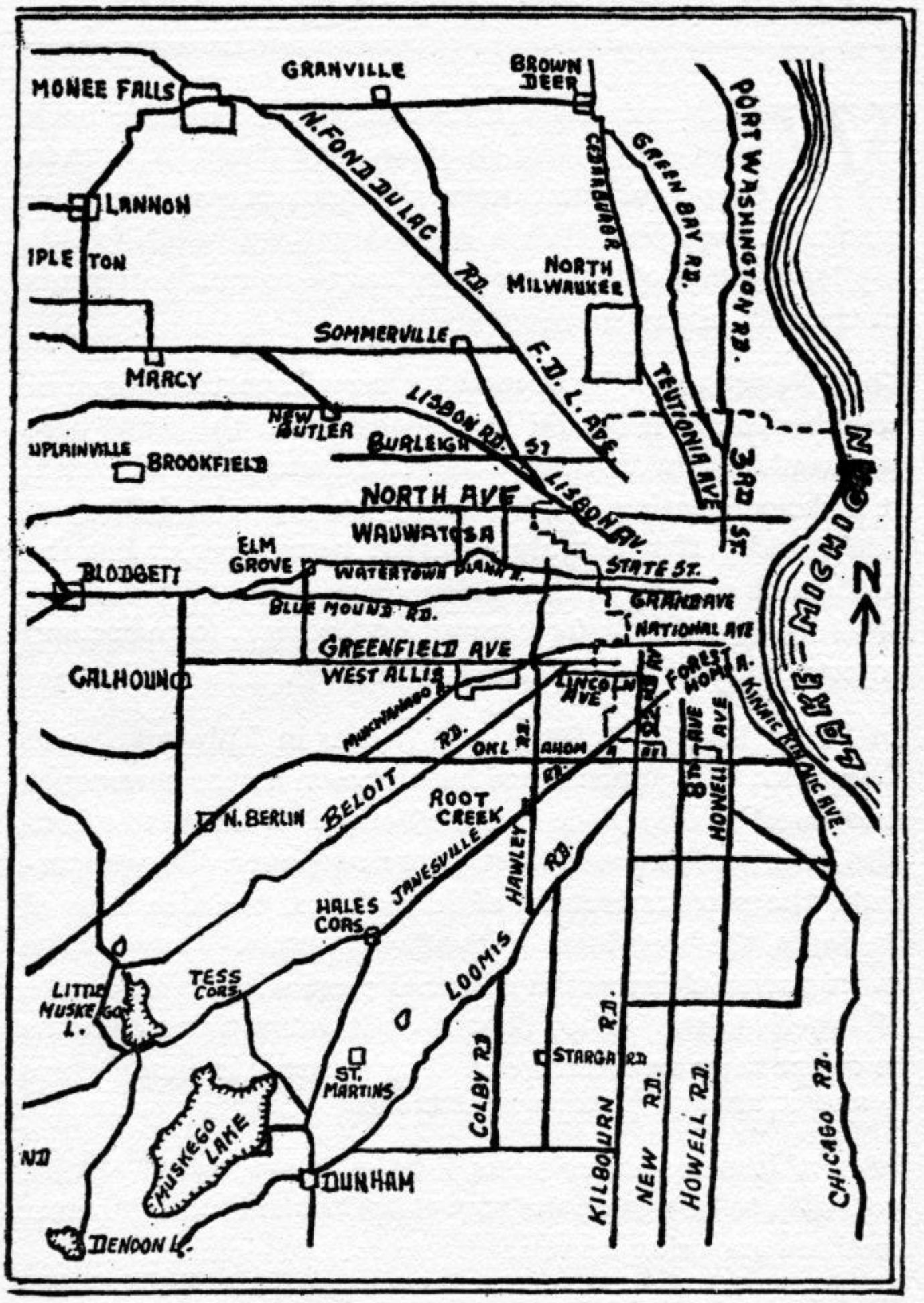
Main Routes through Milwaukee.

Start a scrap book of Journal Auto Page Clippings—you'll be surprised at the real value of such a book.



These two pages show the beautiful lake district, which is of easy access to Milwaukee

In bad weather good roads are few—Brownie tells you where they are.



