the WISCONSIN CENTURY BOOK



August 7 thru 29, 1948 Wisconsin State Fair Park, Milwaukee

LOCAL BOY MAKES GOOD

All the home folks know about Nash—it's been a part of Wisconsin ever since grandfather's day.

But when you hear what *outsiders* are saying—it makes you feel mighty pleased.

When you stop to realize that Nash today has risen to a place of eminence among America's twenty recognized makes of cars—while in the same period 2000 other names and makes of cars have come and gone—that's something.

When you learn that Nash Dealers all over America, and in foreign countries as well, have a demand for many thousands more cars than they can deliver—that shows you how popular they are.

And when you see other car makers, one by one, patterning their postwar cars after the Nash "600" —then Wisconsin people really have reason to brag.

But it shouldn't surprise you at all.

Where could you find more of the old-time pioneer spirit—more of vision, and daring, and steadfast purpose that have characterized our state people?

And where else could you find finer craftsmen—men of sounder integrity—men with a longer tradition of father-and-son skills?

No wonder Nash is getting bigger, and better, and stronger all the time—because it's made in the spirit of this great state.

Yes, Local Boy has made good. We are proud, and so are you . . . for there's no better place anywhere for anybody's growing boy than right here in Wisconsin.

Nash

Great Cars Since 1902

Nash Motors Division, Nash-Kelvinator Corporation



BORN AND RAISED IN WISCONSIN

The Wisconsin Centennial Exposition

Is Wisconsin

Yesterday • Today • Tomorrow



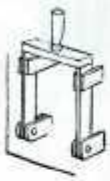
Pioneers then



Pioneers still

THE BUSINESS-MANAGED UTILITIES OF WISCONSIN

Electricity



It was at Appleton, Wisconsin, that the world's first hydro-electric central station was placed in successful operation in 1882, in the same month that the first Edison steam-driven plant opened in New York.

This first dynamo was capable of lighting 250 sixteen candle power lamps, producing about 12½ kilowatts. The state's present steam and hydro-electric generating stations today have a combined capacity of 1,300,000 kilowatts.

Great physical changes took place as the industry developed. In the early days each community, if local capital was willing to take the risk, had its own little power plant. Service in most cases was on a dusk-to-dawn basis.

Stimulated by the electric power demands of World War I, the science of transmission was developed which sounded the death-knell of the single isolated plant. A network of transmission lines sprang up, interconnecting giant power plants, placing at the service of large and small communities alike, ample dependable power from the pooled power resources of many plants.

Following this development, in the early 1920's, power lines began to reach out into the countryside, and the rural electrification of Wisconsin was under way. More than 100,000 farms are now connected to the lines of business-managed electric companies, and the job of electrifying Wisconsin's farms will soon be completed.

As the industry developed, efficiency was improved and many economies were effected which were passed on to consumers in the form of lower and lower priced electricity. The average home user now gets twice as much for the money as he did as recently as twenty years ago. The history of the industry can be summed up as—better and better service at lower and lower cost.

The extension of electric service throughout the state has required a tremendous investment. The value of plant and property of the business-managed electric industry is estimated at approximately $350,000,000. A substantial part of this total has been furnished by small investors—many of them customers of the companies serving them.

Communication

The telephone, a youngster of seventy-one years in Wisconsin, has its roots in the State's past and confidence in its future.



It was in 1877, a year after Alexander Graham Bell transmitted electrically the first sentence over wires, that the telephone made its appearance in Wisconsin. Telephones were installed during that year at Appleton and Milwaukee. Soon after, pioneers of the industry were bringing the new magic of oral communication to other Wisconsin cities.

From its modest beginnings in 1877, the telephone industry has grown with the State. Today, Wisconsin is served by about 875,000 telephones. Of this number 625,000 telephones are operated by the Bell System and 250,000 by 253 independent and about 420 service station companies. The cooperation of these companies makes available a complete communications system for the entire State. Over 3,000,000 local and about 125,000 long-distance calls are completed daily. About 15,000 persons are employed in furnishing telephone service to Wisconsin telephone users.

The telephone system in Wisconsin has met the test of time and is looking ahead with the objective to provide ever expanding and improved communications services.

Transportation

Urban passenger transportation has played a major role in the growth of Wisconsin's cities throughout 88 of the State's 100 years.



The first two horse-drawn cars in Wisconsin were brought from Philadelphia by boat in 1860 and were operated on rails in Milwaukee. This mode of transportation, with improvements to the cars, remained in operation for almost 30 years — although speed was limited to that of the steed.

Wisconsin's pioneering spirit was evident in the electrification of the Appleton street railway in 1886, following by only two years the first practical electric railway in the United States. The "trolley" is recognized as a contributing factor in the rapid growth of our cities.

In 1948 over 500 million passenger rides will be made swiftly and safely on the State's 43 urban transportation systems at reasonable rates. The transition from the slow, jerky, horse-drawn omnibus of yesterday to the fast, smooth, and efficient transit of today is a purposeful story of ingenuity, improvement and service.

Gas



Wisconsin's oldest utility service — gas — is nearing its own centennial of public service. It was in 1852 that the first gas plant in Wisconsin was established in Milwaukee. As the value of gas service was demonstrated in Milwaukee, little gas plants began to spring up in other communities throughout the State.

The history of the industry is star-studded with familiar names in Wisconsin annals—Mitchell, Cramer, Downer, Holton, Kneeland, Lynde, Rogers, Lockwood, Crocker, and Brodhead.

Created to provide light, gas has altered its course to furnish heat for home and industry — for cooking, water heating, refrigeration and space heating.

Now the gas industry in Wisconsin stands on the threshold of a new era — natural gas.

Milwaukee's tiny original plant in 1852 had a daily capacity of 40,000 cubic feet — less than what can be produced in a minute today. There were seven miles of gas mains and less than one hundred customers. Today 4,623 miles of gas mains owned by 23 companies serve nearly half a million customers.

The gas industry is ready for its second century of service to the public. It will prosper with the communities it serves. Looking to the future, the State's oldest utility industry will offer the newest service with — natural gas.

SEE THE UTILITIES EXHIBIT IN THE INDUSTRIAL BUILDING ON GOLDEN BOULEVARD

Business Managed Wisconsin Utility Companies

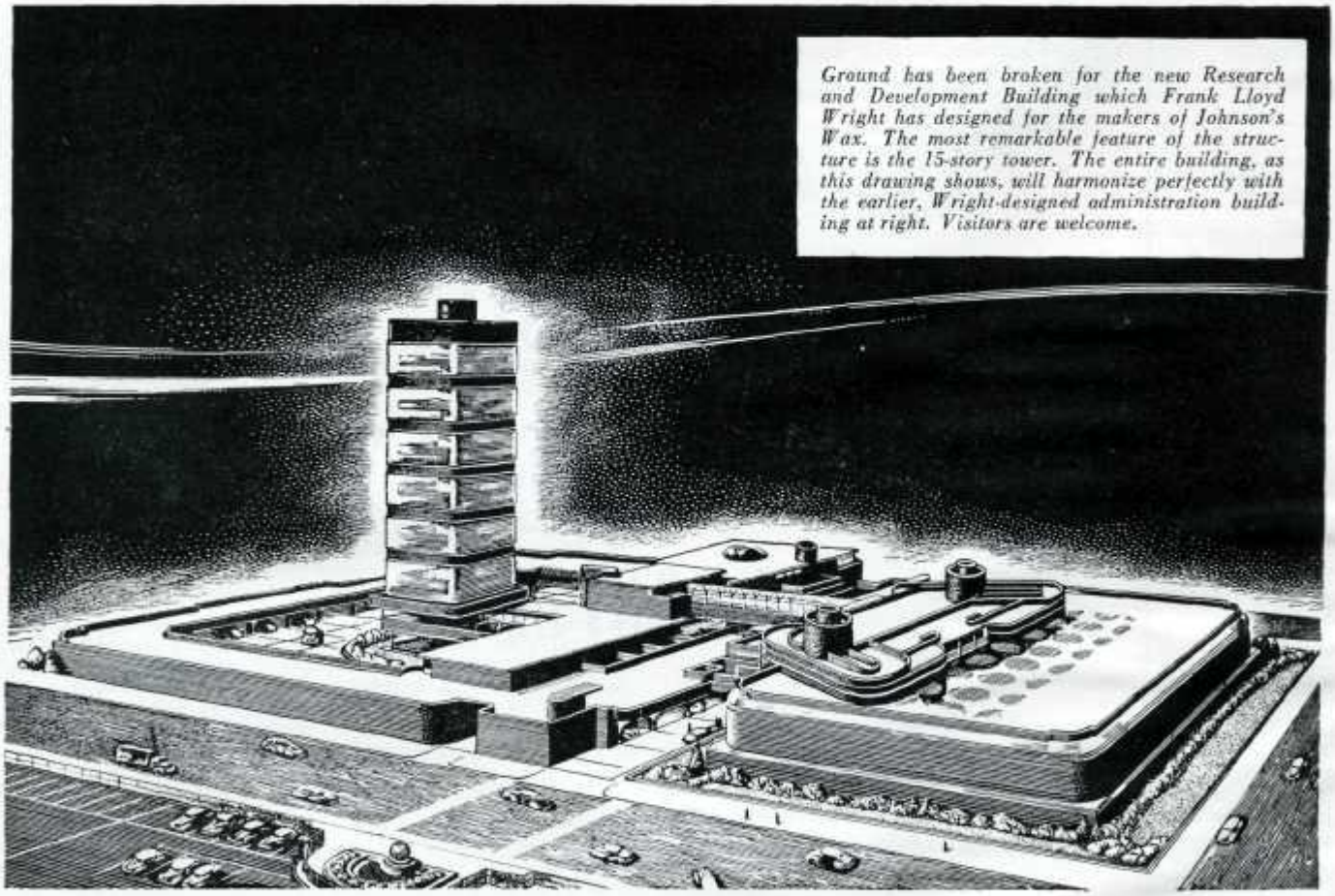
The WISCONSIN CENTURY BOOK

Official Publication of the

WISCONSIN CENTENNIAL EXPOSITION

August 7 - 29, 1948

Symbol of pride *in Wisconsin's greatness* —of confidence *in Wisconsin's future*



Ground has been broken for the new Research and Development Building which Frank Lloyd Wright has designed for the makers of Johnson's Wax. The most remarkable feature of the structure is the 15-story tower. The entire building, as this drawing shows, will harmonize perfectly with the earlier, Wright-designed administration building at right. Visitors are welcome.

S. C. Johnson & Son, Inc. was founded in Wisconsin by men of Wisconsin over sixty years ago. It has shared in Wisconsin's growth for over half the history of the state—in the spirit of the motto "A Century Forward."

The Johnson plant at Racine reflects our pride in Wisconsin's industrial might. The new Research Tower now under construction is a symbol of our confidence in Wisconsin's future greatness.

S. C. Johnson & Son, Inc.

Makers of Wax Products for Home and Industry

Racine, Wisconsin



This is Wisconsin

Modern methods blended with a rich historical background tell the brilliant Wisconsin story at the Centennial Exposition. The Exposition is more than Wisconsin on parade; it does more than tell the history of the state. It is more than a jubilant celebration. IT IS WISCONSIN.

Every person who has ever lived in Wisconsin has helped in some way to fashion the exhibits and displays at the Exposition. Every community and each section of the state is represented in this complete portrayal of Wisconsin's first century. All industrial and agricultural fields and the fine arts are given impressive recognition with extensive exhibits that depict and illuminate every branch of Wisconsin activity and all Wisconsin people.

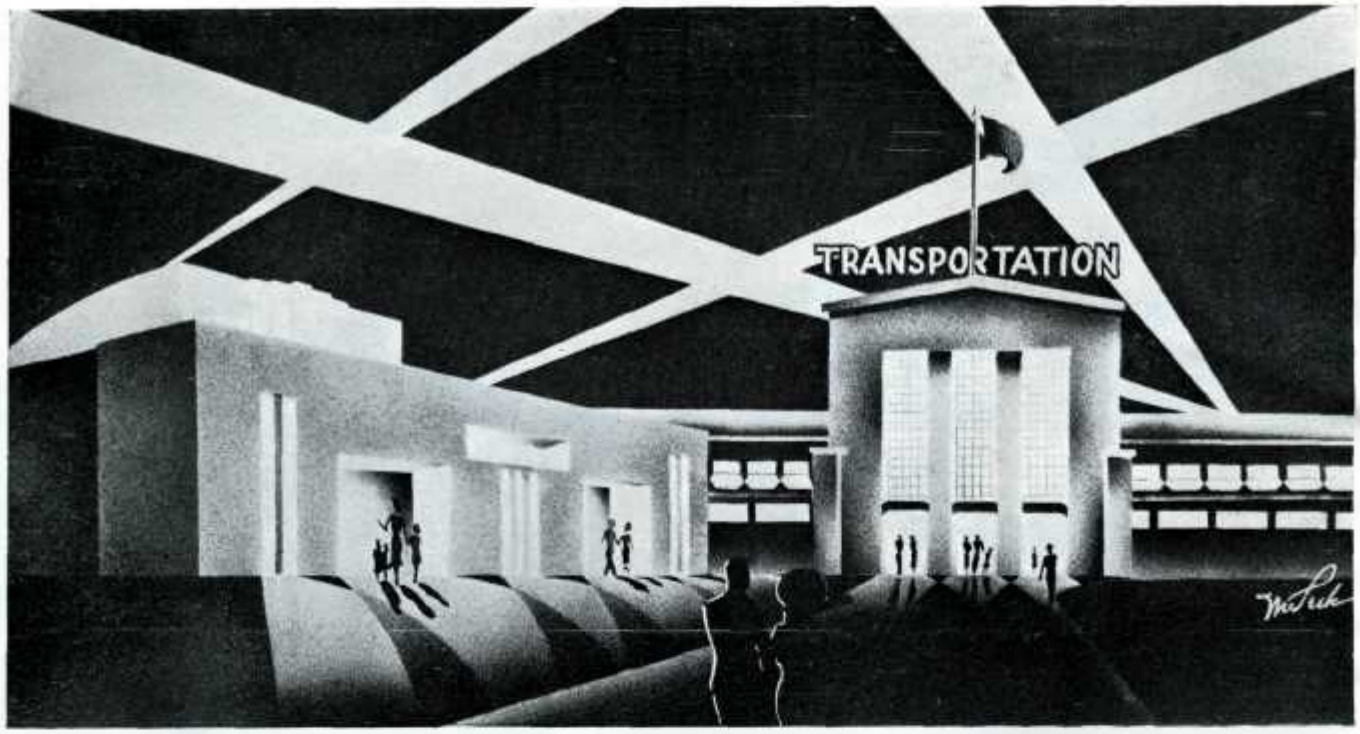
In reality, the story of Wisconsin has been written during each of its one hundred years. Every chapter is rich with dramatic events, thrilling historic episodes, and the romance of new achievement. It is a story that was written by Nelson Dewey and the first Wisconsin legislature. A story whose setting ranges from the evergreen forests of the northern lakelands to the industrial and agricultural plains of the south and east. Chippewas, Winnebago, and Sioux Indians are a part of the story as are the thousands of immigrants who cleared the wilderness, worked the mines, and created a state. Above all, it is a living story—one that will never have a final chapter as long as there are men and women on Wisconsin land.

State Fair Park is the fitting amphitheater for this spectacular production. Every structural and natural facility of this two hundred and twenty acre stage has been carefully arranged and designed to add distinction and splendor to this living tribute to our state.

As you tour the Exposition you will be impressed by the effective architectural treatment which prevails throughout the grounds. Concealed lighting, casting shadows over the stately approaches to nearly every building, adds delicacy to the massive structures housing thousands of exhibits. Graceful arcs and curves, typical of modern architecture, dominate the Exposition buildings. Authentic Swiss chalets, log cabins, and hand hewn lumber camps add a pioneer and old world atmosphere.

Within these buildings are displays which radiate the glory of Wisconsin. Exhibits which portray the achievements, the progress, and the ultimate leadership which Wisconsin has assumed in so many fields. Some will be familiar to you, others will typify the countless interesting and unique activities in cosmopolitan Wisconsin.

After a tour of the Exposition you are likely to feel that you have witnessed the actual growth and development of a state. You will come to understand how closely the thousands of men and women who wrote the story of Wisconsin adhered to our motto, FORWARD.



WISCONSIN TRANSPORTATION

Jet propelled planes zooming overhead at speeds faster than sound . . . stream-lined automobiles streaking over dustless highways . . . cross country busses dashing from coast to coast . . . luxurious ocean liners slicing the oceans . . . diesel powered locomotives flashing ribbons of cars across our peaceful country side . . . transportation in 1948.

When Wisconsin became a state "getting there" was a different story. Our first settlers travelled via their own two feet and, if they were lucky, sometimes a horse. Canoeing on the many lakes and streams sometimes proved to be the best way of traveling but often rapids, falls, and strong currents made this method as perilous as the rest. The slow, lumbering oxen also moved the early Wisconsin settler at a tiresome, monotonous pace.

State Aid for Highways

Good roads did not develop in Wisconsin as quickly as they did in many of the other states. This job was left to the local governmental units and consequently development was slow and unsure. There was an early constitutional provision prohibiting the state from participating in works of internal improvement. A constitutional amendment passed in 1908 revolutionized the highway system in Wisconsin. By 1911 the state was giving financial aid to counties and townships for highway improvement and development.

The greatest development in Wisconsin's highways came between 1920 and 1930. Highway legislation was revised and federal aid was considerably increased. It was also during this period that the first motor vehicle fuel taxes were imposed to provide more funds for highway development.

First Numbered Highways in Wisconsin

Today, Wisconsin has over 10,000 miles of roads in its state trunk system. It was also the first state to adopt the number system for highways. The system was first used in 1918 and since that time has spread to the other states in the nation and many foreign countries.

First Automobile Invented in Wisconsin

A Wisconsin man invented the first self-propelled automobile ever operated in the United States and probably in the world. Dr. J. W. Carhart, Racine, designed the automobile in 1871 and when it first appeared on the streets the noise from its two cylinder steam engine created a sensation.

Carhart received an award and certificate of honor at the International Automobile Exposition in Paris, in 1905 for his invention. In 1875, the Wisconsin legislature offered $10,000 to the inventor of an automobile that would successfully run over two hundred miles of public highway. This offer made Wisconsin the first state in the nation to subsidize the development of automobiles.

Old Vehicles in Exhibit

Many old type vehicles are on display in the Transportation Building at the Centennial Exposition. The Wisconsin Motor Carriers' Association is also displaying the history of trucking in Wisconsin with an exhibit which includes the earliest and latest models.

A feature of the trucking exhibit is the display of miniature trucks mounted on an endless belt which moves continually. All of the tiny trucks carry safety signs and the entire exhibit is

designed as a safety promotion as well as an interesting study of truck development.

Near the truck exhibit is a display showing the evolution of cartage. The display begins with the Indian on horseback with a pole drag behind, and continues to the early stage coach, the pony express, the old dray wagons, and the early truck.

"Roadeo" on Transportation Day

A giant "roadeo" will be staged before the grandstand August 21 as part of the transportation exhibit at the Exposition. This is the first time such a meet has ever been held in Wisconsin. Skilled drivers attempt to maneuver trucks around obstacles, park in designated areas, go through zig zag courses, and pass reaction experiments. All drivers competing must have had at least a one year safe driving record.

Wisconsin Railroads

Railroads enjoyed an earlier development in Wisconsin than did the automobile and highway system. As early as 1851, Milwaukee was linked to Waukesha, 16 miles away, by an uncertain railroad. This started a trend which resulted in 1525 miles of track in Wisconsin by 1870. As a result, the Milwaukee area was linked with Madison, the Lake Winnebago region and the Mississippi River. There were also several smaller connecting lines which reached the smaller communities along the main route.

Railroads Change State Economy

Whenever new tracks were laid the land value in the area increased tremendously. The entire life of the settlers near the tracks was altered as new villages sprang up, roads were abandoned, river lines changed, and new jobs were created.

The railroad lines themselves fought bitterly for particularly rich areas in the state. They raced to establish right of ways and often two lines laid tracks parallel to each other in an attempt to out-last each other.

Railroad car loadings reached a peak in 1927 and since then they have remained fairly stable or declined somewhat. Many of the smaller lines have been absorbed by their "big brothers" and much of the track leading to smaller communities has been abandoned in favor of truck service. New passenger facilities, diesel powered locomotives and better road beds are helping to maintain the high quality services the railroads render.

Airshow in Building

The United States Air Force, a massive giant, only one year old, yet the greatest individual front line of defense the world has ever seen, will display the evolution of flight in the United States. Starting with models of the first aircraft assembled to present day dreams of Jules Verne that have become a reality. Over 8,000 square feet in the Transportation Building has been set aside for this "must see" exhibit.



Automobile invented by J. W. Carhart, Racine

Adjacent to the building in the Transportation Annex, the Air Force has assembled the latest in jet planes, the B-29 bomber which was instrumental more than any other unit in winning the war in the Pacific—captured enemy aircraft—the best Germany, Japan and Italy had to offer.

The story of one of Wisconsin's own automobile companies, the Nash Motors Company, will be told in a 136 by 74 foot building. Here, they exhibit the processes of automobile manufacture, the research and engineering behind a modern car and, of course, models of the finished product. Ford Motor Company also erected a 166 by 75 foot building to tell the story of their automobile industry.

First Airliner Built at State Fair Park

The dream of Alfred K. Lawson to build a machine that would carry many passengers from one place to another by air, became a reality with the helpful thinking of General Billy Mitchell who insisted it could be done.

Here in 1917, Alfred K. Lawson designed and built that aircraft and flew it later in the year at New Butler, Wisconsin. The story of this plane as well as the man, is located next to the Air Force exhibit in the Transportation Building.

The entire transportation exhibit is designed to show the progress made in transportation in Wisconsin. By learning more of the processes and engineering principles that go into our modern conveyances, we are able to "get there" more conveniently and with more safety.

The ancient and ultra-modern are side by side in the Transportation Building. By comparing them you will see how Wisconsin transportation has adapted itself to the changing needs of our society.



Safety is stressed in all transportation exhibits



ALONZO L. BOYNTON



FRANK A. BOYNTON



JOHN P. WAGNER



JOHN P. BOYNTON

WE SALUTE...

Wisconsin on One Hundred Years of Statehood

THE Boynton Cab Company is proud to have played a part, however small, in the history of the 100 years of progress of the great state of Wisconsin.

Alonzo L. Boynton, founder ot the firm, came to Wisconsin in 1840, before it was a state. He came by steamship from Buffalo, N. Y., his native state.

He established a horse livery and stage coach business—Boynton's Palace Stables—at 444-448 Milwaukee Street. In his business, he met the same immigrant boat from Buffalo on which he came, and transported passengers by stagecoach as far west as the Mississippi River.

His son, the late Frank A. Boynton, was in charge of the firm when the automobile came in and he changed over from horses to motor cars.

Alonzo's grandson, John P. Wagner, succeeded Frank Boynton and developed the taxicab business that the firm operates today.

The fourth generation, Alonzo's great grandson, John P. Boynton, is now executive vice-president of the firm.

So the present Boynton Cab Company, founded in 1855, is the oldest taxicab firm in the United



States. It has continued serving the public without interruption since 1855 and control has remained in the same family.

THE COMPANY HAS GROWN UP WITH WISCONSIN



Yellow Cab

OLDEST TAXICAB FIRM IN UNITED STATES

Birth-Place of an Idea



The original Zachow machine shop, Clintonville, Wisconsin, in which the first American four-wheel-drive motor cars were built, is maintained by the Four Wheel Drive Auto Company at Clintonville as a tribute to Otto Zachow (1862-1942), mechanic and inventor who worked out the ball and socket steering and driving knuckle on the front wheels which is the basis of the modern four-wheel-drive and six-wheel-drive heavy duty motor truck.

One of the most important contributions to motor truck progress is the development and perfection of the four-wheel-drive principle.

Trucks equipped with four-wheel-drive are in action wherever heavy duty performance is demanded. They carry "trouble-shooting" men and equipment through to location for power, light and communication companies — they haul men and gear over the roughest of oilfield terrain—they clear blockading snow from highways, streets and airports — they maintain highways all over the nation — they go through to destination on or off the highway.

The Four Wheel Drive Auto Company, Clintonville, Wis., is the oldest and largest exclusive American manufacturer of four-wheel-drive motor trucks — building them since 1910 — the finest and most advanced motor vehicles of their type.

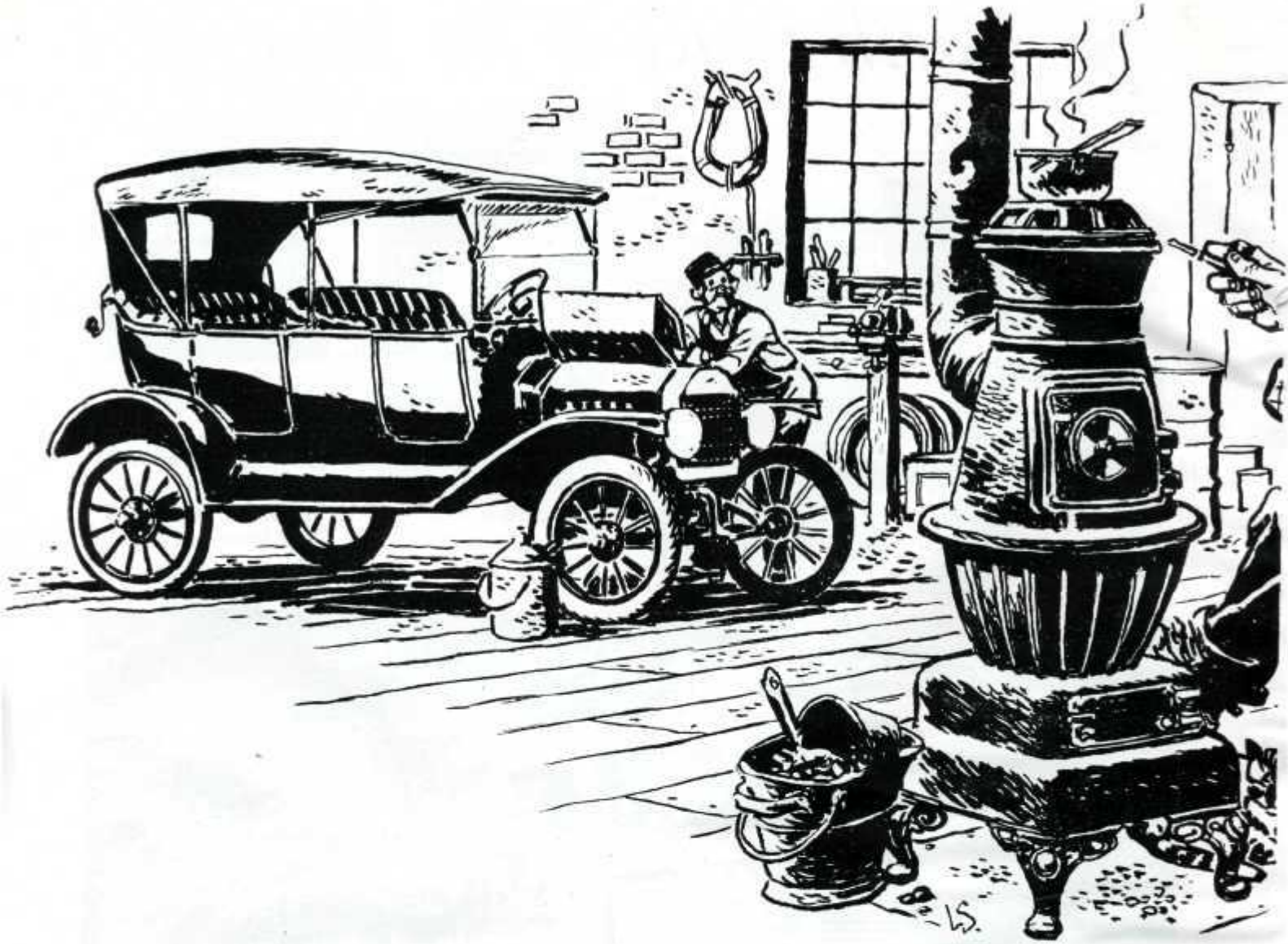


America knows the value of good roads. Farmers and city-folk alike — all of us — appreciate how much good roads mean to our prosperity, comfort and security. FWD four-wheel-drive trucks are foremost in the heavy work of building, maintaining and snow clearing highways and airports.

America's Foremost **FWD** *Heavy-Duty Truck*

THE FOUR WHEEL DRIVE AUTO COMPANY, CLINTONVILLE, WISCONSIN

Canadian Factory: KITCHENER, ONTARIO



What happened to the Pot-Bellied



Stove?

In what is doubtfully called "the good old days", life was fairly simple. Take our service business, for instance. Most folks fixed their automobiles with a screwdriver or pliers. When they did come in for service, there was no hurry—everything was nice and informal. You might just sit near the pot-bellied stove and talk with the mechanic while he fixed the car.

Well, progress here in Wisconsin has outmoded the pot-bellied stove. It has been replaced by something better. Even *in the last twenty years*, Wisconsin has been marked by great progress in many fields—farming, industry, science, culture and commerce, to name a few.

We Ford Dealers of Wisconsin have done our best to add to that progress in our field—continuing to find and use better ways to give the best possible service to your Ford. We've replaced the old pliers-and-screwdriver service with up-to-the-minute Special Ford Equipment . . . our mechanics are highly skilled specialists these days . . . our methods are better and faster . . . our Genuine Ford Parts are easier to install, fit better, and last longer, to save you lots of money.

There are 285 of us Ford Dealers throughout Wisconsin now. We're proud of Wisconsin . . . proud of its progress, eager to live up to its progressive name.

And like everyone from this State, the one thing we try to keep from the days of the pot-bellied stove, is the old "personal touch". Next time you bring your Ford in, notice that while our mechanics do things in a hurry, they still take time to be courteous, and thoughtful. We think you'll agree our service today is far better, faster, more satisfactory and *just as friendly*. Wherever you are, there's one of us—"home" to your Ford.

Ford

FORD DEALERS OF WISCONSIN

BUILD YOUR CAREER on a Solid Foundation Through PRACTICAL TECHNICAL TRAINING



SPECIALIZE In 6 Months to 3 Years

Since 1903 — the Milwaukee School of Engineering has trained men for substantial careers in technical fields. More than 35,000 former students now in industries the world over attest the career-building value of the school through its comprehensive, practical technical courses. Now 1,538 students are enrolled from 48 states and 13 overseas countries — training under the supervision of its faculty of 72 specialists — and utilizing the institute's exceptional facilities in buildings, classrooms, laboratories and shops with their full complement of modern technical equipment. World-wide Alumni Counselor Committee offers career guidance to prospective students.

COURSES

You can build your career step by step through our time-tested CONCENTRIC SYSTEM. Each 6-month course is complete in itself, yet prepares you for advanced courses. Continue your training as long as circumstances permit — until you reach your occupational goal.

SERVICE—6 to 12 months

- Electricity
- Welding
- Refrigeration
- Heating

TECHNICIAN—1 to 2 years

- Electricity
- Radio
- Electronics
- Refrigeration, Heating and Air Conditioning

PROFESSIONAL—3 years

- Electrical Engineering Bachelor of Science Degree Major in Machinery or Electronics

Write for "Career Building" And Interesting PHOTO STORY

Purposeful men who wish to specialize in one of the technical fields listed at the left, are invited to write for catalog "Career Building" and "Photo Story." You will find the "Photo Story" most interesting, as these booklets are illustrated with views of electrical, radio and electronics laboratories; refrigeration and heating "labs"; and drafting halls. They also describe the experiments and work done by students during various phases of training in technical and engineering fields.

4 Terms per year—starting in January, April, July, September. PLAN NOW to ENTER the NEXT TERM

MILWAUKEE SCHOOL of ENGINEERING
A Technical Institute · Founded 1903

MILWAUKEE SCHOOL OF ENGINEERING
Dept. CB-48, North Broadway and East State, Milwaukee, Wis.
Without cost or obligation, send me catalog — "Career Building" and "Photo Story", also more details on course in.....
.....
Name.....Age.....
Address.....
City.....State.....

Since the Milwaukee School of Engineering was founded in 1903 — many former students, now holding responsible positions with Wisconsin industries, received practical technical training at this institute. In recognition of their contribution to Wisconsin's progress, and in the hope that their achievements may inspire other Wisconsonians to follow their example, this message to purposeful men calls attention to the educational advantages and facilities available here.

MILWAUKEE SCHOOL of ENGINEERING
A Technical Institute

ELECTRONICS



Electronics in radio—Electronics in radar—Electronics in television and in household products; in fact, everything that is concerned with electrons is demonstrated in the Electronics Building at the Centennial Exposition.

Every inch of the 23,380 square foot Electronics Building is filled with dazzling exhibits. There is a special stage for educational demonstrations, and many interesting commercial exhibits. Five shows will be presented daily on the stage before a theater equipped to seat approximately 500 people.

Spectacular Demonstrations

All of the demonstrations on the stage will be chosen from the fields of chemistry and physics with applications in power and electronics. All of the demonstrations will border on the spectacular, but they will be fully explained by a competent electronics lecturer so they may be understood by everyone.

The Milwaukee School of Engineering is presenting four demonstrations of the science of electronics daily. One of the experiments is titled "What Twenty Five Electrical Horses Look Like." The demonstration will produce electrical discharges between condenser plates so that spectators may actually see the power broken down along many radial lines. Electrical power and the manner in which it works will be made understandable by this demonstration.

"Uncontrolled Electrons"

Another demonstration called "Uncontrolled Electrons" will produce man-made lightning. This is accomplished by the production of a high frequency potential which is capable of breaking down air resistance.

One of the most interesting electronics displays presented is the process of breaking down water into its original parts. Water is decomposed into its atomic components and the gas which is formed will subsequently explode with powerful force.

Many other thrilling demonstrations are featured in this unusual exhibit. Every type of new appliance is on display in the hundreds of commercial and non-commercial exhibits. New heating methods, air-conditioning, the most modern lighting methods for the home, and sanitation by light rays.

Television on Exhibit

Television will have a feature spot in the Electronics Building as the procedure of televising is explained. Television cameras, projectors and receivers will be explained while they are in operation. The history and development of many of our modern radio and wireless sets is explained in detailed exhibits.

Our scientists are making new discoveries every day and all the latest "finds" are here in this building for you to examine. In all cases competent authorities are present to provide information and answers to the most technical questions.

"Ham" Radio Broadcasts

Another highlight of the electronics exhibit is the ham radio operators presentation. These interesting "hobbyists" send and receive messages in the building and give you some idea of the amount of equipment and training necessary to pursue this interesting hobby. The operators are happy to convey individual messages for spectators at the exhibit.

"Preview of Progress"

"General Motors Preview of Progress" is another star feature of this modern show. This exhibit, which opens the doors of tomorrow, gives you some idea of the vast changes we may expect in the future. Research and modern sciences have uncovered many new possibilities and they are presented in this complete show.

After you have toured the Electronics Building you will have a better appreciation of the immense amount of work and study behind the thousands of simple things that help to make our life happier and more convenient.

★ LOOKING AHEAD



The year before Wisconsin became a state, a tiny shop specializing in the manufacture of mill stones was established in Milwaukee. From this small beginning grew Wisconsin's largest and most famous industrial firm — Allis-Chalmers.

For many years, the goal of this pioneer Wisconsin manufacturer has been to lead the way in farm machinery design and improvement — to bring better living, better farming and greater independence to farm families everywhere. In every state in the Union, and in nearly every country on the globe, Allis-Chalmers tractors, tillage tools, planting and harvesting machinery are spreading the fame of the Badger state.

Looking ahead, Allis-Chalmers sees a brighter future for the farmer—more machines to ease the burden of his work, profitable ways to improve the quality of his products, more conveniences for better living in his home. The farms and factories that have made Wisconsin great promise a new century of higher achievement for her leading industry — agriculture.





WISCONSIN AGRICULTURE

"From Cradle to Combine, From Cabin to Castle," — Here in the Agricultural Exhibit Building of our Wisconsin Centennial Exposition you will walk from the trails of yesterday to the highways of today, you will see, unfolded, the heartwarming story of Wisconsin's agriculture and her people. Here you will see exhibits of time and place—exhibits of action and history — exhibits showing progress. Here is the dramatic story of Wisconsin's farms and farmers.

Farm Influence in Wisconsin

No one has been closer than the farmer to the true unfolding of Badger history. Farm people have the longest consistent connection with Wisconsin's rise from pioneering to modern agricultural supremacy. 1848 saw the dawn of Wisconsin as a rural state. Agriculture is still Wisconsin's greatest single contributor to the welfare of man. Farm people laid the keel of our great ship of state. Farm thinking influenced the writing of our state constitution, established our principles of education and religion—paved our path of life.

It has been said that our state "is a great and silent compact between the dead, the living and the unborn." Then how in this fast moving age can we, the living, preserve a feeling of continuity with those who have gone before? A realization, that we of the present who have roots in the past, must be reborn.

"Cradle to Combine, Cabin to Castle," will help you to comprehend the scope of improvement that 100 years has brought in rural Wisconsin. Here you will see unfolded before your eyes the broad cross section of change — change from the days of pioneer sacrifices to this age of more life in living.

In our Centennial year let us, as Wisconsin citizens, learn that we are where we are because we have been privileged to stand on the shoulders of those early pioneers who came before us. Let us catch the spirit of their sacrifices. Let us turn back the pages of time to farm life as it was lived by our ancestors.

Progress on the Farm

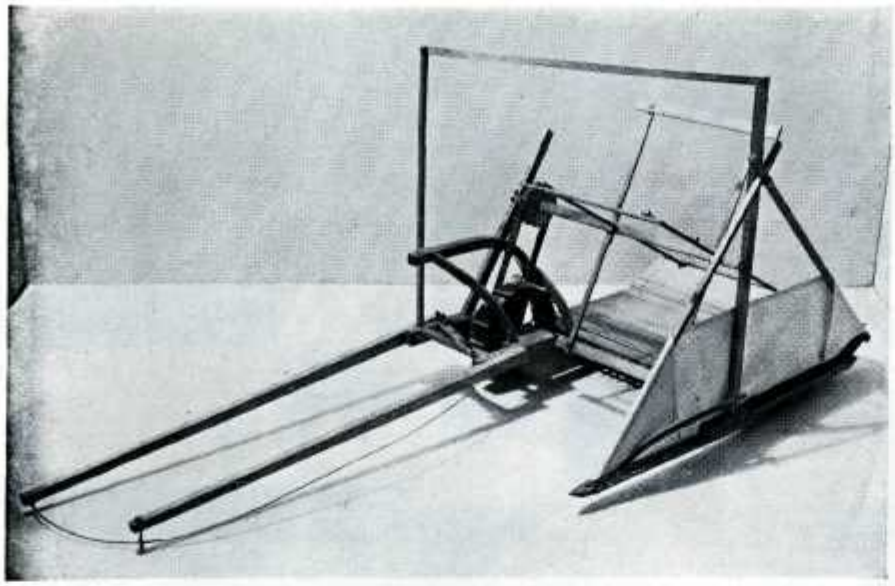
As you journey through the Agricultural Exhibit Building you will see and you will relive the progress that has come in farm practices and in farm living. One hundred years of agricultural progress is told in this entrancing saga "From Cradle to Combine, From Cabin to Castle." It is a thrilling story graphically portrayed. You have the opportunity to march along from Indian village, to pioneer cabin, to the pushbutton era of 1948.

Instead of showing a separate exhibit depicting the crude tools and implements of 100 years ago, another showing buildings and farm-yard equipment, and another telling the story of transportation methods of old, the Agricultural Exhibit Committee wisely created two model farms. One is the farm of 1848. The other is the farm of 1948. Into these two farms the whole related story of history and change is inter-woven.

Every Section of State Represented

The Agricultural Exhibit Committee, under the leadership of Prof. Floyd Duffee of the University of Wisconsin, is made up of 30 Wisconsin farm men and women. They represent various sections of the state and various farm groups. They are interested in every phase of Wisconsin's agriculture.

As you enter at the east end of this gigantic On The Farm exhibit, your interest deepens and a reverance toward pioneer life overtakes you. You, who today snap a switch for light,



This early reaper was a Godsend to pioneer Wisconsin farmers

open a faucet for water, you who now ride while you till your soil, are about to catch the spirit of yesterday.

"Backward, turn backward, o time in your flight." Immediately you find yourself in an atmosphere of the past. Suddenly you are transplanted to the scenes and life of early pioneer days. Like a dream your surroundings are suddenly moved back one hundred years.

Indians as Neighbors

As if following a trail through the wilderness, you first come upon the life of the American Indian in the midst of a woodland. You see a whole Indian village. It's not a picture. It's a reality. Real live Indians are carrying on activities known only to those staunch redmen—the first to inhabit Wisconsin. They were the neighbors—yes, the allies of your early pioneer ancestors. To them our state was truly a "Happy Hunting Ground."

Now the Indian trail becomes a road bringing you to the farm of 100 years ago. Typical of Wisconsin when your pioneer ancestors first came, this farm is still in the "whittling stage." A major part of its area is woodland and brush. A little garden bears evidence of pioneer self-reliance. The garden is part of the self-subsistence phase of pioneer life. They lived from the soil by the work of their own hands.

Wild Life in Exhibit

Soon you are fascinated by the actual forest scenes at each side of this old farm. In it you see living wild animals. It must be remembered that such animals, too, were the neighbors of your pioneer ancestors. Look closely again and you will see more of these creatures whose fur enticed early voyagers to enter Wisconsin.

Here at this old farm your story begins with the cradle and the flail, the log cabin and the rail fence. Stop a moment so you can see them all. No coal, no gas, no oil, no soap. What do you see? There is a woodpile which guaranteed that no pioneer need freeze nor suffer. No furnace, no oil burner, no water softener. Yes, but a rain barrel stands at the corner of the house, and a cast iron soap kettle stands ready to boil down the lye and homegrown fats which meant a self-asserted sanitation for those who lived 100 years ago. Drilled wells were unknown in this country then. Water pressure systems had not even reached the dream stage. Washing machines had not yet been made. But you see a wash tub and a little table against the side of the log cabin. You see an open well with a sweep. You see a place to wash clothes, a wash tub for the Saturday night bath. And not far away, a beaten path to its door, stands the outdoor toilet.

Century-Old Equipment

There is a smokehouse, you will notice, with neatly hung hams, shoulders and bacons. That, too, was a phase of pioneer self-sufficiency inherent in Wisconsin's long ago. They prepared and cured, as well as butchered their own meat. They cleaned, carded and spun their own wool. They skimmed and churned their own butter, made their own fur caps and moccasions, molded their own candles. Surely pioneer life as depicted here was a challenge that molded men and women and guaranteed the integrity of the state.

Pioneer Log Cabin Home

You'll want to see the inside of the home, a typical log cabin with walls open at one side so we may more easily look into the two rooms that made this early shelter. A few plain pieces of furniture and a woodbox for fuel for cooking and heating are in sight. Here in this cabin created by the pioneers' own hands, protected by their own vigilance and defended with their own muskets, was family life—not at its easiest but perhaps at its best.

Now you see the old log barn. Here is Wisconsin's great dairy and livestock industry in its first stages of infancy—crude, dark, unhandy, but nevertheless, the beginning of "America's Dairyland." Notice the pile of hay in the corner. See the scythe and the cradle and other tools — all integral parts of the early farm. Outside the barn hangs an ox yoke. Around the barn you see an old rail fence.

Just as people are seen occupying the home of yesterday, so also in this barnyard you will see chickens and other farm life bringing realism into the picture.

Machinery and equipment? Yes, there is the oxcart and the old wood beam breaking plow. The wagon was high wheeled so it would pull easier and take the ruts with less jolting. Other farm tools were few because the agriculture of 100 years ago depended upon the axe and the hoe.

Recall and Appreciate the Past

This, indeed, was Wisconsin agriculture of 100 years ago. You find this pioneer farm a revelation of a life that used to be. It is as your ancestors lived it 100 years ago. Notice that no phase of early life or activity has been omitted. It is of interest to men, women and children. You have reveled in the past. Here you can breathe deeply the atmosphre of yesterday.

Agriculture Today

Then you move on from the pathway of yesterday to the highway of today. And in a few minutes it is as if you have lived 100 years. Clearing, cutting, building, expanding, improving—decades of change both in life and in farming have taken place. It is your privilege as you step from this memory lane of yesterday to the broad highway of today to see what modern farm life and agriculture gives 180,000 farm units, the backbone of Wisconsin's agriculture. From a simple, isolated and independent type of agriculture you proceed to an age where machines and men are partners and where mechanical power plays a prominent part. You now stand before the "Combine and the Castle."

A modern farm has been built under the roof of this big Agricultural Exhibition Building. You will notice that great changes have taken place. There are changes in the method of home living. There are changes in the barn and in the fields. You have come to the age of mechanization in Wisconsin agriculture.

Changes in field operations are shown by large pictures and murals set up in the background of this modern farm. Brush and woodland have given way to the plow. In the murals you will see modern field work depicting a change to more crops now used in a typical Wisconsin crop rotation plan.

In 1948, Wisconsin is still a great livestock state. In fact, greater than ever and a greater dairy state than any other in the union. Typical of a Wisconsin farm you now see buildings—modern buildings. You see how hogs are housed and handled. You see a modern poultry house and brooder house—modern with all the equipment necessary for efficient production and for the prevention of death losses.

Ultra Modern Machinery

Now you are standing before a modern machine shed and you see a cross section of the machinery and equipment that are part and parcel of Wisconsin's agriculture. It must be remembered that mechanization has played an important part in making possible Wisconsin's gigantic production of food during the war emergency. You see a rubber tired tractor. It's ultra-modern to the point of being equipped with a radio. Modern tilling, seeding, planting and harvesting equipment—even a weed sprayer are in this set up. By now you are convinced that today's Badger farm is in reality a factory.

I am sure you will be interested in a repair shop where equipment is kept in working order. This, too, is an example of Wisconsin's farmer self-reliance.

Push Button Dairy

You now come upon the most modern dairy barn ever exhibited. It is equipped with a barn cleaner and a new gadget, the electric cow trainer. Modern pens, stanchions, a feed guard and, as the auction bills say, "other articles too numerous to mention."

There is a well equipped milkhouse nearby, with its utensil washing facilities, a mechanized milk cooler and other equipment so vital in producing quality milk. Of course, you could not have a Wisconsin dairy farm without silos so here within this building are silos. Of course, on this modern dairy farm are cows and calves. Before walking up to the house, you notice the old rail fence has been replaced by a modern electric fence. There are many other electric gadgets. Electric power serves to turn the wheels of today's farm factory.

This house, you will notice, is constructed so that you can see just how it is built and how it is insulated. The arrangement of rooms for convenience and beauty will interest you.

Home Convenience

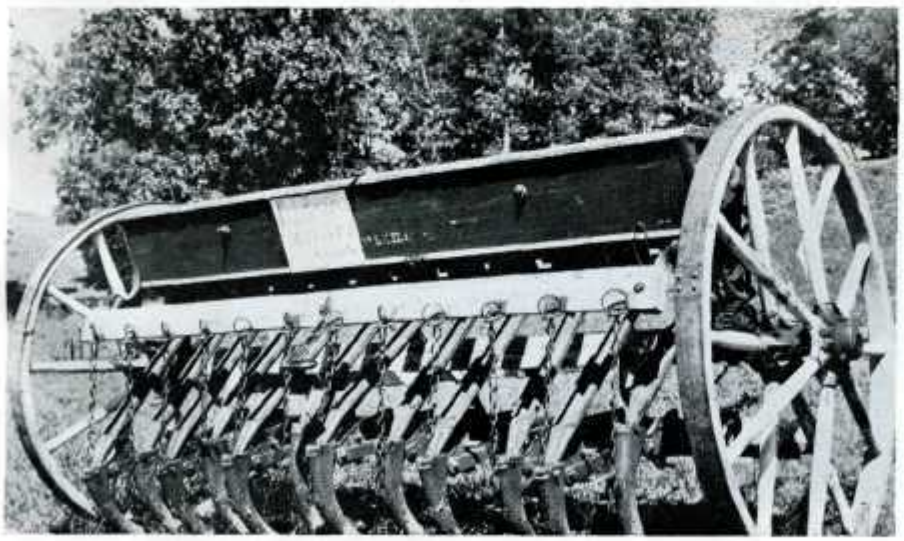
The home is completely furnished. Special emphasis has been put upon the equipment in the kitchen, the utility room, and the bathroom. You will want to see this modern push-button kitchen with its electric range and refrigerator, its sink and dishwasher. There is an electric roaster, a toaster, a mixer and a fan. How about the cupboard arrangement? Look it over and see for yourself.

Don't forget the utility room with its farm freezer, automatic washing machine, clothes drier, mangle and sewing machine. Of course, you are also interested in the bathroom with its modern equipment.

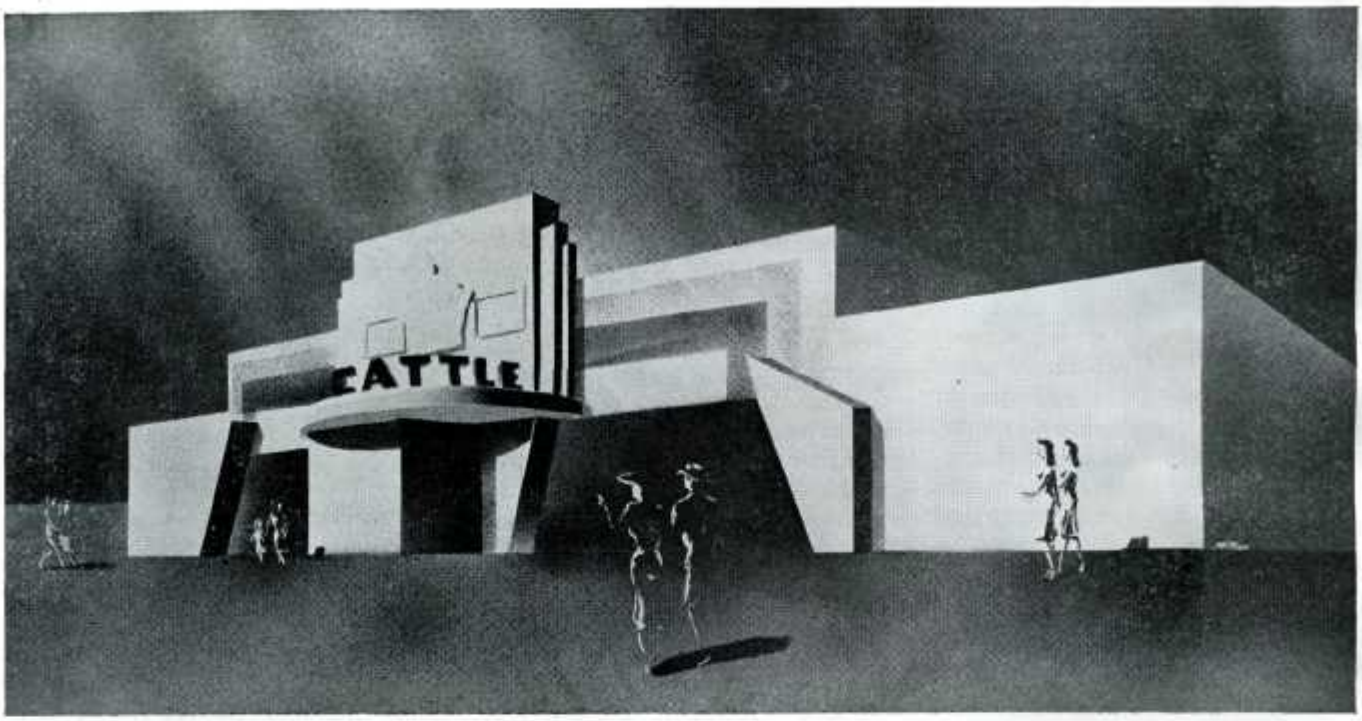
You will be interested in the landscaping too. The setting of this farm home will convince you that farm life can come closer to cornering the market on beauty than the urban life endured by your city cousins.