The maps show the possibilities for delightful short tours through a wonderland of lakes

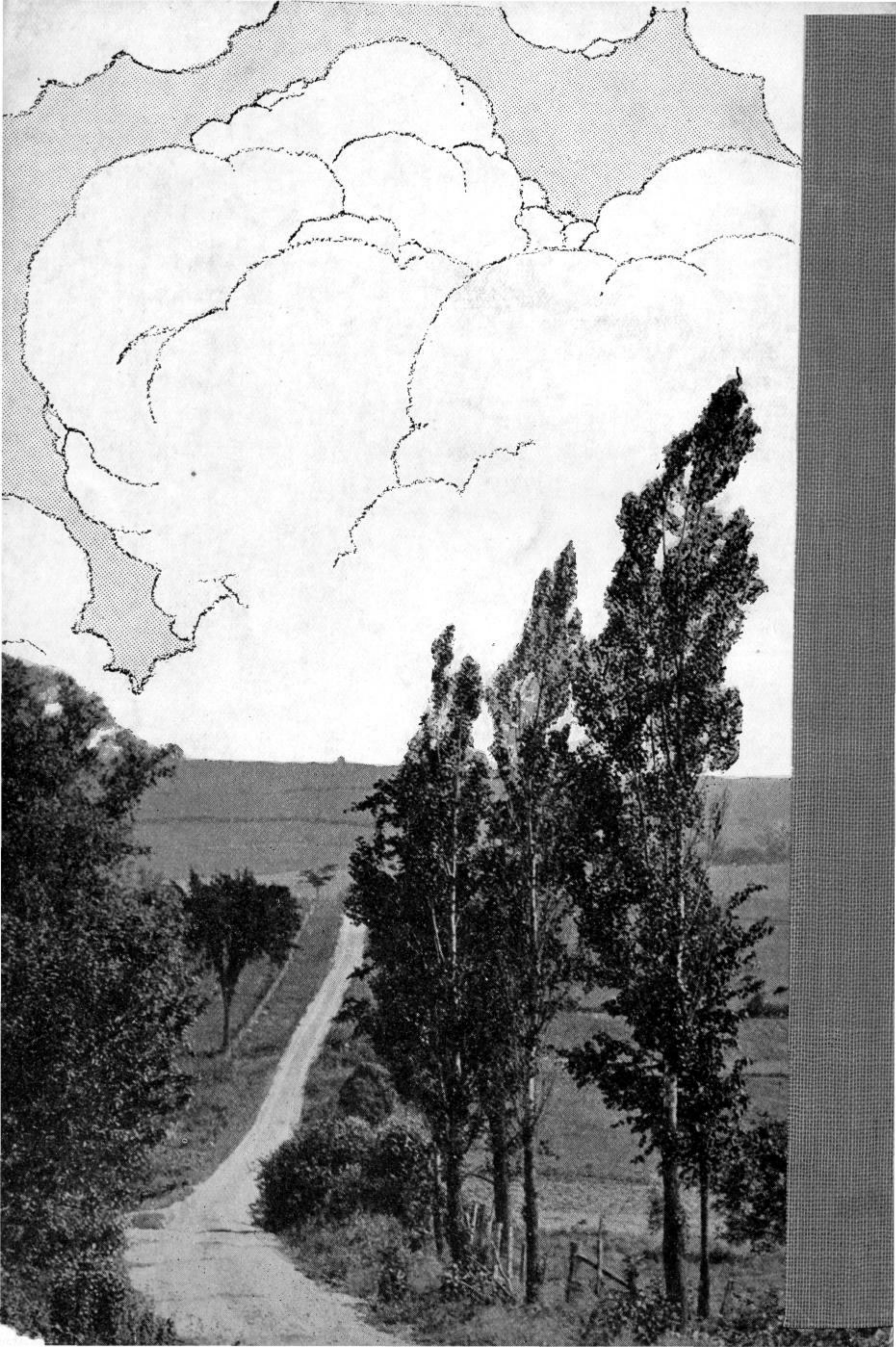
Before you start out Sunday, profit by Brownie's suggestions and maps in The Sunday Journal.

"The Evening Stop"

WHEN the day's run is over and you settle back for a quiet hour in your easy chair, it is then that your hand naturally reaches over for—the evening newspaper! It's a good American habit, is this regular reading of a newspaper, only—so much depends on the sort of newspaper you read!

Your Newspaper! It occupies a very important place in your home and it should be selected with the same care you would use in choosing a most intimate personal friend. It is the connecting link between your home and the outside world. If it is truly a worthy newspaper, it has the confidence of your entire family, each and every member of which turns to it for counsel and advice, for news and entertainment. Its influence is mighty.

In "over 100,000" of the best homes in Milwaukee and Wisconsin The Journal has been chosen as the newspaper most worthy of a place in these homes. These better families have confidence in this better newspaper. They appreciate the progressiveness of its policies, the cleanness of its pages, the breeziness of its news columns. They believe in its powerful impartial editorial page with its clear note of Americanism. They depend on its advertising columns to direct their expenditures. They trust it in many ways —and it always justifies that trust.

Isn't this newspaper your kind of newspaper? Don't you wish to be served the way these "over 100,000" better families are being served?

The Journal awaits your call—awaits an opportunity to serve *you*.