Now as you are about to leave this building, you have a deeper appreciation of the great changes that have come to Wisconsin agriculture, its life and its people, in this story of 100 years. The great contrast has filled you with respect and admiration for the old and a greater appreciation for the new. You are mindful that farming is both an economic pursuit and a way of life. Recently in this same building you trod the trails of yesterday. Now you have just been privileged to walk the highways of this modern era. Wisconsin's beauty, her history, her people, her farming, her homes have all passed in review.

"From Cradle to Combine, from Cabin to Castle" is a great and inspiring exhibition of how Wisconsin men and women toiled and built . . . and lived. It is a living memorial to **Wisconsin agriculture . . . Yesterday . . . Today . . . and Tomorrow.**



Early type grain seeder



The gratifying results of one hundred years of livestock development will be exhibited amid the gala atmosphere of the Centennial Exposition. All breeds of livestock, sleek from careful grooming, are shown throughout the three week celebration which marks the end of Wisconsin's first century.

Centennial champions add sparkle to the royally decorated livestock buildings and to the Coliseum where the prize animals are judged. The finest animals in the mid-west are competing for the wealth of Exposition premiums.

Show Honors Breeders

Our livestock have always assured us of an abundance of food and have often supplied the world in time of special need. Our principles of breeding have been applied all over the globe. The Centennial Exposition livestock show honors the men and women who are responsible for this efficient livestock production and much of the agricultural welfare of our state.

They are given this opportunity to display their progress and be rewarded for their effort. Actually they are exhibiting a century of hard work . . . of careful management, and of wise selection directed toward the improved development of all the types of livestock produced in Wisconsin.

The entire nation is aware of Wisconsin's leadership in the production of livestock. This complete show gives all of us an opportunity to see the great strides made in this important field of agriculture.

Air Conditioned Show Ring

Vast improvements and new facilities are available for the Exposition livestock show. Most of the cattle and horses will be shown in an "air-conditioned show ring." The Coliseum, stage for "Ice Vogues" each evening, will be used as the judging arena during the day. The ice will be covered when the prize animals are in the arena. The cooling effect of the ice will lend a refreshing aid to the animals, exhibitors, and audience.

Huge Machinery Exhibit

Many special agricultural features appear throughout the Exposition grounds. Industrialists and farmers alike will find many revealing developments in farm machinery in the tremendous farm equipment exhibit. Here, is told the real story of the transition from "Cradle to Combine." Dozens of pieces of farm equipment will be on display performing the actual tasks they do in fertile fields all over Wisconsin.



Prize swine will be shown the last week of the Exposition

The J. I. Case Company, Racine, presents a dramatic pageant of agriculture telling the history of farm equipment. Here, many of the great inventions of the past can be seen . . . in actual use, with the operators in the full costumes of the period they represent. The flail, the hand-powered hog thresher, the horse drawn sweeper, the earliest steam and gas powered tractors, and an unusual parade of plows are all at work in this epic exhibit.

Conservation Demonstrated

The United States Soil Conservation Service has cooperated with Allis Chalmers Company, Milwaukee, to present an important display showing the progress of soil conservation in agriculture. Terracing, contour farming, strip cropping, wind breaks, and grassed waterways are all demonstrated on an actual farm site built especially for the Exposition. Tons of soil have been used to build this demonstration and every detail has been checked for accuracy and adaptability to actual use.

"Elsie," the famous Borden cow and her son "Beauregard" are on display in their colonial boudoir in the Commerce Building throughout the Exposition. A calf-sized play pen for "Beauregard" and all the necessary nursery items including a stroller and kiddie car, for this little bovine make it a very interesting and unusual exhibit. Visiting hours for this "glamour girl" are from 9:00 A.M. until 11:00 P.M.

Livestock Showdates

Livestock exhibits at the Exposition have been staggered to provide a new and interesting show each week. This also makes it possible to have a more complete coverage of every breed.

All Junior Exposition livestock will be shown the first week, August 7-13, along with open class Percheron horses.

Dairy cattle will be divided into two separate shows with Guernseys, Jerseys, and Milking Shorthorns, entering the show ring the week of August 13-20. Holsteins, Brown Swiss, and Ayrshires will be shown the week of August 21-29.

Aberdeen Angus, Shorthorns, and Hereford beef cattle will be shown and judged the week of August 14-20. Dual purpose Red Polled cattle will be on display from August 21 to August 29.

All breeds of sheep, with classes for Hampshires, Oxfords, Finewools, Corriedales, Shropshires, Southdowns, Longwools, and Cheviots will be shown during the same week.

Hampshire, Berkshire, Poland China, Spotted Poland China, Duroc Jersey, Chester White, and O.I.C. swine will be shown and judged the week of August 21-29.



Wisconsin climate is ideal for turkey raising

Special Events

Special events in the livestock show include a junior and a professional sheep shearing contest; special judging contests and showmanship contests for junior exhibitors and special awards for the best decorated livestock stalls and pens.

Special awards are also offered in each department to the groom or showman who makes the best appearance in the show ring. Most of the breed associations for each breed of livestock shown are offering special awards for winning animals.

Ribbons Mean Perfection

When you see the judges award the highly coveted ribbons to the owners of the animals on exhibit you will witness the ultimate in a breeder's ambition. These awards mean more than money and honor. They are the tribute paid to perfection. The evidence of good selection, good breeding, good grooming, and attention to the minute details that signify excellence.



Wisconsin ranks first in the production of peas for canning

Ribbon Designation

Livestock award ribbons at the Exposition will be designed by colors as follows:

Champion	Royal Purple
Reserve Champion	Lavender
First	Blue
Second	Red
Third	White
Fourth	Pink
Fifth	Yellow
Sixth	Dark green
Seventh	Light green
Eighth	Tan
Ninth	Gray
Tenth and over	Light Blue



Tobacco—an important cash crop in some parts of Wisconsin

Livestock Judges

Cattle:

Herefords—Emil E. Rezac, Tabor, S. Dak.
Red Polled—A. L. Harvey, St. Paul, Minn.
Aberdeen-Angus—John B. Brown, Rose Hill, Iowa
Milking Shorthorns—John R. Holland, Milton, Iowa
Guernseys—J. D. Simmons, Independence, Kan.
Brown Swiss—Elmer N. Hansen, San Luis Obispo, Cal.
Ayrshire—Frank B. Astroth, S. St. Paul, Minn.
Holsteins—P. B. Misner, Langhorne, Pa.
Jerseys—Paul Jackson, Wilmington, Ohio
Shorthorns—P. S. Shearer, Ames, Iowa

Swine:

Durocs—J. S. Coffey, Columbus, Ohio
Berkshires—J. S. Coffey, Columbus, Ohio
Hampshires—J. S. Coffey, Columbus, Ohio
Chester Whites—Albert Stuart, Newhall, Ia.
O.I.C.—Albert Stuart, Newhall, Iowa
Poland Chinas—O. J. Hess, Worthington, Iowa
Spotted Poland Chinas—O. J. Hess, Worthington, Iowa

Sheep:

Medium Wool Show—William Duncan, Lake Villa, Ill.
Fine Wool Show—James J. Lacey, Madison, Wis.

Draft Horses:

Clydesdales & Belgians—R. B. Cooley, Lafayette, Ind.
Percherons—Prof. W. L. Blizzard, Oklahoma City, Okla.

Goats:

Dairy Goats—J. O. Sledge, Arvada, Colo.



Dairy cows reign over Wisconsin agriculture

A century ago, when Wisconsin was still a Territory, there were practically no farms in the area that now makes up the state. Even in the 1870's about 80 per cent of the state was still covered with a wealth of virgin timber. Two or three decades later the sawmills came and cleared much of the land for Wisconsin's most fertile farms.

Today, there are approximately 180,000 farms in Wisconsin producing food for much of the world. Most of them can be reached by good hard surfaced or graveled roads and three-fifths of them have telephones. The farm in Wisconsin is no longer a "hit and run" place of existence.

City Dwellers on the Farm

About one third of the farms in Wisconsin have washing machines, more than 90 per cent of our farmers have automobiles. Naturally, Wisconsin has more silos than any other state in the nation and nearly one half of the farmers in Wisconsin till their soil with tractors.

These figures point out the swift progress Wisconsin men and women have made in agriculture. They are quick to adopt new principles taught by our fine agricultural schools. They practice soil conservation, crop rotation, and are generally aggressive in rural government and legislation.

Crops and livestock have changed, and new inventions have made it possible to gain more from the soil and still maintain its fertility. Taking every change in stride, Wisconsin farmers remain leaders in agriculture.

Important Crops

Land usage in Wisconsin is distinctly diversified and quite dependent upon the varying climate and temperature within the state. About 25 per cent of the land in the state is in pasture to provide summer feed for the millions of dairy cattle. The rest of the cultivated land is quite evenly divided between the major annual crops. Corn is the most valuable annual produced with hay and oats ranking very high. Barley, rye and wheat have declined in importance during the past 25 years and other special crops are grown only in local areas. Soybean production has increased in Wisconsin because of new industrial uses resulting from recent discoveries.

Fur ranching is an important Wisconsin activity with mink and fox farms located in nearly every county. Poultry still provides nearly one tenth of the Wisconsin farm income with large turkey and chicken ranches becoming more prevalent every year. With the advent of powered tractors, draft horses have steadily declined in popularity although some communities in the western and northern sections of the state still depend upon them for the bulk of their farm power.

Wisconsin State Department of Agriculture

The activities of the Wisconsin State Department of Agriculture extend into every phase of the agricultural industry. Every Wisconsin resident is benefited by the services the department performs in production, management, assembling, grading, advertising, and merchandising. In all cases it acts principally as a regulatory body.

The final purpose of all its activity is to insure the stable production of high quality farm products which will command a good market price and improve the farms of the state.

Seven Man Board

The policies and programs of the department are formulated by a seven man board under the administrative supervision of the director. Seven main divisions make up the department — Administration, Dairy, Milk Auditing, Plant Industry, Markets, Livestock Sanitation, and Fairs.

Disseminates Information

To keep Wisconsin citizens informed of the activities of the department, thousands of releases and bulletins are sent out each year. Many farm organizations, newspapers, and magazines make extensive use of the department's publicity services.

WLBL, the Wisconsin Department of Agriculture's 10,000 watt radio station, furnishes Wisconsin people with up to date market reports and other farm data. Many other fine educational features are included in the broadcasts over this station.

Wisconsin State Fair

The Wisconsin State Fair, site of the Centennial Exposition, is under the direction of the State Department of Agriculture. For many years the State Fair has been the "show window" for the state's farm produce and industrial products. It is also the practical laboratory of rural-urban relations. The State Fair has contributed richly to rural-urban understanding and cooperation and has done much to improve life in Wisconsin. During the past 10 years millions of dollars have been paid in premiums to Wisconsin farmers for livestock and crop competition.



Famous Curtiss Candy ponies appear at Exposition

Whatever changes may occur, Wisconsin farmers will take them in stride and the result will be better than that which was best before. Every romantic chapter of this history of Agriculture can be found somewhere at the Centennial Exposition . . . and you will find that each chapter blends with the industrial cultural, and recreational ingredients that have gone into the making of a mighty state.



As one hundred-year old youngster to another

Congratulations Wisconsin on your Centennial. We know just how proud you feel —we celebrated our hundredth birthday just last year—in 1947. You and we sort of grew up together.

When you were a youngster, Indians roamed this fertile land. Then came the trappers, the explorers, the lumberjacks and the settlers who cleared the forests and broke the prairie sod to make Wisconsin one of the great agricultural states in the Union.

That handful of settlers has grown into 175,000 successful farmers, while the trading posts at the crossroads of the rivers are now great cities—Milwaukee, Green Bay, Prairie du Chien, Stevens Point, Racine, to mention but a few.

Yes! A hundred years has made a great difference in Wisconsin.

It has made a great difference for us, too. Back in 1847, our founder, Daniel Massey, began making better tools for his neighbors. Farmers still plowed with oxen . . . cultivated their fields with a hoe . . . harvested their corn by hand.

Today, it's an age of the self-propelled combine, modern, efficient tractors, self-propelled corn pickers, forage clippers, and all the other time-saving, labor-saving farm machinery Massey-Harris played so great a part in pioneering and developing to their present efficient state.

Solomon Juneau, Charles de Langlade, and those other hardy souls would hardly know the State they founded. *So, a toast to your second Centennial in 2048!*

THE MASSEY-HARRIS COMPANY

General Offices, Racine, Wisconsin

Make it a Massey-Harris

TRACTORS • COMBINES • IMPLEMENTS

BOLENS HUSKI Tractors Add to Wisconsin's Fame

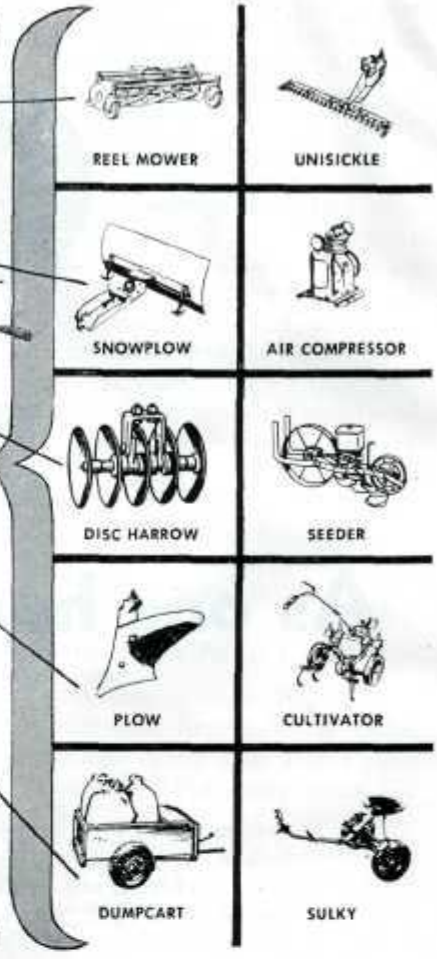


For years BOLENS HUSKI Tractors and implements have been working for those who need dependable farm and garden equipment. The BOLENS HUSKI line has won acceptance by many users as the standard in its field. People everywhere become more conscious of Wisconsin's industrial importance when products made here meet their most exacting requirements.

BOLENS HUSKI
Power-Ho



A 1½ h. p. tractor for small acreage and gardening. Also available: BOLENS HUSKI 3 h.p. Gardener and 3 h.p. Hi-Boy Tractors. All BOLENS HUSKI Tractors are suitable for gardening and such industrial uses as lawn mowing and snow plowing.



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MADISON SILO COMPANY

Builders of High Quality Concrete

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MADISON, WISCONSIN
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Better Crops

WITH

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WISCONSIN'S LARGEST PRODUCERS AND PROCESSORS

OF THE LEADING VARIETIES OF SEED GRAINS

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12.5 cubic foot size. Holds up to 625 lbs. of frozen food. Separate Freezing Compartment — 3.7 cu. ft. Frozen Storage Compartment—8.8 cu. ft. Accessories — Wire shelf basket for easier food storage and handling.



FOR EXTRA VALVE IN FOOD FREEZERS, CHECK THESE BEN-HUR FEATURES:

- Extra-Thick Insulation, hermetically sealed, keeps cold in and heat out — for lower operating costs and greater protection to food quality.
- Welded steel cabinet, durably finished in baked-on enamel for long service, easy cleaning.
- Separate Freezing Compartment (3.7 cu. ft.) — for faster, easier freezing. Avoids heat of fresh foods affecting frozen foods in storage.
- "Safety" Hardware. Counter Balance Cover and "Slamless" lock. Lock cannot be latched accidentally.
- Easy-Lifting Covers—simple to open and close in spite of their great strength and thick insulation.
- Temperature Indicator and Accurate Cold Control — simple, fool-proof, positive. Avoids guesswork.
- Hermetically Sealed Compressor Unit. Nothing to oil. Quiet, efficient.
- Economical — operates for as little as $1.24 per month, depending on local power costs.

Every meal is a pleasure for you, and a healthful taste-thrilling delight for the family, when you can quickly reach into your new BEN-HUR Freezer and pick out your favorite menu . . . your choice of any kind and cut of meat, garden-fresh vegetables, choice of fruits and desserts, even completely pre-cooked meals prepared in advance. And you save by freezing foods when market prices are lowest — by preserving all homegrown foods — avoiding hours of hard canning labor — saving shopping time — preventing food spoilage losses.

OTHER BEN-HUR MODELS
No. 2187—18 cubic foot size No. 197— 9 cubic foot size

See these famous Freezers TODAY!

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MILWAUKEE 12, WISCONSIN
Continuous Manufacturers Since 1911

THE *Partnership* THAT MADE WISCONSIN GREAT



Wisconsin boys grow up with dairy cows as business partners. Wisconsin tops America in milk production, makes half the nation's cheddar cheese.

Dairying, so vital to national health, produces a fourth of Wisconsin's farm income. Pumping cash daily into trade channels, it is a true partner of every Wisconsin industry.

In another partnership, thousands of state farmers co-operate in Land O'Lakes Creameries, Inc., to process, distribute and sell their products efficiently. Land O'Lakes is proud to have helped them to economize in production and marketing, improve their herds and products . . . and to have contributed to the partnership of man, meadows and dairy cows that has made Wisconsin great.

LAND O'LAKES
Creameries, Inc.
A Working Partnership of 100,000 Farmers

6 cows or 60 . . . you can do a faster, easier better milking job with a . . .

CO-OP UNIVERSAL MILKER



Made at Waukesha, in the heart of the Nation's Dairyland, CO-OP Universal Milkers are the product of dairy conscious Wisconsin industry. And from factory to farm, CO-OP Universal policies are set by cooperatives owned and controlled by the folks who buy milking machines and other equipment for *their own use.*





GENTLE, SAFER, MILKING — Protective low vacuum (10 to 11 inches) safeguards delicate tissues of teats and udder. Patented Calf-Nose Inflations and Calf-Nose Claw bring *complete, fast milking*—without harsh tugging to keep the milk flowing.

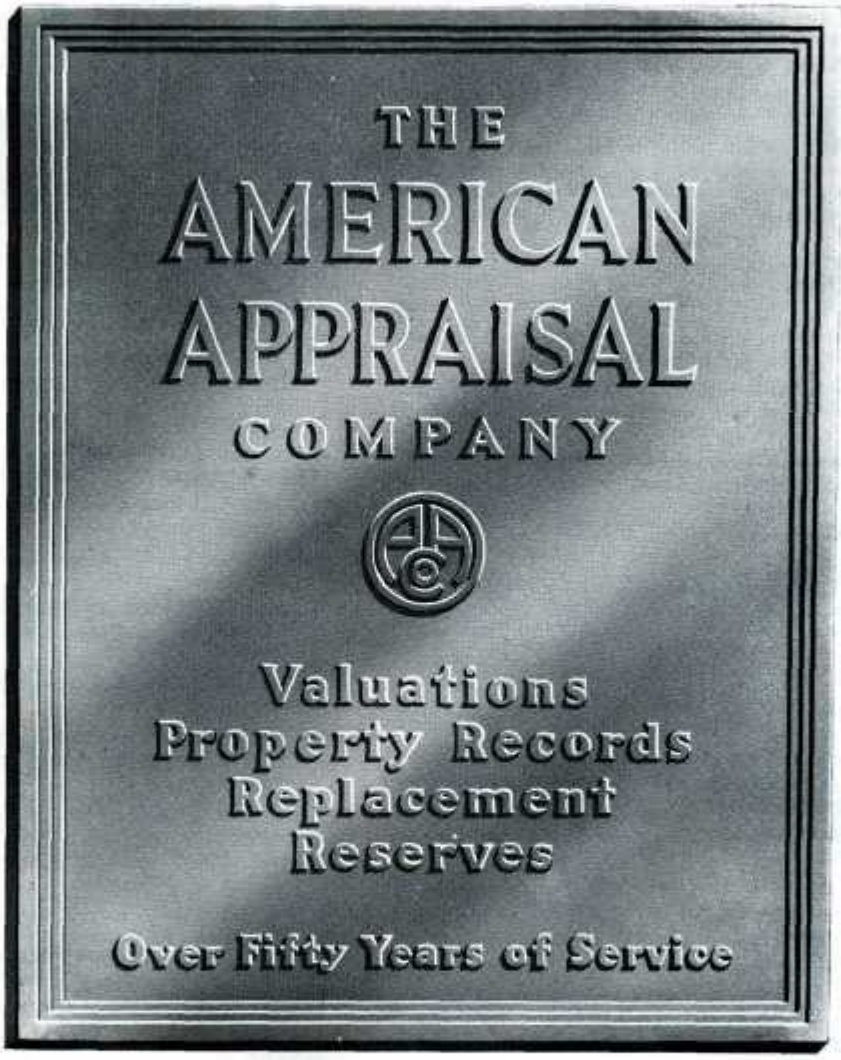


EASY TO CLEAN—From inflations to pail lid and pail, all parts are designed for easy, thorough cleaning. Teat cups, claw, and milk tubes can be *thoroughly* washed and sterilized, *without disassembling,* by simple use of LYVAC Automatic Washer.



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Manufactured by **NATIONAL COOPERATIVES, INC.**
Universal Milking Machine Division, Waukesha, Wisconsin


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AMERICAN
APPRAISAL
COMPANY
Valuations
Property Records
Replacement
Reserves
Over Fifty Years of Service

WISCONSIN'S HUNDRED

Chosen by a Committee of

ADAMS, HENRY C.—Eminent dairyman and agriculturist. Served as State Dairy and Food Commissioner and Representative in Congress.

ALLIS, EDWARD P.—Leading industrialist and manufacturer. Developed machinery for rolling mills.

ANDERSON, RASMUS B.—Scandinavian leader and author.

APPLEBY, JOHN—Inventor of the knotter for the harvester and binder.

BABCOCK, STEPHEN MOULTON—Inventor of the milk test for butter fat and a pioneer in biochemistry. While with the Wisconsin Agricultural Station he conducted dairy feeding experiments which aided in the discovery of vitamins.

BACH, CHRISTOPHE—Musician, bandmaster, conductor and composer. "Jubilee Overture" was his most noted composition.

BAILEY, JOSEPH—Army engineer in the Civil War, saved the Federal fleet in the Red River Expedition.

BAKER, RAY STANNARD—Writer and editor of "American Magazine." Director of Press Bureau of American Peace Commission at Paris in 1919.

BARNARD, HENRY—Leading educator and chancellor of the University of Wisconsin. Agent of Board of Regents of Normal Schools.

BASCOM, JOHN—President of the University of Wisconsin, 1874-1887.

BILLINGS, DR. FRANK—Leading internist, awarded French Cross of Legion of Honor and United States Distinguished Service Medal for work in World War I.

BOND, CARRIE JACOBS—Song writer, "End of a Perfect Day," and many others.

BONG, RICHARD IRA—World War II Ace. Shot down 40 Japanese planes.

BRAGG, EDWARD S.—Civil War hero. Commander of the "Iron Brigade," later a leading politician and U. S. Consular Representative.

CARPENTER, MATTHEW HALE—Lawyer and U. S. Senator. Leading politician.

CASE, J. I.—Industrialist. Developed the threshing machine and other farm machinery.

CATT, CARRIE CHAPMAN—Leader in the movement for woman suffrage and women's rights.

CHAMBERLAIN, THOMAS C. — Geologist and educator. President of the University of Wisconsin, 1884-1892.

COMMONS, JOHN R.—Economist and educator, specializing in labor relations.

COOLEY, ROBERT L.—Head of the Milwaukee Vocational School from 1912 to his death. Made it one of the outstanding schools in America.

CUDAHY, MICHAEL—Leading merchant and meat packer.

CUSHING, WILLIAM—Civil War hero. He and his crew wrecked the Confederate ram "Albemarle" on Oct. 27, 1864, proving the efficiency of the torpedo.

DEWEY, NELSON — Prominent territorial legislator. First Governor of Wisconsin, 1848-1852. State Senator, and regent of the University of Wisconsin.

DODGE, HENRY — First Governor of Wisconsin Territory, 1836-1841. Served as United States Senator.

DOTY, JAMES DUANE — Second Governor of Wisconsin Territory, 1841-1844. Doty was responsible for Madison being selected as the site of the capitol.

DOUSMAN, HERCULES — Fur trader and business man of Prairie du Chien. He was the acknowledged leader of the region.

DRAPER, LYMAN—First secretary of the State Historical Society of Wisconsin, 1854-1886.

DUTTON, FR. IRA B.—Missionary to the leper colony on Molokai Island in Hawaii, 1886-1931.

ELY, RICHARD—Prominent economist and author.

EVERETT, CHAS. H.—Editor of the Wisconsin Agriculturist and Farmer for 30 years. Secretary, State Board of Agriculture; State Assemblyman and Senator.

EVINRUDE, OLE—Inventor of the outboard motor.

FAIRCHILD, LUCIUS—Civil War hero. Governor of Wisconsin 1866-1872.

FRANK, GLENN—Educator, lecturer, and author. President of the University of Wisconsin, 1925-1937.

FRANK, MICHAEL — Newspaper editor and publisher, member of Territorial Assembly. Promoted the founding of the first free, public school at Kenosha (Southport) in 1845.

GALE, ZONA — Author, especially noted for the Pulitzer prize winning play "Miss Lulu Bett."

GARLAND, HAMLIN—Leading author, wrote "Son of the Middle Border."

HARRIS, CHARLES K. — Well known song writer. Wrote "After the Ball."

HARVEY, LORENZO D.—Educational leader. Superintendent of Schools for Wisconsin 1899-1902, and President of Stout Institute 1908-1922.

HARVEY, CORDELIA—Leader in the rehabilitation of Civil War orphans.

HAZEN, CHESTER—A leading dairyman of Wisconsin. His cheese factory established in 1864 is often claimed to have been the first in the state.

HEG, HANS CHRISTIAN—Leader of Norwegian groups and a Colonel in the Civil War.

HENNI, JOHN MARTIN—First catholic Bishop and Arch Bishop of Milwaukee.

HENRY, WILLIAM A.—Often referred to as the "Father of Scientific Agriculture." Dean of the College of Agriculture, University of Wisconsin 1891-1907. Introduced the first "Ag Short Course" in America in 1885.

HIRST, A. R.—State highway engineer. Devised system of numbering and marking highways.

HOARD, W. D.—Promoter of the dairy industry. Founder of Hoard's Dairyman, and Governor of Wisconsin, 1889-1891.

HOLMES, FRED L.—Lawyer, lecturer, and author of "Alluring Wisconsin," "Old World Wisconsin," and other books.

HORLICK, WILLIAM—Inventor of malted milk.

HOUDINI, HARRY — (Erich Weiss, legally changed to Houdini). World famed magician, writer and book collector. Born at Appleton, Wisconsin.

JUNEAU, SOLOMON — Pioneer trader and a leader in the early development of the city of Milwaukee.

KEMPER, BISHOP JACKSON—Missionary Bishop and leader of the Episcopal Church. Founder of Kemper Hall.

KING, CHARLES — Historian and novelist. Outstanding Spanish-American War General. Built up the Wisconsin National Guard while Adjutant General.

**People who lived in Wisconsin between 1848 and 1948—Does not include contemporaries.*

MOST FAMOUS PEOPLE*

Leading Wisconsin Educators

KING, F. H.—Perfected the round silo. Father of soil survey. Pioneer in ventilation (air conditioning).

KING, RUFUS—Civil War General. Editor of the Milwaukee Sentinel, and political leader.

KOHLER, WALTER J.—Industrialist and Governor of Wisconsin 1929-1931.

LA FOLLETTE, ROBERT M. SR.—First Wisconsin born Governor of the state, 1901-1906; U. S. Senator from Wisconsin, 1906-1925.

LAPHAM, INCREASE A.—Scientist and author. Wisconsin State Geologist 1873-1875. Promoted establishment of the federal weather bureau in 1869.

LAYTON, FREDERICK—Milwaukee industrialist, founded the Layton Packing Co. A philanthropist, having presented the Layton Art Galleries to the city of Milwaukee.

LEVITAN, SOLOMON—Born in East Prussia of Lithuanian parents. Was Wisconsin State Treasurer from 1923 to 1933.

MARTIN, MORGAN L.—President of the first Constitutional Convention.

McCARTHY, CHARLES—Founder of the Legislative Reference Library.

McFADYEN, ALEXANDER — Pianist and composer. Wrote "Inter Nos," "Cradle Song" and "Day Break."

McKERROW, GEORGE — Agriculturist. Leader in sheep breeding, dairy cattle breeding and Farmers Institute.

MEARS, HELEN FARNSWORTH—Famous sculptor.

MITCHELL, ALEXANDER — Banker and railroad organizer. Built up the Chicago, Milwaukee and St. Paul railroad system.

MITCHELL, WILLIAM (Billy)—Pioneer in advocating the military use of airplanes and development of military aviation.

MOORE, RANSOM A.—Agronomist. Developed and improved many varieties of field crops. Founded Wisconsin Experiment Association in 1901.

MORRIS, MRS. CHARLES — Founder of the Wisconsin Federation of Women's Clubs.

MUIR, JOHN—Author, explorer and naturalist. Studied at University of Wisconsin.

MURPHY, DR. JOHN B.—Physician and surgeon. Inventor of the astomosis button for abdominal operations.

OCHSNER, DR. ALBERT — Internationally famous surgeon. Pioneer in the treatment of cancer by radium.

PECK, GEORGE W. — Newspaper editor and publisher, humorist (author of "Peck's Bad Boy" series). Governor of Wisconsin 1891-1895.

PERCIVAL, JAMES GATES—Poet of note. State Geologist for Wisconsin, 1854-1856.

PLANKINTON, JOHN—Industrialist and civic leader, one of the greats in the meat packing industry.

RANDALL, ALEXANDER — Member of Wisconsin State Constitutional Convention, legislator, Civil War Governor, 1856-1862. Postmaster General of the United States 1865-1869. The first cabinet member from Wisconsin.

REXFORD, EBEN — Writer of poetry and songs. Lived in Outagamie County. Noted for "Silver Threads Among The Gold."

RINGLING, AL — Showman. Founder of Ringling Brothers Circus.

RIORDAN, JEREMIAH P.—University of Wisconsin football immortal. Played with teams of 1895-97 and 1900. Coached football at Marquette University in 1903. Was a leader in agriculture.

ROOT, ELEAZER—Author of Article X of the Constitution and was first State Superintendent of Public Instruction.

RUSK, JEREMIAH—Civil War leader, Governor of Wisconsin 1882-1889, and first United States Secretary of Agriculture.

RYAN, EDWARD G. — Lawyer and Justice of Wisconsin Supreme Court.

SCHAFER, JOSEPH—Historian. Superintendent of the State Historical Society of Wisconsin, 1920-1941.

SCHURZ, CARL—Political leader, author, and General in the Civil War. Most famous book, the "Reminiscens."

SCHURZ, MRS. MARGARETHE (Carl)—Conducted the first kindergarten in America at Watertown, Wisconsin, in 1856.

SHALER, CLARENCE A.—Inventor of self-vulcanizing patch for automobile tires. Shaler was also a sculptor.

SHOLES, C. LATHAM—Invented the typewriter.

SMITH, HIRAM—A leader in the dairy movement in Wisconsin. Is reported to have made cheese as early as 1859 and had a full fledged factory by 1865 or 1866. He was later appointed Regent of the University of Wisconsin, 1878-1890.

STAPLETON, MRS. HERBERT—Founder of the Federation of Music Clubs.

STEVENS, JOHN — Invented the rolling mill process for milling flour about 1870.

STOUT, J. H.—Lumberman and founder of the Stout Institute, and Wisconsin Free Traveling Library.

STRONG, MOSES—Lawyer and legislator. Author of "History of Wisconsin Territory."

THWAITES, REUBEN GOLD — Historian. Translator of the Jesuit Relations.

TURNER, FREDERICK—Historian. He developed the theory of the frontier in American History.

VAN HISE, CHARLES R.—Geologist, conservationist, and President of the University of Wisconsin, 1903-1918.

VEBLEN, THORSTEIN B. — Economist and social theorist. Author of "Theory of the Leisure Class."

VILAS, WILLIAM F.—University Regent. U. S. Postmaster General. Recommended and fathered Rural Free Delivery and Parcel Post.

VON MARR, CARL—Famous painter.

WASHBURN, CADWALLADER C.—Lumberman, miller, U. S. Representative in Congress, and Governor of Wisconsin, 1872, 1874.

WEBSTER, JOSEPH P. — Composer. Best known for "In the Sweet Bye and Bye" and "Lorena" which recurs all through the picture "Gone With The Wind."

WILLARD, FRANCES—Temperance advocate and founder of the WCTU.

WILCOX, ELLA WHEELER—Poet. Wrote "Poems of Passion," and "The Way of The World."



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delicious food
•
gay atmosphere
•
sparkling dance music



The Circus Room is open every night except Tuesday
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Never a cover charge

then the place to go is the

CIRCUS ROOM

HOTEL WISCONSIN

Music from 6:00
Dancing from 8:30

YOUR HOMETOWN HARDWARE STORE CAN SERVE YOU WITH NATIONALLY BRANDED MERCHANDISE OF DEPENDABLE QUALITY.

FRANKFURTH'S 180,000 SQUARE FEET OF FLOOR SPACE IS FILLED WITH MERCHANDISE TO HELP HARDWARE RETAILERS SERVE YOU.

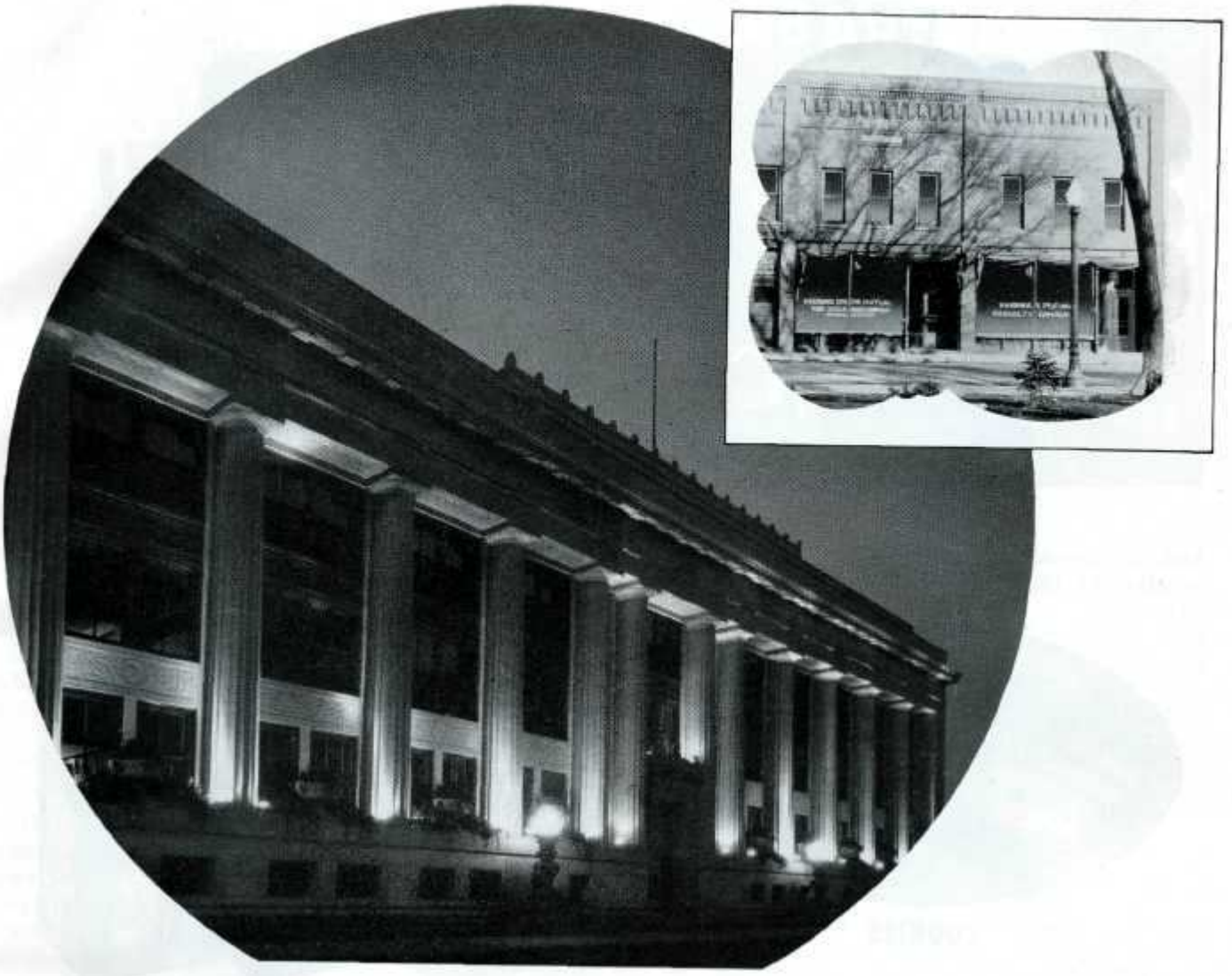


YOUR LOCAL HARDWARE DEALER is a good man to know better. He probably serves on your school board—is active in community affairs—always contributes generously to further the best interests of his hometown. He can furnish you with nationally known hardware; merchandise the manufacturer is proud to put his name on.

In its 87th year, the Frankfurth Hardware Co. has grown up with the independent hardware dealers of Wisconsin. Wisconsin was but 13 years old in 1861 when this hardware firm started serving the hardware trade. It looked "FORWARD" then, as now, to serving you by supplying dependable merchandise to your local hardware dealer.

FRANKFURTH HDW. CO. MILWAUKEE 1, WIS.

1861 — — — 87 YEARS — — — 1948



Our activities are nationwide . . . but our birthplace is Wisconsin

EVERYWHERE across the nation, glowing tribute is being paid to the great Badger State on its 100th Birthday. And justly so, for these have been 100 years of outstanding growth and achievement in agriculture, dairying, industry, commerce, finance, education, the arts and the professions.

Wisconsin is a wonderful place in which to work, play, and enjoy life. Its citizens are friendly, capable folks — the kind you like having as neighbors. Its communities are modern, well-run, and pleasant. With all this, progress comes naturally.

We at Hardware Mutuals of Stevens Point take pride in the fact that our nationwide organization is Wisconsin-born. We started in the insurance business in 1904. During our early years we occupied the modest offices shown in the small picture above. Today, Hardware Mutuals home office building, also illustrated above, is one of Wisconsin's most imposing sights.

Our Stevens Point, Wisconsin, home office is the nerve-center which guides the activities of a great network of offices serving more than 400,000 policyholders from coast to coast. Today, as in the beginning, we feel that Hardware Mutuals owe much to the fine folks, countrywide, whom we proudly number among our staff, policyholders, and neighbors.

Non-assessable Casualty and Fire Insurance for your
AUTOMOBILE . . . HOME . . . BUSINESS

Hardware Mutuals

HARDWARE MUTUAL CASUALTY COMPANY
HARDWARE DEALERS MUTUAL FIRE INSURANCE COMPANY
Stevens Point, Wisconsin · Offices Coast to Coast

1848 Johnston AND WISCONSIN 100 YEARS 1948



COOKIES



CRACKERS



CANDIES

100 YEARS OF JOHNSTON QUALITY LEADERSHIP

In 1848, the little Milwaukee bakery of Alexander H. Johnston, adventurous and sturdy Scotch immigrant, started the traditional quality leadership that his son, Robert A. Johnston carried on. Sons, grandsons, great-grandsons have advanced Johnston quality standards throughout a century of progress. Symbol of housewives' appreciation of the quality of Johnston products is the modern factory, with more than seven acres of floor space, producing at a rate that keeps Johnston FIRST in Wisconsin! Johnston, in turn, appreciates Wisconsin's loyalty!



CHOCOLATE PRODUCTS

Johnston

COOKIES • CRACKERS • CANDY • CHOCOLATE PRODUCTS

The Story of WISCONSIN FOOD



In the beautiful lannon stone Foods Building, every type of Wisconsin food is displayed and on sale for Exposition visitors. Leading Wisconsin and national firms have assembled exhibits which dramatically depict the entire food industry. The story of food . . . from its harvest in the field to the consumer's dining table is told in interesting visual displays.

Home methods and kitchen utensils will interest all culinary artists who view these impressive exhibits. Thousands of new recipes are available for visitors and all exhibitors are anxious to provide information and help that will aid in the preparation of delicious meals and the arrangement of varied menus.

Early Food Production

The need for a dependable food supply prompted the first agriculture in Wisconsin. Mining settlements and lumber camps provided the first local markets for Wisconsin food and, for a number of years, absorbed all the products grown on the scattered farms.

Food for Outside Markets

Food production for outside markets has always been a major industry in the state. During pioneer years it was limited and hampered because of lack of transportation. Outside markets existed only in the major cities to the east and the type of produce which would withstand transportation over the slow routes then available was necessarily limited. With the advent of railroads, new markets were made accessible and the production and processing of food increased correspondingly. When refrigeration became available, transportation of perishable items was possible resulting in a further development of the state's food industry.

Flour Milling in Milwaukee

In 1862, Milwaukee proudly proclaimed herself the "greatest primary wheat market in the world." In 1860, this market exported seven and one-half million bushels and the following year nearly twelve million bushels. During the five years of the Civil War, Milwaukee exported nearly three million barrels of flour, an amount equivalent to thirteen and one-half million bushels of wheat. Her trade was still in its infancy and did not reach its full strength until the years following the war.

Wheat and Flour

The first major food product of Wisconsin was wheat. For many years farmers of the state concentrated practically all of their effort on the production of this food crop. It represents Wisconsin's great contribution to the nation's economic well-being during the early years. In 1859, Wisconsin had reached third place in the nation for wheat production. The record crop of 1860, totaling nearly thirty million bushels, put Wisconsin into second place. Following the Civil War wheat production declined rapidly.

Flour milling was Milwaukee's leading industry until 1880. The value of its production in that year totaled more than four million dollars. Peak production was reached in 1892 with a total of two million barrels.

Early Millstones Replaced by Roller Mills

During the early years millstones driven by water power were used almost exclusively. The federal census for 1849 shows 117 such mills in the state. By 1879, this number had increased to more than 700. The millstones, however, were not efficient; only 25 per cent of their output was first grade flour. The invention of the roller mill greatly increased milling efficiency. Wisconsin, however, did not gain any extensive benefit from this invention, but by making possible large scale production it played an important part in moving the milling industry into the great wheat growing areas farther west. The rapid decline of wheat as a major farm crop also resulted in the decline of the state's milling industry.

Sugar Beets

Vague projects for growing sugar beets and the manufacture of beet sugar were begun in Wisconsin as early as 1863. Very little was accomplished until the spring of 1868 when two Germans began growing sugar beets on rented land on a farm near Fond du Lac. They built a primitive but complete sugar refinery and by

1869 they were manufacturing beet sugar at the rate of one thousand pounds a day. This further enabled Wisconsin newspapers to boast that this state was producing more beet sugar than all the other states of the Union combined.

Between 1869 and 1871 approximately a dozen beet companies were organized. One of these manufactured 134,000 pounds of beet sugar and 72,350 pounds of molasses in 1871.

Sugar Refining in Wisconsin

Wisconsin manufacturers, however, found that they could not compete with the cheaper southern product and most of them operated for short periods. Some 25 years later the industry was again revised, this time successfully and permanently. Wisconsin still produces a considerable quantity of beet sugar although it does not rank with the leading beet sugar producing states.

Fruits

Fruits always have been a prized addition to the diet of Wisconsin residents. Berries, especially, were found growing wild when the earliest pioneers arrived. As the settlements spread, their cultivation in the garden was begun.

Propagation of fruit trees was started as soon as the first settlers had managed to bring a few acres under cultivation. At first this crop was not grown on a commercial basis, although a few intrepid individuals ventured into this field early in Wisconsin's history.

Records of the Wisconsin State Fair held in 1852 show that there were 92 entries of fruit. These included apples, pears, plums, grapes, quinces and melons. It is interesting to note that F. K. Phoenix, of Delaware, won top honors for the "largest number of varieties of good apples." His entry included 52 named varieties.

Three Commercial Fruits

Of the various varieties of fruits, only three are produced commercially on a large scale in Wisconsin. They are apples, cherries, and grapes.

Apples are grown throughout the state, but three counties lead in their commercial production, Door, Bayfield and Crawford. Wisconsin's commercial production in 1947 totaled about 800,000 bushels with a value of $1,798,000. Door County ranks sixtieth among all counties in the nation in the production of apples.

Wisconsin's cherry production is centered in Door County, which ranks first in the nation in the number of cherry trees and second in production.

Cranberries Flourish in Wisconsin

The development of cranberry growing is one of the business romances of Wisconsin. It is now an important industry in the north central part of the state. Wild cranberries were native to that area and their cultivation was begun near Berlin, Green Lake County, during the 1860's. Records show that in 1865 a shipment of 38 barrels from this marsh to Chicago brought about $15 a barrel. A boom followed and the industry spread to other counties, including Wood, Monroe, Adams, Jackson, and Clark.

During the past few years extensive developments have been started in other counties, including Vilas. About 3,500 acres are now devoted to the production of this crop. The harvest in 1947 totaled 155,000 barrels, which is a record for the state. Its value is estimated at $3,720,000.



Wisconsin apples are delicious

Improved varieties and better methods of growing have helped to make the production of cranberries profitable. Flooding and other methods of control have reduced the danger of fire, frost, and insect pests. Wisconsin today ranks second in the nation in cranberry production.

Commercial Strawberry Production

Strawberries are another of the small fruits native to Wisconsin. While some strawberries are grown in every county in the state, the largest commercial acreage is found in Monroe, Jackson and Bayfield counties. The 1947 production totaled 180,000 cartons (24 quarts) with a value of about $1,250,000. This colorful industry was featured in two Wisconsin counties, Bayfield and Monroe, where for a number of years annual strawberry festivals were held at the time the crop was harvested.



A delightful cherryland desert

Potatoes—for Food and Seed

Potato production is an important commercial enterprise in a number of Wisconsin counties, including Portage, Langlade, Marathon, Waupaca, Marinette, Waushara, and Oneida. All of these rank among the first 100 counties in the nation for potato acreage harvested. Aside from production for table use, the growing of certified seed potatoes is also developing into an important industry in several Wisconsin counties. Certified Wisconsin seed potatoes are shipped to practically every state in the nation, although the bulk of the crop moves south and east.

Peas for Canning

Wisconsin ranks first in the nation in the production of peas for canning. The crop had a value of nearly $12,000,000 in 1947.

Peas were introduced into the state about 1870 and by 1920 the acreage had increased to nearly 61,000 acres. Under the stimulus of wartime demand, the acreage increased rapidly, beginning in 1940, reaching a peak of 151,000 acres in 1943 with a total production of 130,620 tons. There has been a slight decline since then, however, peas remain an important cash crop in the state.

This food crop is highly sensitive and production is localized. Field operations require close timing during the harvesting season. Production is concentrated mainly in the counties of Dane, Columbia, Dodge, Green Lake, Fond du Lac and Winnebago.

Cabbage

In some areas of Wisconsin cabbage is an important cash food crop. It is used both for the fresh market and for kraut. Formerly a great deal of Wisconsin cabbage was grown for winter storage, but this industry has disappeared because of the winter production of cabbage for the fresh market in southern states.



Cabbage provides healthful vitamin C

Production of cabbage is now concentrated in a few localities, including the Racine-Kenosha area, the Outagamie County region and a smaller area near Green Bay. There are several other smaller production areas, but the bulk of the production has come from the counties listed.

The 1947 acreage totaled 11,500 acres. Production totaled about 119,000 tons. Of this amount, 80,500 tons went into the fresh market and 38,500 tons for the manufacture of kraut. The value is established at $2,725,000.

Wisconsin ranks second in the nation in the production of cabbage for kraut, and third in the total production of cabbage.

Sweet Corn for Canning

Sweet corn has shown remarkable production expansion during the past few years. The acreage has increased from 30,000 acres in 1940 to nearly 100,000 acres in 1947. Wisconsin today ranks first in the nation in the production of this food. The 1947 harvest totaled nearly 220,000 tons. Its value is estimated at more than $4,000,000.

Beets for Canning

Wisconsin has long been one of the leading producers of table beets for canning, and today leads the nation in the production of this food. The acreage is much smaller than for sweet corn and peas, however, totaling about 4,200 acres in 1947. Production totaled about 34,400 tons with an estimated value of $610,000. Considerable expansion was shown during the war years. Washington, Calumet, Dodge and Ozaukee counties are among the leading producers.

Onions

Production of onions in Wisconsin was for many years confined largely to Kenosha, Racine and Milwaukee counties. During past years there have been a number of developments outside of this region, including Walworth, Jefferson, Columbia, Adams and some other counties.

The war demand brought some expansion in acreage, which in 1947 totaled 2,100 acres of commercial onions. The harvest totaled almost 4,500,000 pounds, with an estimated value of $1,695,000.

Snap Beans for Canning

Wisconsin has ranked fourth in the nation in the acreage devoted to growing beans for canning. This crop has shown a steady increase during the past thirty years. It reached a peak of about 12,000 acres in 1943. Since then the acreage has dropped somewhat, to a total of 10,600 acres in 1947. The crop last year totaled 10,600 tons, with a value of $1,111,000. The bulk of the production comes from the central and northern areas of the state where the climate is favorable for this crop.

Green Lima Beans for Canning

This is one of Wisconsin's new food crops. Records show that it was first grown about 1929, and the acreage has shown its greatest expansion since 1937. In 1947 we produced 4,800,000 pounds of green lima beans from 4,800 acres. The crop had a value of about $290,000. Green lima beans are packed by only a few canning plants in the state.

Maple Products

During the earliest days of Wisconsin settlement maple sugar and syrup were the most common substitutes for sugar and other sweetening, which was expensive and hard to get.

The banner year in the production of maple sugar and syrup came in 1939 when nearly 425,000 trees were tapped and 4,000 pounds of sugar and 116,000 gallons of syrup manufactured.

Food Canning Factories

Wisconsin holds an important position in the production of canned foods, and the state ranks as one of the nation's three leading states in the canning of fruits and vegetables.

A survey prepared by the Wisconsin Canner's Association for the year 1945 shows that eight major products were packed in Wisconsin canning factories. During the year more than twenty-six million cases were packed. This represents an increase of 14,000,000 cases over the 1940 total.

The 1945 pack of the state's canneries had a value of $65,000,000 (F.O.B. cannery price), exclusive of government subsidy. There are 157 canning factories operating in the state. They employ approximately 30,000 workers and have an annual payroll of $15,000,000 to $20,000,000.

Wisconsin ranks first in the nation in the production of canned green peas, sweet corn and beets; second in carrots, third in sauerkraut, fresh lima beans and wax beans; and sixth in green beans.



Maple tapping in Wisconsin

Mader's famous RESTAURANT

★ VOTED FIRST IN WISCONSIN

EIGHTH IN THE NATION



Founded in 1902 by the late Charles Mader. In those early days dinners sold for twenty cents and beer, two glasses for a nickel. So wide spread has the fame of Mader's become that on two seperate occasions they have been voted among the ten most famous eating places in AMERICA. One of the great restaurants in the country serving Milwaukee and the entire State of Wisconsin. Owned and operated by the MADER family.

*Poll by American Business Magazine.



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A Quarter Century of Progress

Sperry Candy Company is proud to have played a part in Wisconsin's Industrial Progress during the past quarter of a century.

Our candy kitchens annually consume vast quantities of pure, wholesome milk and eggs from Wisconsin's famed dairyland in the production of such nationally famous candy bars as CHICKEN DINNER ... DENVER SANDWICH ... and ALMOND CAMEO.

Visit the Sperry booth in the Food Building ... and ask for Sperry Candy Bars at your favorite candy counter.

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UNIQUE AND OUTSTANDING
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COMPLETE DINNER
SERVED UNTIL
CLOSING TIME

"Where Old World Atmosphere Prevails"

DELIGHTFUL
DINNER MUSIC
BY
STRING ENSEMBLE



Most Interesting Collection of Authentic Old Glassware
Steins, and Antiques — Memoirs of Wisconsin's 1st 100 Years

NOW IT'S OUR TURN TO SAY...

Happy 100th Birthday

Plankinton knows what it means to be 100 years old. We celebrated our 100th Anniversary last year... and felt the same pride of achievement the State of Wisconsin experiences today.

We at the Plankinton Packing Company are proud to have grown up with Wisconsin... just as we are proud of our faithful service to Wisconsin families.

PLANKINTON PACKING COMPANY · MILWAUKEE

Manufacturers of

Plankinton's GLOBE MEATS



The MEAT Industry

. . . . WISCONSIN'S MEAT PACKERS and SAUSAGE MAKERS

HISTORY

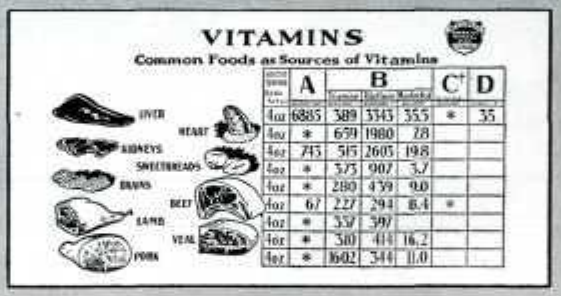
The early history of the Meat Packing Industry is interwoven with the early history of the State of Wisconsin. In the year 1844 — four years before Wisconsin became a State — the Meat Packing Business had started in Milwaukee, Wisconsin, under the leadership of John Plankinton and Frederick Layton. The establishments were small compared to modern plants. Progress in the Meat Packing Industry and Meat Processing — such as Sausage Establishments — is evidenced by the up-to-date plants throughout the State which compare favorably with any in the Nation.

Contributions to State's Economy: Wisconsin Packers and Sausage-makers:



HOW MEAT PACKERS SALES DOLLAR WAS DISTRIBUTED IN 1947

- * Total Annual Sales, 1947 . . . . . Est. $243,000,000.00
- * Total Annual Wages and Salaries Paid to Employees 23,700,000.00
- Total Annual Taxes Paid, including Real Estate, State and Federal 1,430,000.00
- Total Number of Employees 7,762
- Total Number of Packers and Sausage-makers . 76
- * Above figures based upon information obtained from Wisconsin Industrial Commission for 1946.



	A	B			C	D
4oz	6885	389	3343	355	*	35
4oz	*	659	1980	28		
4oz	745	515	2605	198		
4oz	*	575	907	3.7		
4oz	*	280	439	9.0		
4oz	67	227	294	8.4	*	
4oz	*	339	597			
4oz	*	380	410	16.2		
4oz	*	1602	344	11.0		

Vitamin Chart: Meat is a most important source of Protein, as well as a good source of Thiamine, Riboflavin and Nicotinic Acid, all in the "B" group, as well as the "A" and "D" Vitamins. These Vitamins are essential to good health. See Chart.

MEAT BY-PRODUCTS



Meat By-Products: Through the years, there has been a remarkable development of By-Products, particularly glands, intestines and edible and inedible By-products. Meat Packers save many materials used to make dozens of medicines that are essential to saving and prolonging life and keeping people healthy. They are used in heart cases, shock, anemia, pregnancy and general surgery. Insulin, which is manufactured from Pancreas Glands of Cattle and Swine, is of vital importance to those suffering from

It requires the Pancreas Glands from 1500 Cattle or 7500 Hogs to make one ounce of Insulin.

Diabetes. Many Sporting-Goods manufacturers obtain their raw materials from the By-products of the Meat Packing Industry. For instance, it requires the Intestines of 11 Lambs to produce the strings of one Tennis Racket. Intestines are also used for the strings of Violins, Guitars and Harps. The value of these By-products reduce the cost of the main products of the Meat Packing Industry, namely: MEAT!

Wisconsin ranks FIRST in the U. S. for the number of Veal Calves.

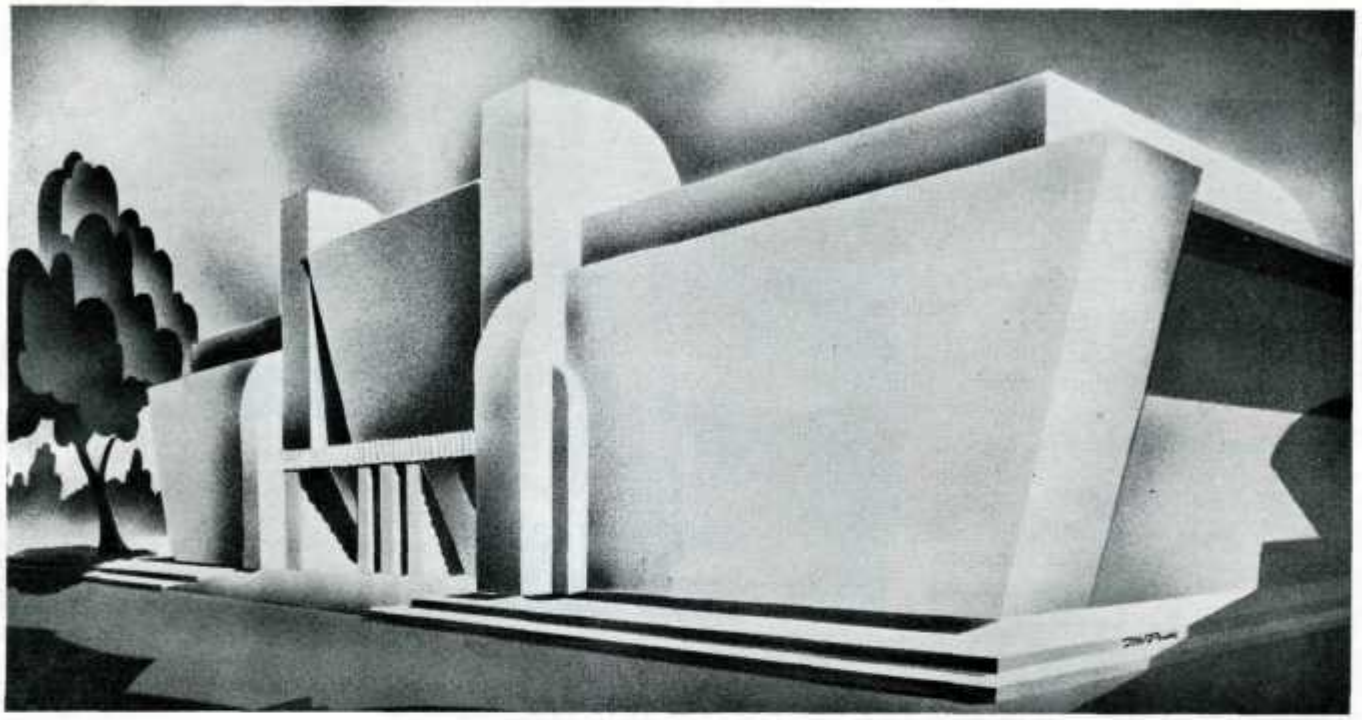
Livestock Population as of Jan. 1, 1948, for Wisconsin and the United States:

All Cattle, including Calves	3,800,000	78,500,000
All Swine	1,500,000	55,000,000
All Sheep and Lambs	300,000	35,000,000

86.9% OF THE TOTAL INCOME TO FARMS IN THE STATE OF WISCONSIN IS DUE TO LIVESTOCK AND LIVESTOCK PRODUCTS.

THE CASH FARM INCOME FROM MEAT ANIMALS IN THE UNITED STATES AMOUNTED TO 32.8% OF THE TOTAL.

Sources of Information: U. S. Department of Agriculture, Wisconsin Industrial Commission, Wisconsin Tax Commission, American Meat Institute, National Livestock & Meat Board.



HISTORICAL WISCONSIN



A colorful and vital part of the Wisconsin Centennial Exposition is the Historical Building. Enter and see the Wisconsin Story; as it was in the beginning and how it has developed since the first explorers set foot upon our soil.

The State Historical Society presents this panorama of history through pictures, panels, actual articles of each period, models, mannequins and words. Painted floor areas guide your progress so that the story unfolds chronologically.

Furs a Sideline

Here are the inquisitive Frenchmen who searched for the Northwest Passage to the Orient—Cartier, Champlain, Nicolet. Here is the state's most frequently reproduced painting, "The Landfall of Jean Nicolet, 1634." It depicts Nicolet stepping ashore at Red Banks in an elaborately embroidered damask robe, fitting costume for meeting any Oriental potentate who might greet him.

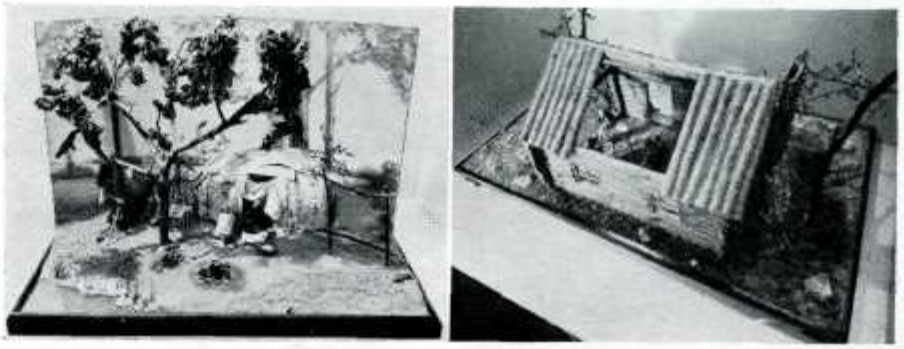
It is in this role that his likeness has been immortally captured in oils by Edwin Willard Deming. The painting, ordered by Robert L. McCormick in 1905 when the latter was president of the State Historical Society, for the society's gallery, is one of this state's most famous art treasures. For the duration of the Exposition it has been transported to Milwaukee and forms one of the highlights of the Historical Building.

Nicolet, traveling through America, was not forgetful of his country's fur trade; so when he found no passage to China in the forests of Wisconsin, he pacified the Ottawas and the Winnebago tribes, thus establishing the great French regime in Wisconsin.

Our No. 1 Citizen

And then stop to look at the kindly Father Marquette, explorer of the upper Mississippi, sketched in plaster by Gaetano Trentanove in preparation for a marble statue which now represents Wisconsin in the Hall of Fame at Washington.

Did you ever stop to realize that the man whom Wisconsin selected for this honor was never a resident of this state, nor even, during his life, a citizen of the United States? That, in



Historical Building Dioramas of Indian Dwelling; early schoolhouse

truth, no one knows exactly what he looked like?

Yet so outstanding was his contribution that he is known as the Father of Wisconsin.

The statue you look at is the one which the committee on selection felt most truly represented the character of the man it wished to memorialize.

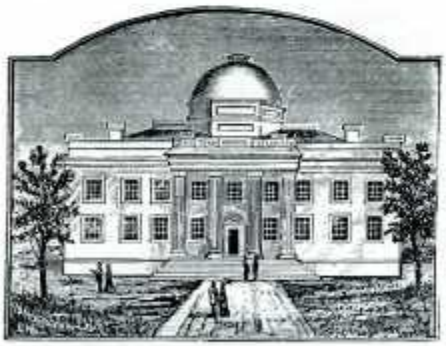
The United States Congress conferred American citizenship upon Father Marquette posthumously.

Their Ideas Differed

It was a matter of years after congress invited this state to fill a niche in its Hall of Fame before competition was held to produce the heroic marble statue which now represents Wisconsin's number one citizen. Fourteen sculptors, one of them a woman, accepted the challenge.

The differences in the way they visualized the intrepid missionary-explorer revealed the point in Marquette's career which had made the deepest impression upon them.

One limned a young face—as the native boy of Laon might have looked when he joined the followers of Loyola and "burned with desire to minister to pagans." Another visualized Marquette a few years later, in the New World, after he had landed on the American side of the St. Mary's river in accordance with his instructions to proceed to the Sault Ste. Marie in 1668, and after he had been placed in charge of three mission outposts among none-too-responsive Indians.



First state capitol at Madison

Still another presented him "with an adventurous appearance," while a fourth showed him "a strong figure" wearing a broad Spanish hat and standing in the bow of his canoe, probably thinking of that fateful day of June 17, 1673, when he and his little cavalcade issued from the Wisconsin river upon the virgin waters of the Mississippi, the first white man to behold the Father of Waters.





The state historical society display includes panels that tell the complete Wisconsin story.

Kindliness Won

It was the kindly face, the reposeful figure you see in miniature in the Historical Building which won the hearts and minds of those making the choice and which was presented by Governor William H. Upham to congress in the name of the people of Wisconsin.

The exhibition points out that the Frenchmen were explorers and traders rather than colonists. It was imperative that the Northwest Territory give way to settlement as the colonists from the east coast spread westward. So sovereignty passed to the British and with the end of the Revolutionary War, the Americans took over.

Modes of life of the Indians, the early settlers, the frontier settlements give way to more highly developed agricultural and urban eras. Each was accompanied by the visual evidences of growth: the early reaper, the rural schoolhouse, the campmeeting, and all the progress from territory to statehood.

Build Better Homes

Homes are built and living becomes more gracious—here are the beautiful houses built by Augustin Grignon, John Rountree and Hercules Dousman.

Frontier settlements give way to communities, the land is cultivated, and industries begin. The political controversies and legislative activities attending formation of the state government unfold and statehood is achieved. Scan the faces of the men who formed the government and the men who first attained state offices. In their faces is written the struggle, setbacks, and final achievement of a great state. Honor them as the pathfinders of today.

Civil War Flares

The Civil War fires the land and gives impetus to the development of agriculture and industry. Wheat production zooms and Wisconsin assumes national leadership as a wheat and flour producing state. The war ends, the state mourns its dead but glories in its sacrifices and its military history. Figures are stark; imagination acts as the match to kindle them into flaming facts of which each one of us becomes once more consciously proud.

Now back to the normal development of Wisconsin's potentialities. The state sees the expansion of its railroads, the exploitation of its pine forests, and the growth of its industries.

At the north end of the Historical Building is a break in the chronological story of Wisconsin. Stand a moment to gaze at the large murals which depict in montage the chronicle of our state. These murals, fourteen feet high, cover an expanse of more than twenty-five feet. All of them will be permanently installed in the Historical Society's museum at Madison after the Exposition.

These murals by William Ashby McCloy, professor of art at the University, are powerful creators of the illusion of history unfolding like a panorama.

Tragedies Lay Waste

Attending the pressing growth of the state's economy is another war—the Spanish American — and major tragedies—tornadoes, floods and fires, dramatically commemorated. Repeated forest fires laid waste thousands of acres of valuable timber and took their tolls in life and property, without being able to stem the onward sweep of progress. There were the conflagrations which destroyed Science Hall at the University and the Newhall House in Milwaukee.

Now the new century begins. Labor asserts itself and Robert M. La Follette introduces the "progressive" idea into state and national politics. The legislature passes social legislation and political reforms.

Pause, again, to realize the import of the exhibit showing the growing importance of the state's university and its associations beyond the confines of the campus.

The first World War comes and Wisconsin immediately accepts its responsibilities. Once again it renders outstanding service. It comes out of the war even stronger than it was before.

Tomorrow's History

The roaring twenties, false prosperity, depression, the New Deal, and the Progressive Party—all leave their marks. Then another war disrupts the routine and another war is over. The problems of rehabilitation, reorganization and the return to a steady march FORWARD.

Buffalo Bill's friend, Henry H. Cross, painter-reporter who covered the westward moving American frontier when Wisconsin was young, painted the most comprehensive set of Indian notables, scouts and guides, and the military heroes who finally subdued the country for white domination, now in existence. This collection is also on view in the Commerce Building under the auspices of the State Historical Society.

Spoke All Dialects

Cross's knowledge of Indian sign language and most of the tribal dialects led to friendship with many famous chiefs and their white adversaries. Because he could converse as he roamed, he was welcomed at many



"Geronimo"—one of many Indian paintings by H. H. Cross

campfires where others dared not venture. After warming his hands at the bright embers, he sketched his host, and often set up his easel and went to work with oils on a picture which later found its way into this collection through the interest, efforts and money of Thomas Barlow Walker, for whom the collection is named.

Painted Like Life

Cross's paintings are faithful likenesses, accurate delineations of tribal customs and dress, according to Clifford L. Lord, Director of the State Historical Society.

Cross was a New Yorker, born in 1837. His school days were marked by "threshings" for caricatures of his teachers. Before he was 20 he had sketched St. Anthony Falls with an Indian encampment, in a christening ceremony, on the west bank. Its excellence turned his eye toward further study in Europe, where he became an energetic student of Rosa Bonheur. When he returned to America it was with the flattering commendation of that famous French animal painter.

Started "Morgue"

When Cross took painting assignments with traveling circuses, he made sketches of notable Indians and scenes along the highways the outfit traveled. In Minnesota he sketched Little Crow, Little Shakopee and forty others who took part in the uprising which led to the execution of 38 Indians at Mankato, December 26, 1862.

Campbell Acts

In 1947 William J. Campbell, Oshkosh, as a member of the University Regents and also a friend of Walker's, learned that this collection was about to be disposed of by the Walker Art Center, Minneapolis' monument to Walker.

Through his efforts the collection was loaned to the State Historical Society for three years. It was moved to Madison and was displayed at the Historical Society's founders' day meeting, January 5, of this year.

Good For Greatest Number

The society's decision to show the collection at this Exposition is based on its belief that the greatest number of Wisconsin citizens are thus able to enjoy it.

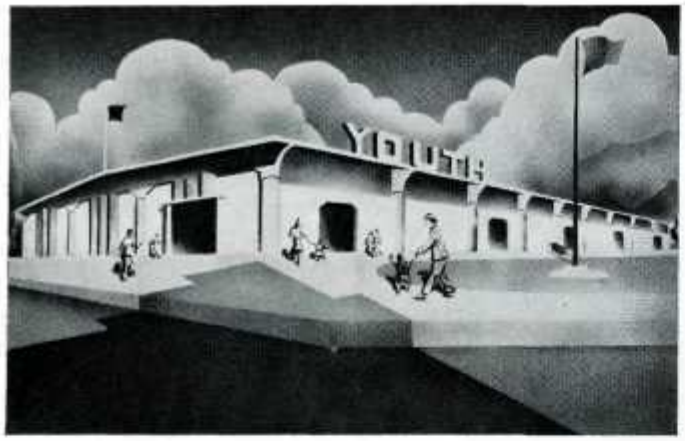
The Wisconsin Historical Society performs a major service in this march of time and history. Through its members, its friends, its own staff it is ceaselessly searching for the documents, pictures and objects marking each step of each year. Today's events are tomorrow's history.



Wisconsin at war

And So The Future

One day your grand children will tread these Exposition grounds. They will make their way, as you do this 1948, to an historical exhibit which will mirror for them this day and age, as you are able to reconstruct Wisconsin's past within the portals of the Historical Building.



WISCONSIN YOUTH

Youth . . . Wisconsin's true stake in the future . . . have made their own place at the Centennial Exposition. The eagerness and sincere constructive effort of between 2500 and 3000 young people of rural Wisconsin is in evidence all over the Exposition grounds. Their main activity, of course, is centered in their Youth Building.

They have a Junior Exposition all their own, and one which is well worth noting by all adult visitors. The junior section is built on competitive enterprise. It is the culmination of weeks, even months, of preparation and effort on the part of the participants.

Follow Their Elders

Each one has progressed through the same numerous, and oftentimes vigorous steps as have their adult contenders in other arenas. They have carefully chosen their entries, which in itself has required judgment and knowledge of selection basics. They have studied books and pamphlets, consulted with teachers, extension workers, and others who are in a position to advise or who have won premiums in the past in the same field.

Not all of them will leave this Exposition with blue ribbons, although this proud possession is their goal. Indicating, as it does, that its owner has excelled beyond all others. Each rural boy and girl is trying to overcome all competition—that ancient as well as modern way of finding zest in life.

Have $64 Answers

More: they know what they are doing well enough to tell the interested visitor. If you don't believe it, ask one of them! They'll enjoy giving the answer and you will leave the Exposition with a new idea for future use.

Boy—Then Man

All are receiving lasting experience, and the satisfaction of trying. Thirty years of such experience at Wisconsin fairs have made their heroic mark upon the progress of this state. Many of the winners in the senior livestock show are the winners of former Junior Fairs.

Like a picture book, the Youth Building tells of a century of Wisconsin youth. Illustrations and words alike give meaning to this important segment in the life and progress of any state.

Exhibit Hall

"Youth of Yesteryears" is no more plainly painted on the old, weather-beaten board which first meets the eye of the visitor, than the young Wisconsin boy on his stomach reading a book by the light of the log fire, who is painted on the first of a series of striking dioramas which appear throughout each of the several areas, ancient and modern, which make up Exhibit Hall. Again, words create added flavor only: "They lived in a period of candle light and simple things; when hardships shaped great character."



Tree planting—an important rural youth activity

On to the old, crude tools, against a painted team of oxen plowing through stumpland. "They lived in a period when farms were hewn from the forests and land broken to the plow."

Against the diorama of the early school with its seats three-youngster wide, one can almost live again, "in a period of poorly equipped schools and hard earned education." Nor is too much imagination needed to absorb the meaning of the boy hunting in the woods, with an old log cabin of paint in the background. "They lived when nature's gifts were abundant but wasted and recreation was self-made, largely in the out-of-doors."

Pines and Pioneers

Pines and pioneers, rail fences and cutover land, the well, the old oaken bucket—they are all there, to point the moral: "Out of the striving of the past has come the fuller life for youth today."

Now the visitor is at the bridge. It is an actual bridge. Thousands are passing over it each day. It is built solidly, and will last long. No eye can miss its pillars, nor escape its implication. Here is the cross-over from past to modernity. The pillars stand for home, church, school, leaders with vision, vocational education, extension services, science and experience. "Youth of Today" is just ahead, molded by the factors of which these pillars are symbols.



Learning to sew—part of the home-making course

Three Groups Join

The three principal rural youth organizations of Wisconsin have cooperated in the exhibits beyond the turn of the lane. The 4-H Clubs, the Future Farmers of America, and the Future Homemakers of America, are the powers of America, and the powers behind these displays. Their representatives, in uniform, are on hand to parade youth's achievements, and to demonstrate how "they are developing their talents and skills for greater usefulness through participation and study."

Majority Will Farm

Significant statistics are posted. They predict where the state's rural youth will be 10 years from now; how many will be in industry, the professions; what percentage of them will be teaching and farming. Of the total, 58 per cent will be producing the food we eat and drink: the corn, wheat, cattle, and milk.

Each "Youth of Today" area is backed with dramatically enlarged photographs showing the varied activities of the three youth organizations. Before these lively backgrounds, exhibits and demonstrations in the foreground carry out the legend: "They learn to live in a scientific and changing world." A B-29, a deep freeze, the latest home pasteurizing equipment: these are only three of the many indices of the modern age which the youngsters are coping with to build a better future for themselves and the rest of us who gain by their efforts.

Competitive Activities

The junior livestock exhibit and competitions are held August 7-13. Premiums totaling more than for any previous year have been offered by the Exposition management.

Throughout their sojourn on these grounds, the rural boys and girls participate in lively competitions with their cattle, swine, sheep, poultry and household accomplishments. Girls' demonstrations are the first week; boys, the second. Additionally, both have the opportunity to demonstrate showmanship on a competitive basis. They compete as judges with each other. They demonstrate not only that they can produce good products but that they can judge the comparative worth of the products of others. In several of these classes, the reasons for their selections play a part in the making of the awards.

Little Theater Activities

The Little Theater is devoted to youth activities August 16 through 20. On the afternoons of August 16 and 17, the annual Dress Revue takes place. A centennial feature is the competition for the most authentic Wisconsin costume worn prior to 1910. Boys as well as girls are entered.

A program by the Girl Scouts is scheduled on August 17; by the Boy Scouts on August 20. On August 18 the 4-H Clubs of Wisconsin will present a day of Little Theater programs. The August 19 program is in charge of the Future Farmers and Future Homemakers of America.

Citizenship Recognition Day ceremonies take place on August 18. Any rural boy or girl who becomes 21 during 1948 will be honored. W. McNeel, Madison, State 4-H Club Leader is in charge. Last year, 4-H Clubs inaugurated such a program, for its own members. It was so successful that the scope has been broadened for this centennial year.



Rural youth laying out contour strips

They Play Too

Entertainment is also programmed. In charge of Verne V. Varney, Assistant State 4-H Club Leader, there are noon mixers and other get-togethers to route any lurking homesickness. Several times during the Exposition the young people go to the grandstand in groups, to attend programs which are of the most interest to them.

August 25 is Future Farmers of America Day and Future Homemakers Day, and will be appropriately celebrated.



Canning is simple for these F.H.A. girls

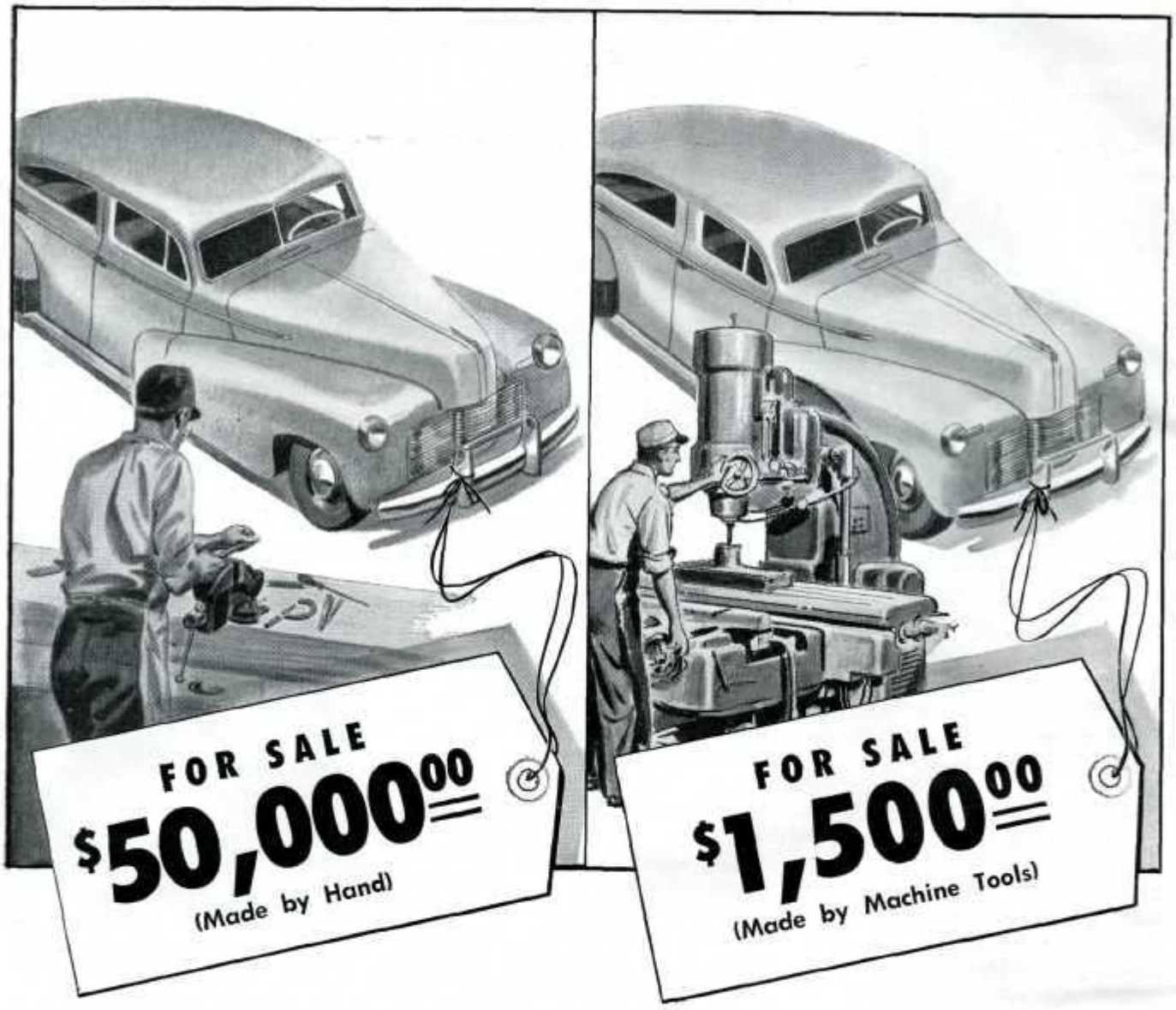
Youth Camp

Like a well balanced meal, rural youth participation in the Exposition is well rounded, including play as well as work, recreation as well as routine, and care on the part of the management for physical comfort as well as mental stimulus.

Our Future Is Safe

The Youth Exhibit will leave you feeling more confident of Wisconsin's future. You have seen the understanding care and knowledge that goes into the training of our young people as well as the eagerness with which they accept it.

Our future citizens require only guidance and understanding. They are strong enough and intelligent enough to maintain Wisconsin's permanent position as the Forward state.



$50,000.000 for a new car?

No, that's not incredible — that's just an idea of what a new car, 1948 style, would cost if it were made by hand.

Yes, and you would find the same kind of high prices on things like washing machines, lawnmowers, radios and refrigerators — if they, too, were made by hand.

Startling thought, isn't it?

What, then, makes the difference? The answer is Machine Tools. They are the machines that make things, and make machines to make things. The farmer's tractor, the engineer's power shovel, the railroad locomotive, the canning machine, and the little boy's electric train are all products of machine tools.

Machine Tools are the basic foundation of all industry and the secret of our standard of living. They are the means whereby man can translate his dreams of progress into the reality of being and wealth.

Machine Tools are the key to mass production. They manufacture metal parts by the thousands per hour — make it possible to produce more for less.

This year Kearney & Trecker celebrates its 50th Anniversary. Kearney & Trecker is one of the great leaders in the machine tool industry — producing milling machines, precision boring and milling machines and many other machine tools.

Now, as in the past, Kearney & Trecker research, engineering, and manufacturing facilities are continuously pointed at building consistently better machine tools . . . because only from better machine tools can come better products, better earnings and a better living for everyone.





WISCONSIN AT WORK

The romance of enterprise lies within every exhibit in the Industrial Building. The Wisconsin Manufacturers' Association has made this state's 100-year industrial chronicle come alive through portraying "Wisconsin At Work."

Its theme is inescapable. **Wisconsin has been compounded of four elements: natural resources, agriculture, manufacturing, and—the magical fourth—people.** "And the greatest of these" is people: the human catalyst which has welded a state out of the first three elements.

Nature Helped

Out of the bounty of nature came vital blessings in generous proportion: good climate, to smile upon growing things; good soil, to produce in abundance; good water, for transportation and power. Yet all these elements had been waiting, unused, perhaps for thousands of years, to be turned, during the past century, by **people,** into daily values for mankind.

The homesteaders—your geographical ancestors and mine—started the metamorphosis from forests primeval, roamed over by wild animals, Red Skins, and, briefly, by fur traders, to today's paradise for people.

Percentage Reversed

One hundred years ago, three fourths of the people of Wisconsin lived on farms. Today, three fourths live in cities. **The change over is the chronicle of industry.**

The fur trader needed no more than his gun and his knife, his craft for bringing his winter's wealth of hides down the thawing rivers to civilization, still far to the east of Wisconsin's borders.

The homesteaders found timber at their doorstep, enough of it to build their cabins. The people who sought lumber for other people's endeavors, however, had to build crude saw mills before using the same waterways to the busy marts of trade to the south.

People Follow Industry

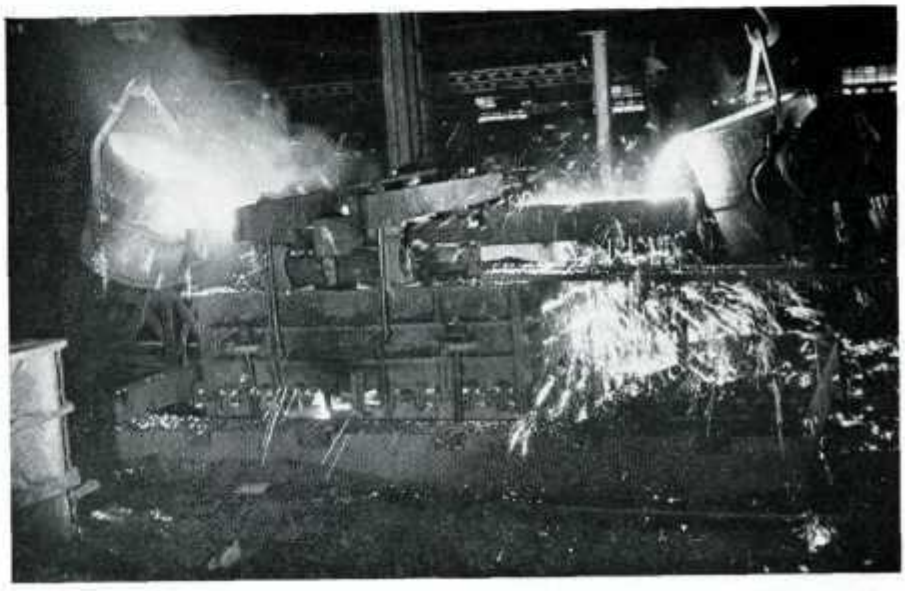
Once the sawmill came, operators followed; also the blacksmith, the general storekeeper, the doctor, the school teacher, the preacher and the rest of the kinds of people who make up an organized community. Always **people, people,** wielding the touch which changes the landscape.

The Wisconsin Manufacturers' Association centennial exhibit looks backward to those days, when industry consisted of a handful of blacksmith shops at the cross trails of the 56,065 square miles that comprised Wisconsin territory. Not more than 200 men were its human ingredients. The smith shod the horses, made the nails, repaired the guns, fashioned the kitchen utensils.

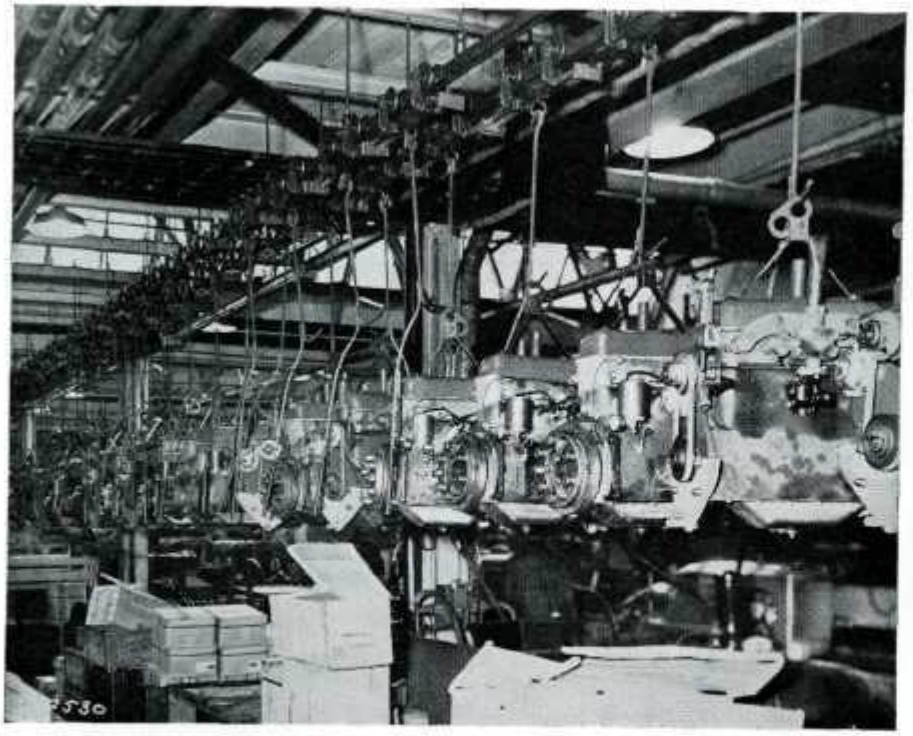
His forge is the forerunner of Wisconsin's present day vast machinery which makes her the machine shop of the nation.

See New Wealth

Individual industries rose, flourished, and contracted during this 100 year



A giant casting being poured in a Wisconsin industrial plant



Tractor engines flow steadily from Wisconsin assembly lines

chronicle. Due to the vision of people, each phase left this state more powerful than before. Its population was greater after furs were no longer the lure to frontier traders.

When wheat crossed the Mississippi and continued west, lumbering was reaching an unprecedented peak.

When lumbering, in turn, yielded the spotlight, the dairy industry was well on its way to worldwide eminence which remains unchallenged today.

The vision of people always saw new wealth in the raw materials at hand.

These new forms of wealth take shape before your eyes as you pass through the Industrial Building.

Strength In Numbers

Today, the glory that is Wisconsin industry is based not on the extent of any one manufacturer nor on 10, but upon the multiplicity, upon the diversity of manufacturers you see here.

The importance of industry in Wisconsin is emphasized by these factors:

Manufacturing engages nearly one-third of all the state's gainfully employed people.

440,000 production workers, office employees and executives were paid $1,250,000,000 last year, in 2,500 factories, for turning out $5,000,000,000 worth of products varying from monster machines to the smallest, most delicate precision instrument. This is several times as much as the second greatest of the state's activities.

Of these industrial workers, one fourth have come from farms. From the farms, too, came the food that was processed, canned, packaged and shipped from the factories of the cities. The two are united, as the fingers of a hand. *Farm and factory must profit together,* is the slogan of the Wisconsin Manufacturers' Association.

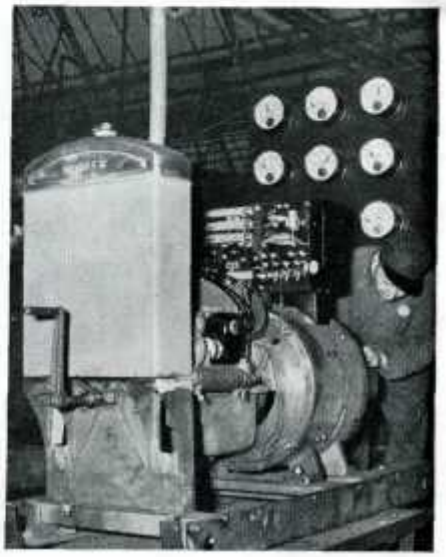
Industry Covers State

Wisconsin's natural resources are to some extent localized, but not her competent people. So industry covers the state like a blanket. That "blanket" is thicker in some areas, thinner in others, because just as farming and forestry are located in areas most favorable to their needs, so manufacturing needs water, transportation, access to raw materials and markets. Most of all, it needs the right kind of people.



One step in making a bathtub casting

The paper and pulp products industry is centered in the Wisconsin and Fox river valleys; aluminum in the West Bend, Manitowoc and Two Rivers area. Furniture making has its greatest growth in Sheboygan County, while the metal working industry, brewing, leather and tanneries have concentrated in the Waukesha, Milwaukee, Racine and Kenosha sector. Food processing is scattered throughout the state. In fact there is not a single county in Wisconsin which does not have some manufacturing in it.



A Wisconsin made electric motor under final test

Machinery is Wisconsin's leading post-war product. More than one-fifth of the state's industrial workers are engaged in its manufacture. Food processing comes second; then iron and steel products, paper, automobiles, leather, electrical devices, followed by furniture, metal goods other than iron, textiles, printing, clothing and lumber.

Manufacturing fills half the freight cars and trucks on Wisconsin's rails and roads. It uses half the services of its public utilities. It provides patients for one-third of the doctors of the state, customers for every third store and filling station. It furnishes a comparable number of patrons for Wisconsin's resorts and playgrounds.

Within the category of paper products should be listed the bulk of the nation's fine stationery; the smooth-finish pages high in rag content, for fashion magazines; face tissue and

other sanitary products; celucotton products like household insulation; mimeograph and offset paper, all of which are of particular interest to Exposition visitors.

This reciprocal nature of Wisconsin's economy accounts largely for its success as an industrial state.



Charging an electric furnace in a modern steel foundry

Success Beyond Its Size

Though 13th in population, and 24th in area, Wisconsin stands first in cheese production, which calls upon manufacturing to process and package; first in canning of peas, beets and sweet corn; first in the manufacture of aluminum ware, and hospital, laboratory and professional furniture.

Important War Production

Wisconsin industry played an important role in the making of war materials. Some of the stories have never before been told; some may still be not quite clear, for security reasons. But it has its part in the atomic bomb story, and that of fuses for guided missiles.

All the exhibits in the Industrial Building are non-commercial. Nothing is being sold. It is not the purpose to show end products, but to give a giant closeup of Wisconsin At Work. Industry is exhibiting in groups, not by individual manufacturers.

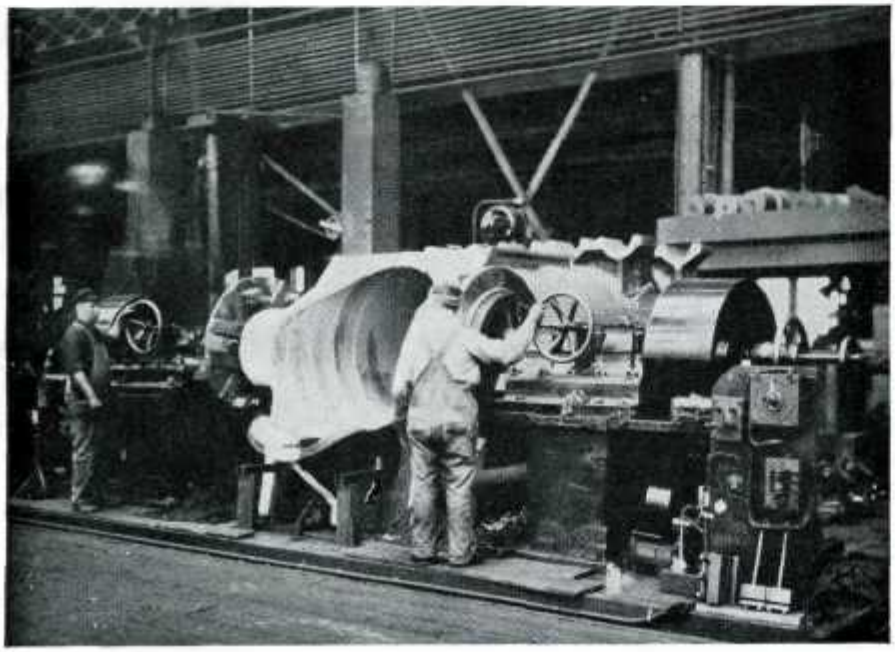
Each group has displayed for you, however, the achievement or development of which it is proudest—the product which makes life more livable for you.

Salute Post

In telling its story, the sponsors often refer to the past, with the same respect as a son turns to his father. It acknowledges the early chapters of Wisconsin's growth. Although industry's own growth has come about largely since the turn of the century, she has already written important chapters.

Today, Wisconsin stands on the threshold of a new century. In the 100 years which have passed, additional rich lands and forests were always plentiful. Now her expansional opportunities lie in the conversion of raw products.

Below: Naval guns for World War I also came from Wisconsin





Research assures good lubrication for our modern machines

Industry In Future

Industry promises to write more important chapters in the future. If you are a careful observer, you will discern a preview of things to come, when people's ingenuity builds a better Wisconsin. This state is still young.

Opportunities for further conversion of raw products are unlimited. This major direction for growth is inherent in the meaning of each exhibit. The machine tool of which its maker is so proud is apt to be further improved in the century to come, thus to bring new wealth and fame to Wisconsin, new blessings to mankind.

Wisconsin Supplies the World

Right now, 90 per cent of everything manufactured goes out of the state. So the lives not only of us all but in hundreds of countries all over the world are intimately touched by these examples of Wisconsin enterprise.

Wisconsin is, and can keep on competing with the world for materials and markets. That is the challenge which industry accepts as it embarks on the wide avenue to Wisconsin's growth. Its show demonstrates the belief that the century ahead can multiply good things to the extent that people have the vision, skill and will to produce; and that is, indeed, Wisconsin's greatest insurance of a continuing and expanding welfare.

Do You Know That...

THE PANAMA CANAL was dug by steam shovels which were manufactured by Bucyrus-Erie, Milwaukee.

THE PANAMAL CANAL was powered by three 4,000 H. P. diesels built by the Nordberg Manufacturing Co., Milwaukee, which were the largest ever built up to that time.

THE MEXICAN GOVERNMENT uses an 8,650 H. P. diesel—largest in the world—built by the same company.

NIAGARA FALLS power project was supplied with the largest hydro-electric turbine in the world in 1922—70,000 H. P.—manufactured by Allis-Chalmers Co., Milwaukee.

HOOVER DAM generates power with the help of a 115,000 H. P. hydro-electric turbine supplied by the same company.

THE LARGEST COAL HOIST in the world was manufactured by Bucyrus-Erie. It lifts 25 cubic yards at one time.

* * * *

THE FIRST HYDRO-ELECTRIC PLANT IN THE UNITED STATES was built in 1882 over the rapids of the Fox River at Appleton.

THE TYPEWRITER was invented in 1868 by Christopher Latham Sholes, Carlos Glidden and Samuel Soule, in Milwaukee.

THE FIRST GASOLINE AUTOMOBILE in the United States is claimed, in the vehicle built by Gottfried Schloemer and Frank Toepfer, now in the Milwaukee public museum.

THE AUTOMOBILE SPEEDOMETER was invented by Charles H. Warner, Beloit.

THE OUTBOARD MOTOR BOAT was invented by Ole Evinrude, Dane County.

THE J. I. CASE THRESHING MACHINE was invented in Racine.

THE GEORGE ESTERLY REAPER was invented in Wisconsin.

THE TWINE KNOTTER was invented by John Francis Appleby in Wisconsin.

WISCONSIN'S INDUSTRIAL MIGHT

Wisconsin ranks first in the nation in the manufacture of:

- INTERNAL COMBUSTION ENGINES
- WOOD WORKING MACHINERY
- ALUMINUM GOODS
- HOSPITAL, LABORATORY, AND PROFESSIONAL FURNITURE
- HOUSEHOLD APPLIANCES
- ENAMEL WARE

Wisconsin ranks first in the nation in the processing of:

- CONDENSED, EVAPORATED, AND MALTED MILK
- CHEESE
- MALT

Wisconsin ranks second in the nation in the manufacture of:

- PAPER
- PAPER MILL MACHINERY
- WOOD PULP
- LEATHER GLOVES
- PLANING MILL PRODUCTS
- TRACTORS
- PLYWOOD

Wisconsin ranks third in the nation in the manufacture of:

- FARM MACHINERY
- BEER
- BUTTER
- LEATHER
- LEATHER AND SHEEP LINED CLOTHING

Wisconsin ranks fourth in the nation in the manufacture of:

- STEEL CASTINGS
- FOOD PROCESSING MACHINERY
- BATTERIES
- BOOKS
- SHEET METAL GOODS
- WOODEN BOXES

Wisconsin ranks fifth in the nation in the manufacture of:

- IRON AND STEEL FORGINGS AND CASTINGS
- MOTOR VEHICLES, BODIES AND PARTS
- LUGGAGE



Nineteen forty-eight marks the forty-seventh anniversary of The Louis Allis Co. During this Wisconsin Centennial Year Louis Allis presents another "Famous First" in the electric motor industry, a revolutionary new motor! The completely new stream-lined, splash-proof

LOUIS ALLIS SANITARY MOTOR

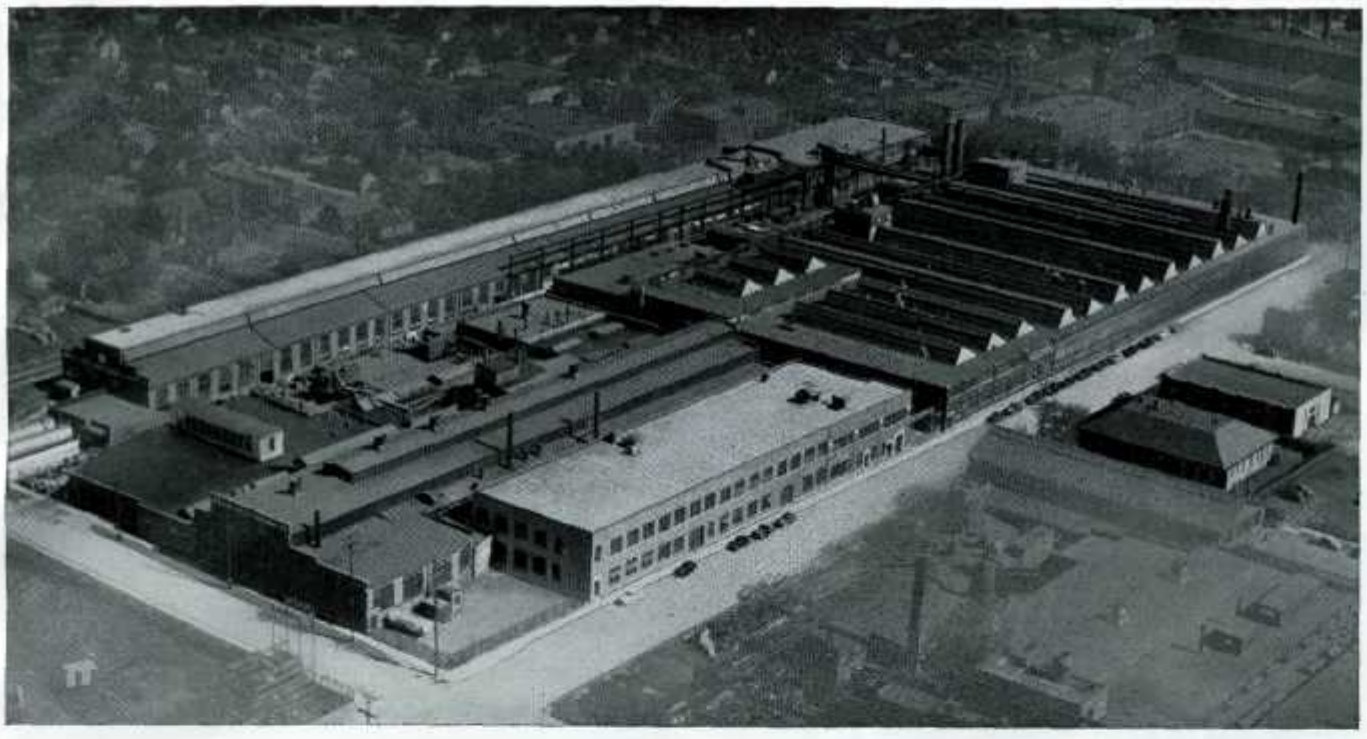
Designed and built especially for dependable operation where SANITATION is an essential in the manufacture and processing of Foods, Meats, Dairy Products, Medicinals, Chemicals, Beverages . . . and similar applications.

Creative Engineering in design and application has always been an important factor in The Louis Allis Company's growth. It was Louis Allis who originated, developed and pioneered these electric motors — motors that have revolutionized many major industrial operations — motors that have materially increased production and safety —

THE FIRST FAN-COOLED EXPLOSION-PROOF MOTOR . . . THE FIRST RAPID-REVERSING MOTOR . . THE FIRST SELF-CLEANING TEXTILE MOTOR . . . THE FIRST ARBOR TYPE MOTOR . . . THE ELECTRO-MAGNETICALLY CONTROLLED AJUSTO-SPEDE . . . THE MOST EFFECTIVE SPLASH-PROOF MOTOR . . . and countless specially engineered industrial applications.

During this period we are proud to have contributed towards industry's advancement by creating, developing and pioneering many of the more important advancements in the electric motor industry.

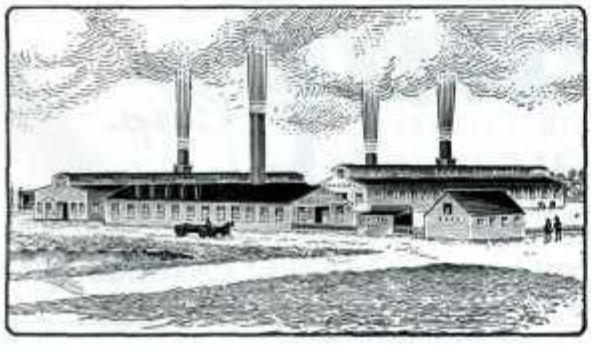
THE LOUIS ALLIS CO., Milwaukee 7, Wisconsin



Producers of Castings for a Mobile Age

Belle City Malleable Iron Co. has since its foundation in 1892 been primarily a producer of ferrous castings for mobile equipment and transport uses. The original foundry shown below pioneered malleable fittings and parts for carriages, wagons, sleighs, and farm implements. The fast progressing mechanization of farm equipment and heavy orders for freight car castings brought about rapid expansion in the 1890's.

A steel foundry was acquired in 1912 and four years later its capacity was enlarged by the installation of one of the first electric melting furnaces in the Middle West. World War I brought the first large scale military demands for castings and the company contributed heavily with malleable and steel castings for trucks, tractors, tanks, and motorcycles. Between 1923 and 1928, the entire malleable plant was rebuilt and its capacity doubled. More electric furnaces were installed in the 1930's for the production of superior quality ferrous castings in iron and steel.



During World War II most of the company's production was taken by the armed services chiefly for parts for heavy duty mobile equipment. Recognition for meritorious service to the Armed Forces was given to the company and its employees on five occasions during the war including presentations of the Ordnance Flag, the Army-Navy "E" Flag, and three stars for the latter award.

Extensive modernization of the foundries to increase production and improve working conditions was begun in 1943 and is still going on. Mechanization was introduced into the melting, sand preparation and handling, molding, core making, handling and baking, mold conveying, and shakeout. The air-conditioned Service Building, a model of its kind among American foundries, was completed in 1946 and marked a long step ahead in facilities for the convenience of employees and for more efficient plant maintenance.

The company's foundries today rank as one of the largest and most modern plants in the country producing iron and steel castings for the trade. Five types are produced; steel, malleable, electric furnace gray iron, Belmalloy (pearlitic malleable), and Belectromal (high strength malleable) castings. These are basic materials of our modern civilization, being used in agriculture, motor transport, the railroads, road building, manufacturing industries, etc.

Making castings at Belle City is constructive, interesting work under agreeable conditions and in a friendly atmosphere that appeals to many men as a life work. The company prides itself on over 120 members of its Twenty-Year Club.

BELLE CITY MALLEABLE IRON CO.
RACINE STEEL CASTINGS CO.
Racine, Wisconsin

UNIVERSAL FOUNDRY CO.

GRAY IRON
ALUMINUM
BRASS and BRONZE

Engineered Castings

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Also WOOD
or METAL
PRODUCTION PATTERNS

32 Years of Production "Know How" Go Into Their Making

OVER 150 TONS CAPACITY PER DAY

MODERN FACILITIES—SKILL AND CARE—MECHANIZED OPERATIONS AND LOYAL ORGANIZATION IS THE UNIVERSAL WAY TO PRODUCE CONTROLLED QUALITY AND DEPENDABLE CASTINGS

EMPLOYMENT OVER 450 PEOPLE

A NEWLY DEVELOPED CHEMICALLY TREATED SAND GIVES UNIVERSAL CASTINGS THAT "NEW LOOK"

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TO JOB SEEKERS—The foundry offers unlimited opportunities to men ambitious to move ahead. Modern equipment has eliminated much manual labor and provided a clean atmosphere and healthy place to work.



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The building of over three and one half million Briggs & Stratton 4-cycle air-cooled engines, during more than 30 years of *continuous production*, is a record unmatched in the entire industry. Their wide use as power for Industrial, Construction, Railroad and Farm Equipment has proved a great contribution to progress the world over . . . The universal acceptance of Briggs & Stratton as the world's finest air-cooled engines, is a tribute to the skill and experience of the men and women who build them, and their important place in Wisconsin's industrial achievement.

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4 CYCLE
BRIGGS & STRATTON
GASOLINE ENGINES

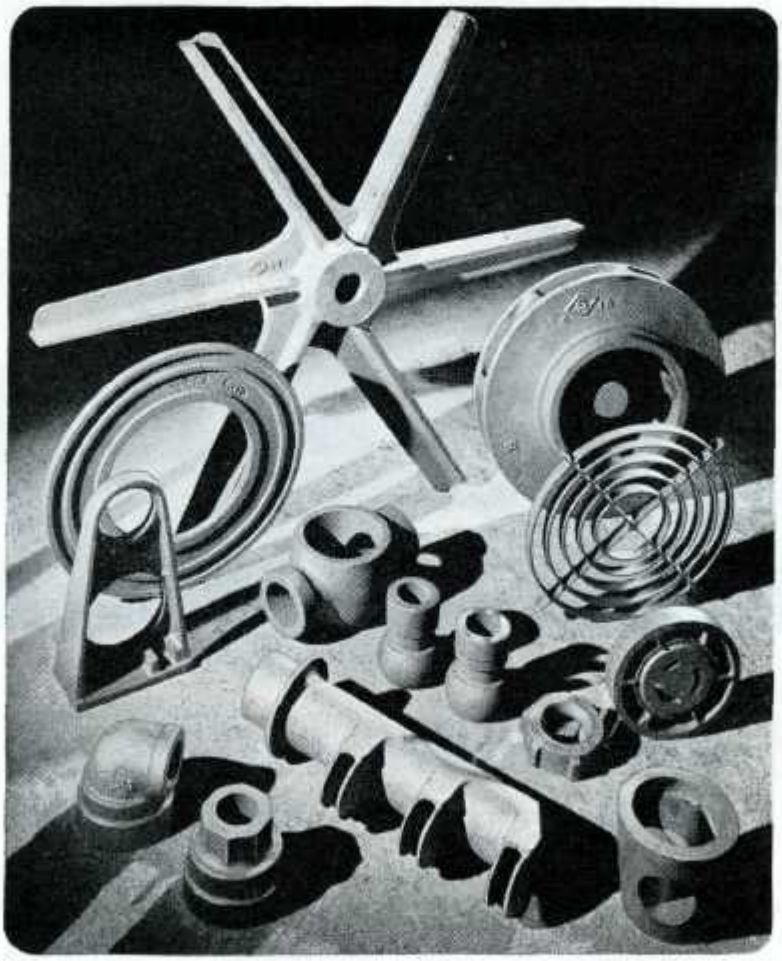
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Salutes

WISCONSIN'S CENTURY of LEADERSHIP



SIVYER STEEL CASTING COMPANY

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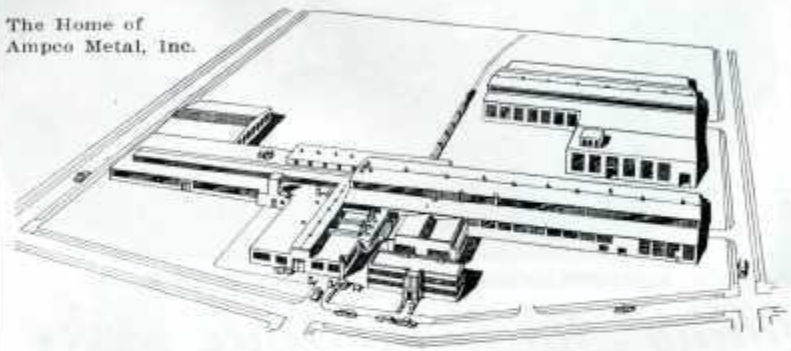
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AMPCO METAL, INC.

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Service ❦ *Quality*

GENERAL FOUNDRIES COMPANY

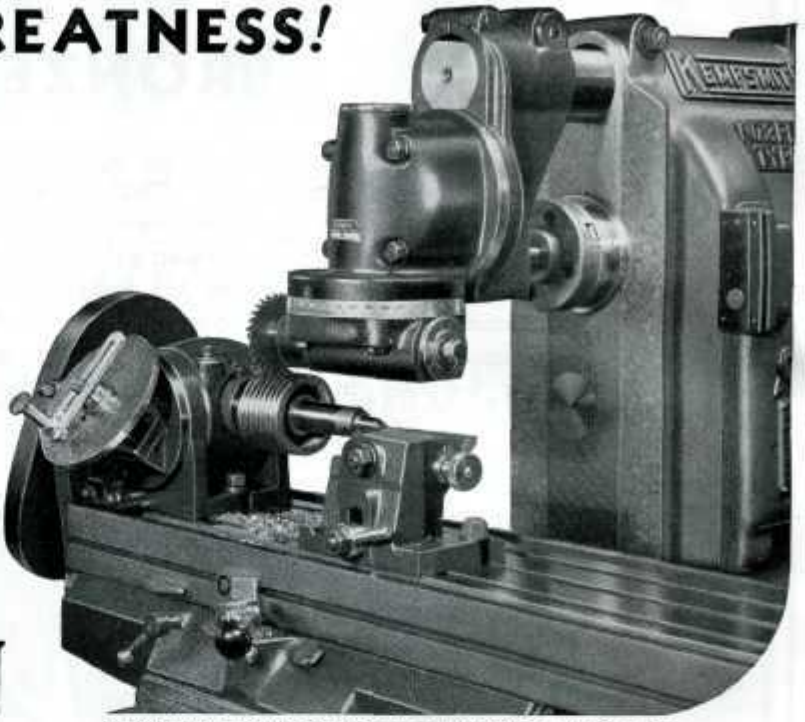
Manufacturers of:

- HIGH GRADE SEMI-STEEL
- GREY IRON CASTINGS

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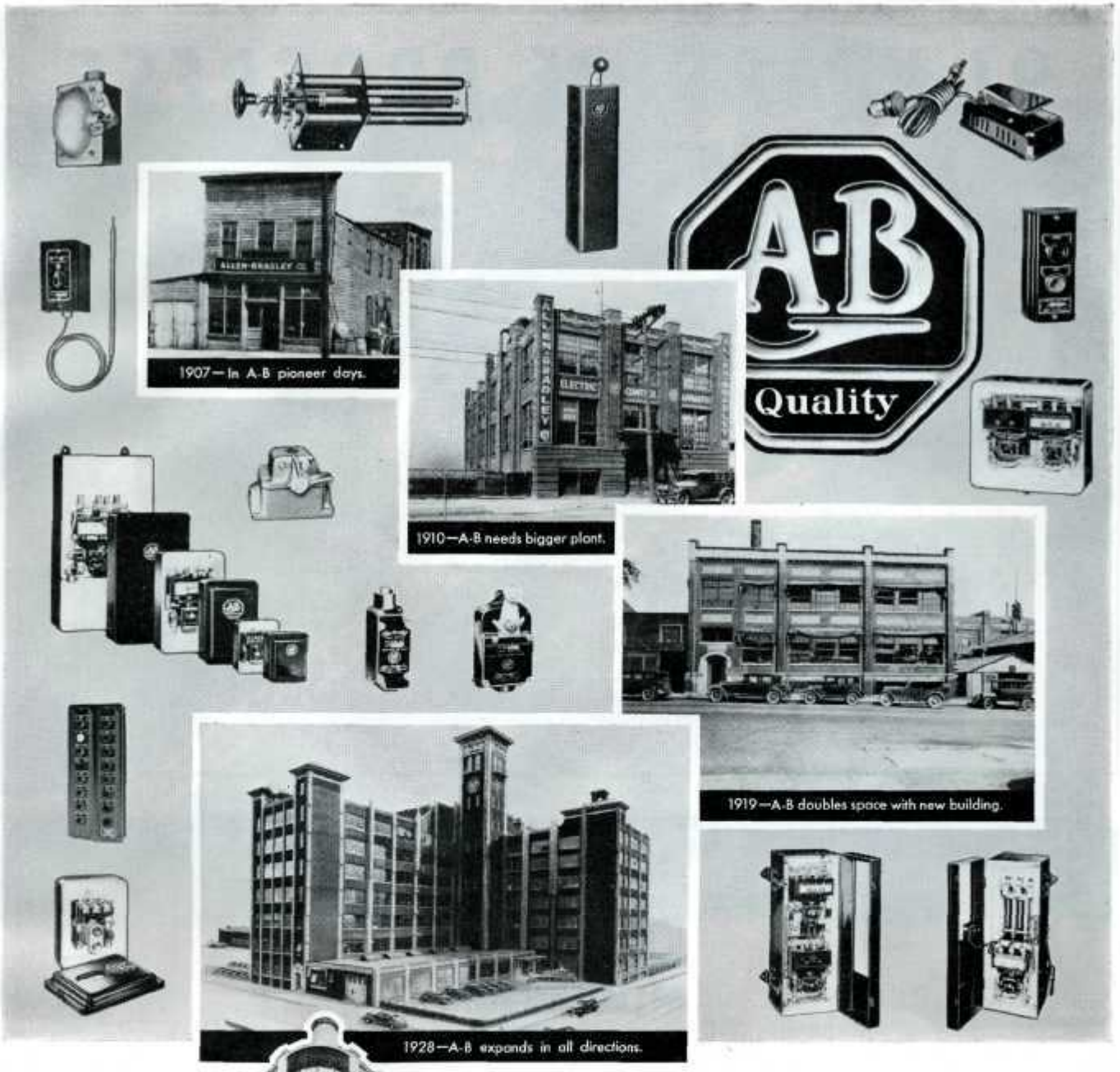
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Manufacturers of

Delta-Milwaukee® Machine Tools

. . . for woodworking and metalworking operations in industry — and in schools

Delta® Power Tools

. . . for light industrial and commercial work — and fine home shops

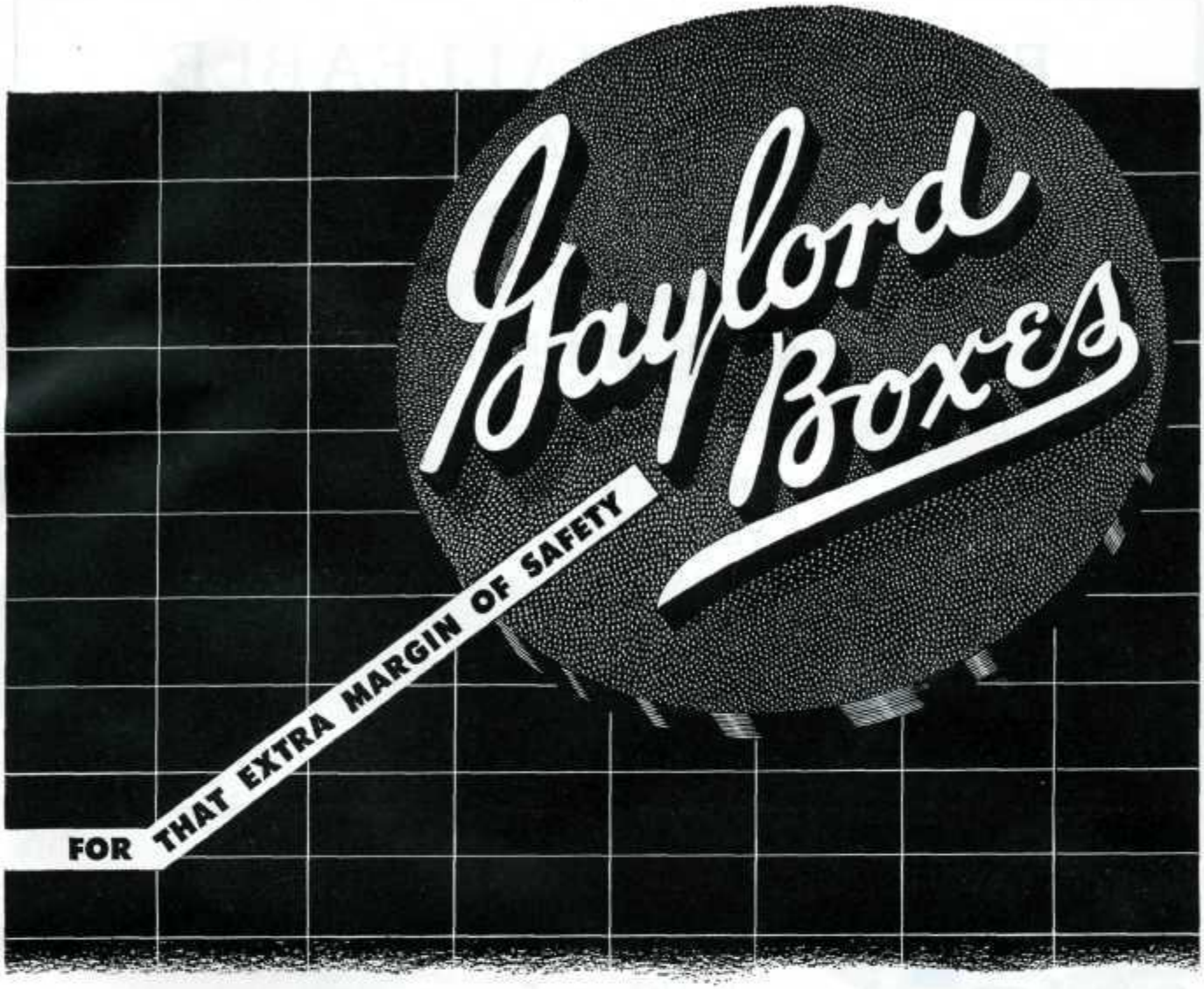
Homecraft® Power Tools

. . . for the woodworking hobbyist who uses tools only off and on

M-30

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General Sales Office: 6 N. Michigan Ave., Chicago 2, Ill.
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- Corrugated and Solid Fibre Boxes
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Every step in handling—from your production line by truck, train, ship, or plane to the retailer and consumer is a challenge to the container that protects your product.

Gaylord correct functional design, better materials, and precision manufacturing provide that vital *extra margin* of safety.

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"MALLEABLE IRON IS TOUGH"

Yet Readily Machinable

No Ferrous Metal of Equal Tensile Properties Can Be Machined As Easily

2800 foot pounds have been absorbed without fracturing



You're "Star of the Supper Show" with an

L&H

Automatic

ELECTRIC RANGE



The range that makes good cooks better

YOU can "take a bow" for every meal you prepare on an L&H Automatic Electric Range! For you'll cook *fast*—with L&H high speed units. And you'll cook *better* — with L&H accurate automatic controls. You'll spend less time at it, too, have more *leisure*, enjoy home-making more. See your L&H dealer.

Made by pioneers in domestic cooking and heating equipment since 1875.

A. J. LINDEMANN & HOVERSON CO., MILWAUKEE

L&H Electric Ranges, Electric Water Heaters, and Kerogas Oil Ranges

Wisconsin has gone "Forward!" since 1848 because of her leaders, and because of her exceptionally well-balanced combination of great industry and great agriculture.

Wisconsin beer is a product of that combination. FROM *the farms come the raw materials needed for making beer.* TO *the farms are returned after brewing a third of those raw materials —used by farmers in the form of protein-rich feed concentrate.*

As the world's best known supplier of fine beers, Wisconsin's $250 million dollar brewing industry has been and is a significantly important economic factor in Wisconsin's story of progress. The industry is grateful to the state for having made possible this unexcelled record of achievement; in return, Wisconsin's brewing industry has contributed and will continue to contribute materially to the state's progress.



the story of Wisconsin's world-famed

BREWING INDUSTRY 1848-1948

by the Wisconsin State Brewers Association



a Welshman . . . a farmer . . . a pioneer

Richard Owens was a farmer—a determined Welsh farmer. He tilled his family's soil on the island of Angelsea in North Wales until 1832, when his determination took him to America's land of promise. The story of Wisconsin's very first brewer is typical of the story of the state's keen-eyed, spirited pioneers who founded the industry which today is a mighty $250 million dollar business, benefiting farmer and manufacturer, citizen and state.

Because he was a farmer, Richard Owens loved the products of the soil, and it is not surprising that in the spring of 1840 Owens with two Welsh companions, William Pawlett and John Davis, pooled their resources to put up the first brewery ever seen in the entire Territory of Wisconsin. Right at the foot of Huron Street at the lake front in the Territory's largest city, the tiny company was known at first as the "Milwaukee" Brewery — later as the Lake Brewery. Thus the first glass of Wisconsin beer actually was brewed 8 years before this area attained statehood.

Richard Owens had many a tough problem to solve — as did the other men of Wisconsin who turned to brewing in the early years. They were pioneering in a new industry and a new land; they met and solved each problem with a spirit of determination which has been carried down through the years to result in Wisconsin's unparalleled position as the best known producer of fine beer in the nation.

Because there was no coppersmith in the young city of Milwaukee in those days, Owens' first brew kettle was a wood box, lined carefully but clumsily with copper sheeting. Its capacity was the amazing total of 5 barrels! That was too limited for Richard Owens, and when he heard that a real copper kettle was available in Chicago, down he went to fetch it (by team—a 4-day trek). It was a proud day for the little brewery when the first batch of beer was made in that sparkling new 12-barrel copper kettle. (Today's kettles hold as much as 450 barrels.)

There was no barley in Wisconsin at that time having the fine quality required for brewing. Richard Owens had to have good barley; to get it, he outfitted a small sloop—*The Ranger*—and sailed it across the lake himself to pick up all the barley that money could buy in Michigan City—a triumphant total of 130 bushels! (Later, Wisconsin became a major producer of the most desirable brewing barley grown anywhere in the country.)



According to the out-of-print histories of the times, the Owens brewery went places fast; it soon "enjoyed a trade that reached as far southward as Chicago!" Beer a century ago was retailed for $5.00 per barrel. (Today, Owens would have paid a beer tax alone of $9.00 per barrel).

Immigration . . . other early Wisconsin breweries . . . progress

Unrest in Europe resulted, in 1848, in a flood of immigration from Ger-

many to America. Most of the hardy folk who came here sought political freedom first, and secondly a fair chance to build their fortunes. Some were descendants of brewing families which had been proudly making the best product possible for centuries. Many of the immigrants had studied brewing seriously for years before deciding to try their luck in America. After crossing and recrossing this new country, a considerable number of them recognized a second homeland in the fresh, vigorous land of Wisconsin. Here was clear, pure water . . . fertile soil for splendid crops . . . beautiful countryside in a temperate climate comparable to that which they had left . . . neighbors who made up in spirit and energy and ambition what they lacked in experience.

Soon after the Owens brewery started operating, these German immigrants turned to the profession they knew well. Another little brewery appeared in Milwaukee the same year that Owens started—1840. Financed by J. B. Meyer, it was a 20 x 30 foot structure built by Herman Reidelschoefer and a German named Reuthlisberger (at the corner of Virginia and Hanover Streets). In 1842 another small Milwaukee brewery was begun by Conrad Muntzenberger. In 1843 David Gipfel's Union Brewery appeared in the Cream City, as did the brewing firm of Miller and Pawlett. In 1844 Jacob Best started operations in Milwaukee, doing a volume of about 300 barrels the first year. Other early breweries were founded in Milwaukee in the early 40s—among them the Stolz and Krill Brewery and the John Brown Brewery.



Soon after Richard Owens founded the industry in the Territory's largest city, other pioneers began to spring up throughout the state. Some of the earliest state breweries were the Lakeside, at Port Washington, Peter Weard's at Mazomanie, Charles Haertel's at Portage, the Hale and Albrecht Brewery at Potosi, Mike Biersach's at Beaver Dam, Benjamin Mayer's at Mayville, and F. R. Gutheil at Chilton.

Early Wisconsin breweries were a long long way from the efficient, scientifically operated firms doing business today. 200 barrels a year was a fair estimate of an average brewer's output in those days. Many of the first companies were able to brew during the colder months of the year only, since there was no method of artificial refrigeration. Storage facilities were so limited that all sorts of makeshift arrangements were worked out. Ice sometimes was cut from nearby lakes in winter, and used over the storage casks as long as it held out. Some of the more ambitious brewers had caves dug in hillsides by hand, lined with brick and limestone to prevent seepage of water.



In addition to the wave of European immigration which came here in the 19th century, there were two other major reasons for the rise of brewing as an important industry in Wisconsin and the nation. First was the introduction in about 1842 of lager beer—a vastly superior product, made in a completely different manner from the ale-like brews of earlier periods. Second were the scientific discoveries of Louis Pasteur in the 1870's, which resulted in control of fermentation.

By 1850 there were 431 breweries operating in America. They produced 73,000 barrels of beer and ale in that year. (In 1947, strangely enough, there was the same number of American breweries—but their output was 90 *million* barrels; and their product was infinitely finer.)

Wisconsin-pioneered Improvements

"Wisconsin beer!"—that's what millions of men and women all over the world ask for. A quick glance at the record of contributions made by the Wisconsin brewing industry to the improvement of products and processes reveals why the beers of this state have such a reputation for good taste. Here is a list of such improvements pioneered by Wisconsin brewers: controlled malting; bottling of beer (with corks and wires, at first); mechanical refrigeration: pipe line direct from brewery to bottling house; use of steel kegs; development of pure yeast culture; stainless steel cooler rooms; distribution of canned beer on a national scale; installation of glass-lined storage tanks (as early as 1912); complete process-checking laboratories; bottled-beer pasteurizers; carbonating tanks; automatic bottling—the list could go on and on.

Proof that the serious, sincere attempts on the part of Wisconsin brewers to improve quality and production methods constantly was shown even before the turn of the century, when highest honors were awarded to Wisconsin beers in competition with brews from all over the world at the great Expositions in Chicago, Philadelphia, and other places.



1920 – 1933: Prohibition

A sudden jolt to the entire industry, and to the economic welfare of the nation, was the advent of national Prohibition. In the 13 years of attempted enforcement of the 18th Amendment, Wisconsin and the nation suffered from the era of speakeasies (in 1931 there were 219,000 illegal speakeasies in America, with an estimated 200,000 bootleggers supplying unfit beverages), gangster rule, a high crime rate, and indiscriminate drinking of inferior alcoholic beverages by both young and old. Economists and educators—as well as plain ordinary citizens, saw that Prohibition was a national mistake.

During these 13 years, many of Wisconsin's breweries shut down completely, padlocking their doors until the time would come again when an honestly made dependable beverage of moderation could be legally sanctioned by the state and federal governments. Those Badger breweries which decided to keep going turned to making malt syrups, carbonated drinks, cereal beverages, near-beer, and food specialties.

Finally, in the face of overwhelming public demand, the 18th Amendment was repealed effective April 7, 1933, with the return of 3.2 beer. Almost

overnight, the entire Wisconsin brewing industry went into action, with the result that the state was vastly strengthened economically. From upper Michigan to Illinois, and from the lake shore to the Mississippi, the careful, scientific art of Wisconsin brewing began again—with the resultant golden product quickly reaching the nation's and the world's appreciative palates.



Improvements 1933 – 1948

The 13-year hiatus was not one of complete inactivity for Wisconsin's brewers. Plans were made during those years for an even better state industry —an even better product. The list of improvements made since Prohibition was repealed has been impressive, including the use of high speed bottle fillers and automatic case packers, ultra violet radiation in brewer cellars and cooler rooms as aids to purification, and the practice of forcing beer through the newest of filtering agents to make it crystal clear.

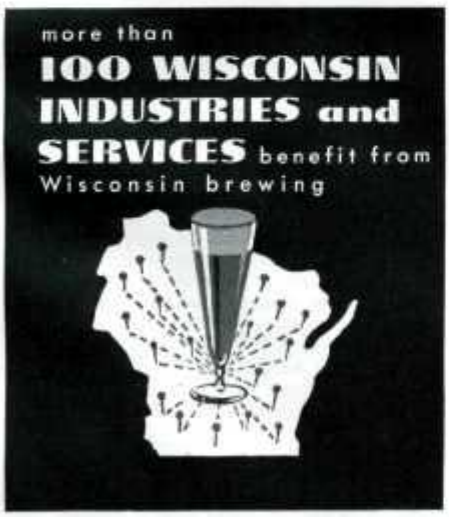
Wisconsin brewers alone have spent, since 1933, an estimated total of more than $53 million dollars on physical improvements, modernization, expansion, and new equipment. Nearly all of that very considerable total was spent right in this state—for Wisconsin products and services.

Today's modern Wisconsin brewery is a model in food preparation, with crisp gleaming tile walls, and immaculately clean production facilities. Wisconsin beer is a product proudly made . . . received with enthusiasm all over the world.

What about Tomorrow?

Wisconsin's brewing industry, like the state itself, never has stood still nor regressed; it will continue to go forward. In a recent survey made of all Wisconsin brewers, more than 75% of them indicated they will make physical improvements in the next three years. Some of these improvements will result in individual breweries increasing their capacities as much as 150%. All of the improvements will result in a larger capital investment in the state—with more steady employment, more taxes, more purchases, and more general benefits to the state.

Yes, as the brewing industry of Wisconsin begins its second century of progress, it considers its past record as a challenge for the future. The world-wide reputation for its product must be maintained—even increased. In so doing, the benefits to the state will continue . . . and the thousands of men and women directly concerned with the producing and distributing of beer in this state can be assured that future generations will continue to prefer and demand "a glass of delicious Wisconsin beer".



Every glass of clear Wisconsin beer or ale consumed within this state or this nation or the world represents the result of thousands of operations and thousands of steady jobs. The list of products, services, and industries of Wisconsin which benefit directly and indirectly from the state's great brewing industry is enormous. From the Wisconsin farmer who sells the barley all the way to the driver who delivers the ultimate product, thousands of Wisconsin folk benefit from the industry.

Listed at the right are some of the major industries, products, and services which benefit here in our state; when the multiple phases involved in the manufacture and distribution of Wisconsin beer are included, the list runs into the hundreds. Yes, the brewing industry of Wisconsin is indeed the indirect employer of thousands and thousands of Wisconsin citizens.

Advertising
Agriculture
Automotive Supplies
Barrels
Bottles
Bottle Caps
Bottling Equipment
Boxes
Cartons
Cleansers
Coal and Coke
Communications
Construction
Cork
Dispensing Equipment
Electric Light and Power
Furniture
Gas
Gasoline
Glass
Heavy Machinery
Hotels
Insurance
Keg Linings
Lubricating Oils and Greases
Malting
Metal Products
Motor Trucks
Office Equipment
Paint
Paper
Printing and Lithography
Professional Services
Railroads
Real Estate
Refrigeration
Restaurants
Retailing
Rubber
Science Laboratories
Semi-Trailers
Specialized Machinery
Storage Tanks
Tin Cans
Tires
Tractors
Trucking
Wholesaling
Wood and Wood Products

. . . and the **STATE ITSELF** benefits, too

Full time, regular employment in Wisconsin breweries requires more than 10,000 men and women, to whom is paid approximately 35 million dollars in wages and salaries. Nearly all of this amount, excepting Federal taxes, is in turn spent and invested in the state by Wisconsin brewery employees. THIS IS AN AVERAGE ANNUAL INCOME OF $3500.00 PER EMPLOYEE—one of the highest "take-home" incomes in American industry.

* * *

In addition to vast sums contributed to the Federal government by the breweries, approximately 3 million dollars was put into Wisconsin excise taxes for the single year of 1947 by the brewing industry. (Since the return of beer in 1933, almost 35 million dollars of beer excise tax money has been paid to Wisconsin. In the same period, approximately 25 million dollars was paid the state by Wisconsin brewers in income and property taxes.) These very considerable sums find their way back to the people—in schools, health, and all the other divisions which get shares of the state taxes.



$35 million Wisconsin payroll



$3 million in excise taxes to Wisconsin in 1947



Vast physical assets within the state



$150 million spent each year for materials and services

Wisconsin breweries have permanent physical assets at present reproduction values of more than 200 million dollars. The investment thus represented will benefit Wisconsin and its people for years and years to come. And, in terms of the individual brewery worker, it means a current investment equivalent to $20,000 for each brewery job—proof of the stability and soundness of Wisconsin brewery employment.

* * *

The brewing industry of Wisconsin was responsible for an expenditure of almost $150 million dollars in the past year (in addition to taxes, wages, and salaries) for services, products, light, power, gas, raw materials, equipment and other items—much of which is purchased in Wisconsin.

* * *

These are significant figures—figures that prove conclusively that Wisconsin's brewing industry, because of its size and importance in the world brewing scene, is indeed a heavily contributing industry to the sound economic welfare of this state.

WISCONSIN BREWING is an art



Although beer has ben a popular beverage, in one form or another for more than 6,000 years, the highly skilled Wisconsin brewing process of today has made a product vastly superior in taste and healthful properties to the brew of the so-called "good old days".

From the very first step, when a chemist analyses the ingredients, testing them all for purity and quality, good Wisconsin beer is a product of the finest food laboratories.

Beer is made from malted barley and grain adjuncts, yeast, hops, and pure water—nothing else. But the type and quality of those ingredients, the skillful blending and the complicated equipment required, plus years and years of brewing experience — those are the factors which change the ingredients into the world's foremost beverage of moderation.

Here is a short summary of the basic brewing processes involved in Wisconsin today. Different breweries, naturally, vary the processes somewhat to obtain the different flavors of the distinctive beers they produce.

1. MALTING

Selected barleys are steeped carefully in water. Then the moistened grain is transferred to air conditioned compartments or rotating drums, where it "sprouts" (actually starts to grow as a seed would). Finally, the "sprouted" grain is kiln-dried to enhance its natural malty flavor. This is barley malt.

2. MASHING

The highest quality, carefully ground barley malt is now blended with adjuncts (other grains) according to each brewery's formula. Next the blended grain is rinsed and mashed in heated pure water to change, by a natural conversion process, most of the insoluble material to a soluble form.

3. HOPPING

The liquid extraction of the mash, called "wort", is strained and filtered into copper brew kettles which sterilize and flavor the product by boiling the wort with hops to add pleasant fragrance, zestful tang, and a rich agreeable bitterness. Hop leaves then are strained out, and the hop-flavored wort is cooled in rooms made sweet and clean by sterilized air under pressure; this prevents all possible contamination.

4. FERMENTING

The wort now flows into scrupulously clean fermenting vats, where pure culture yeast is added. This yeast ferments the sugar produced during mashing, turning part of the brew into carbon dioxide and a controlled amount of alcohol. (The carbon dioxide—the "fizz" in all carbonated drinks—is collected and stored, to be re-incorporated at the time of finishing the beer.)

5. AGING

After the beer is carefully drawn off the yeast, it is run through closed counter current coolers into spotless glass-lined storage tanks for clarification and maturing. When the proper stage of aging has been reached, the beer is filtered, the stored carbon dioxide scientifically re-incorporated, and the product is again filtered. Next, the beer is automatically metered for taxes, then measured into kegs, bottles, and cans. The latter two are pasteurized because they are subject to varying temperatures after leaving the brewery.



BEER, THE BEVERAGE OF MODERATION IS AS AMERICAN AS GEORGE WASHINGTON

In colonial days, Thomas Jefferson was heartily in favor of seeing beer become the common beverage of the country. Patrick Henry, while governor of Virginia, was also active in making beer popular as an American beverage of moderation. William Penn actually erected his own brewery in 1683, adjacent to his manor house "Pennsbury." John Alden, the famous "speak for yourself, John," was a cooper by trade; he made the casks and barrels that held the brews of the early days.

If it hadn't been for a diminishing supply of beer, some harbor in Virginia, rather than Plymouth, Massachusetts, probably would have been the landing place of the Pilgrims. The sailors of the Mayflower wanted to land quickly, because, as they wrote in their 1622 journal, ". . . we could not now take time for further search or consideration, our victuals being much spent — especially our beer." Even before the Pilgrims came, beer was a popular beverage in America: the Indians made a type of brew centuries before Columbus discovered the country.

Finally, George Washington himself did his own brewing at Mount Vernon, Virginia. His recipe for brewing beer is preserved in his own handwriting in the New York Public Library.

DID YOU KNOW . . . . .

That beer is one of the most easily digested foods?

Here is what Dr. Winfield S. Hubbard, formerly chemist, U. S. Food & Drug Administration said: "There is no food which is so easily assimilated as beer—it is almost ready to be absorbed as soon as it leaves the mouth".

That a glass of beer or ale contains these healthful food ingredients?

Carbohydrates, for fuel and energy; proteins, to build and maintain body tissue; minerals, to build bones and regulate body processes; and pure water—a helpful food solvent. Thus beer contains most of the food values of the grain products.

That Wisconsin is the leading packaged beer producing state?

It is also the largest out-of-state shipper of beer.

That beer was a morale builder for U. S. troops?

During World War II, when 15% of all brewers' production was for military use, it was established by service authorities that beer was a valuable aid to morale, and contributed substantially to the army's sobriety.

That beer is one of the safest of all drinks?

Professor Ross Mackenzie, F.C.S., F.R.M.S., British scientist, made this statement in an English trade journal; "Beer is the one safe drink the world over."

That beer on U. S. military posts increased army temperance?

Here is what Secretary of War Henry L. Stimson said in 1941 about the policy of making beer available to the armed forces; "Under this policy, military personnel are encouraged to remain on the reservation and enjoy refreshments under conditions conducive of temperance."

That while beer has definite food value it contains no special ingredient which makes it fattening?

According to Dr. Morris A. Pozen, in an article in **Brewery Age,** beer when taken as part of an adequate diet does not cause increased weight.

That Brewers' Yeast is a valuable by-product of brewing?

Brewers' Yeast, the richest known natural source of vitamins of the B Complex, contains 40 to 50% of high grade protein. It was immensely valuable as a nutrient supplement in enriching the diet of men in the U. S. Armed Forces of World War II, and of civilians in war production. It is also heavily used as a protein and vitamin supplementary feed for livestock and poultry.

That a substantial amount of the grains used in brewing returns to the farms?

Enriched 3 times its original protein value in the brewing process, this by-product is used on farms as highly desired poultry and stock feed.

That beer should never be served colder than 40 degrees?

Much of the delicate aroma and true taste of beer is lost when it is served too cold.

The foregoing history and description of the beer industry of Wisconsin was sponsored by the Wisconsin State Brewers' Association.

The following are your Wisconsin Breweries who pledge continued cooperation in keeping Wisconsin the best known beer producing state in all the world—and continued improvements in production facilities that will result in tremendous economic advantages to the state of Wisconsin. (Dates indicate when *original* brewing operations were begun.)

Appleton, Geo. Walter Brewing Co.	1862	*Milwaukee,* Pabst Brewing Co.	1844
Arcadia, Arcadia Brewing Co.	1870	*Milwaukee,* Jos. Schlitz Brewing Co.	1849
Baraboo, The Effinger Co.	1885	*Mineral Pt.,* Mineral Spring Brg. Co.	1852
Beaver Dam, Louis Ziegler Brg. Co.	1874	*Monroe,* Jos. Huber Brewing Co.	1848
Berlin, Berlin Brewing Co.	1867	*New London,* Knapstein Brewing Co.	1886
Burlington, Burlington Brewing Co.	1883	*Oconto,* Oconto Brewing Co.	1855
Chippewa Falls, Leinenkugel Brg. Co.	1867	*Oshkosh,* The Oshkosh Brewing Co.	1866
Columbus, The Kurth Co.	1859	*Oshkosh,* The Peoples Brewing Co.	1913
Eau Claire, Walter Brewing Co.	1889	*Oshkosh,* Rahr Brewing Co.	1865
Fountain City, Fountain Brewing Co.	1933	*Portage,* Eulberg Brewing Co.	1852
Green Bay, Hochgreve Brewing Co.	1857	*Potosi,* Potosi Brewing Co.	1852
Green Bay, Rahr Green Bay Brg. Corp.	1861	*Random Lake,* Wm. G. Jung Brg. Co.	1870
Jefferson, Perplies Brewing Co.	1900	*Rhinelander,* Rhinelander Bfg. Co.	1890
La Crosse, G. Heileman Brg. Co.	1850	*Rice Lake,* Rice Lake Brewing Co.	1936
La Crosse, La Crosse Breweries, Inc.	1856	*Shawano,* Farmers Brewing Co.	1913
Lomira, Harold C. Johnson Brg. Co.	1906	*Sheboygan,* Kingsbury Breweries Co.	1847
Madison, Fauerbach Brewing Co.	1848	*Slinger,* Storck Products Co.	1862
Manitowoc, Kingsbury Breweries Co.	1881	*Stevens Point,* Stevens Point Bev. Co.	1904
Marathon, Marathon City Brg. Co.	1881	*Superior,* Northern Brewing Co.	1933
Marshfield, Marshfield Brewing Co.	1890	*Theresa,* G. Weber Brewing Co.	1849
Medford, Medford Brewing Co.	1938	*Two Rivers,* Two Rivers Bev. Co.	1865
Menasha, Walter Bros. Brewing Co.	1884	*Waukesha,* Fox Head Brewing Co.	1893
Merrill, Leidiger Brewing Co.	1883	*Waukesha,* Weber Waukesha Brg. Co.	1862
Milwaukee, Baltz Berwing Co.	1851	*Wausau,* Mathie-Ruder Brewing Co.	1864
Milwaukee, A. Gettelman Brg. Co.	1854	*Wausau,* Wausau Brewing Co.	1881
Milwaukee, Independent Milw. Bry.	1901	*West Bend,* West Bend Lithia Co.	1848
Milwaukee, Miller Brewing Co.	1855		

SERVING THE STATE, THE NATION, AND THE WORLD



Wisconsin farm land in 1848 sold for $1.25 an acre.

Upon that land the rugged citizens of many lands developed the gentle, patient dairy cow. Today, Wisconsin cheese and other dairy products are known in all of the lands from whence came its pioneers of 100 years ago.

Meanwhile, industry, too, has achieved world fame.

In 1859—89 years ago—there was built in Fond du Lac a grey iron foundry. From it came the castings for the early day flour mills, saw mills and machine shops.

Today there stands on that site, as then, the plant of the Giddings & Lewis Machine Tool Company, the world's largest builder of Horizontal Boring, Drilling and Milling Machines.

SINCE 1859

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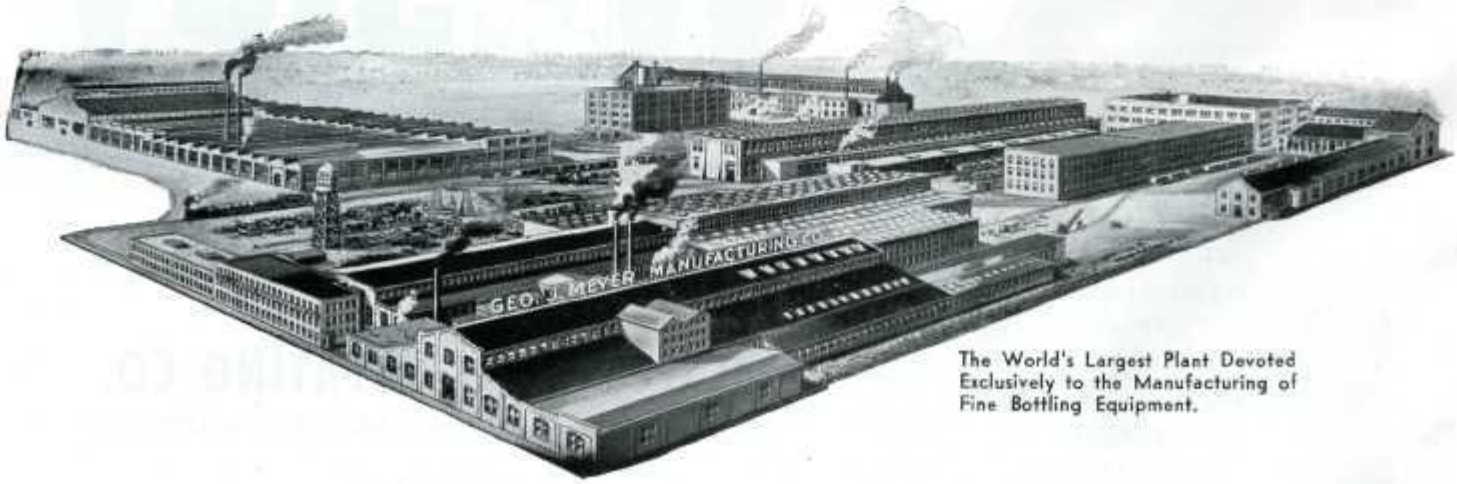
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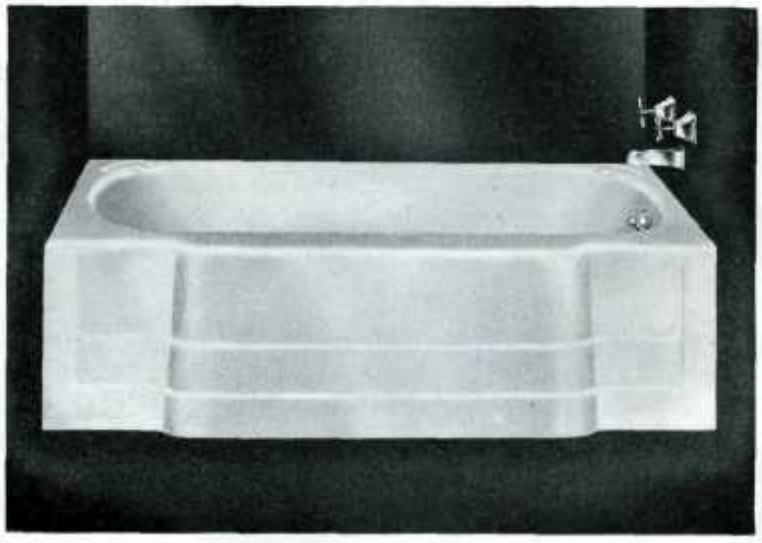
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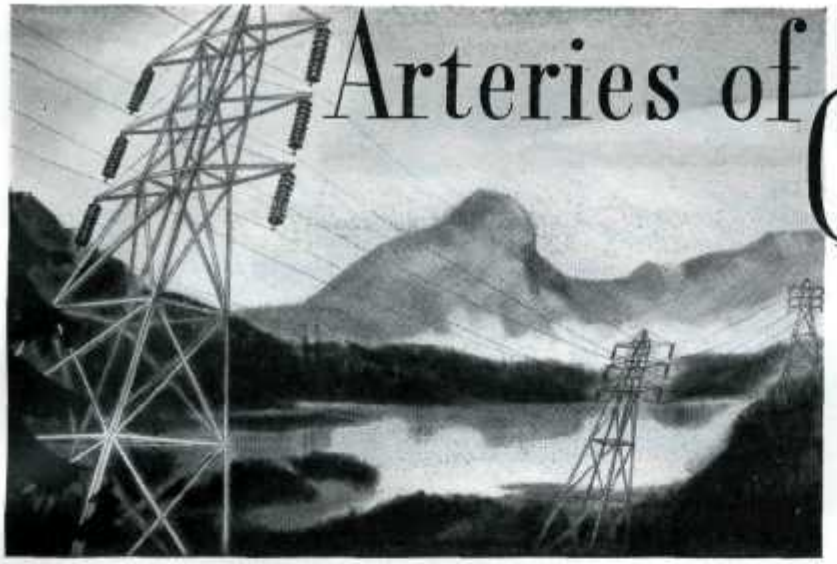


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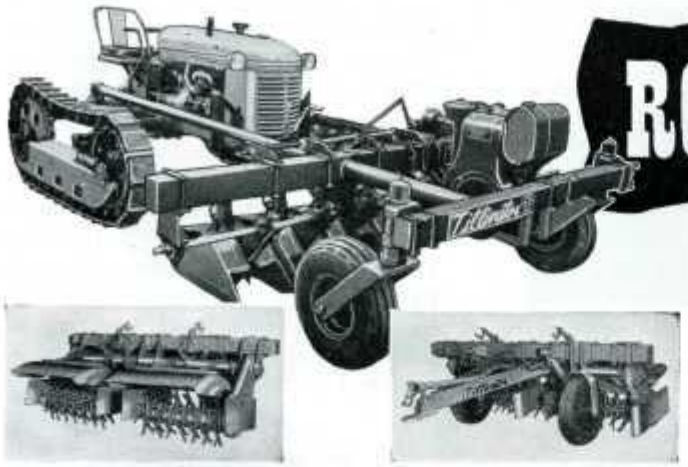
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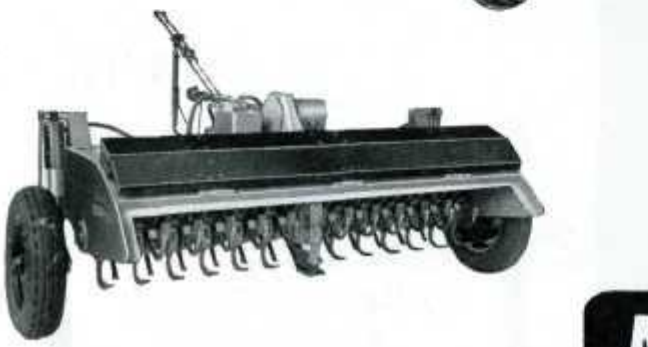
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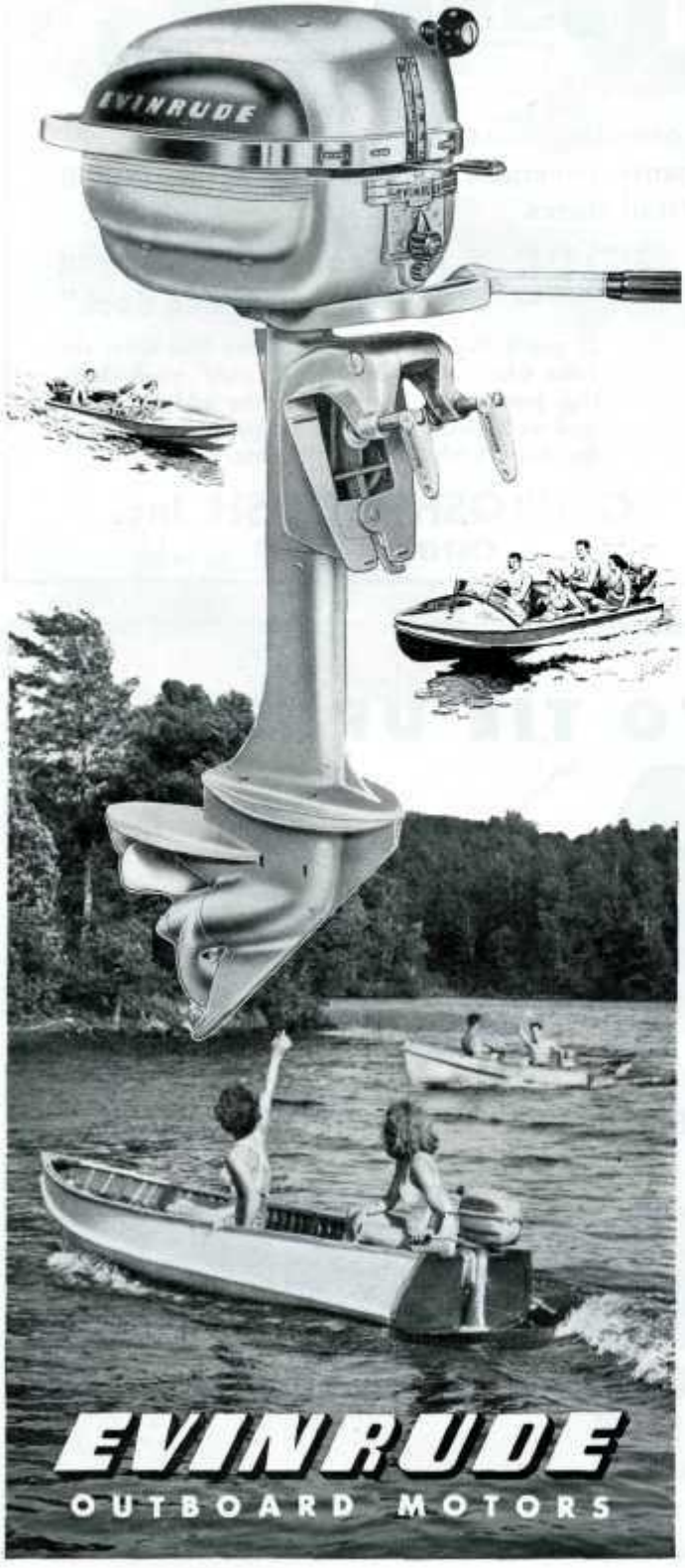
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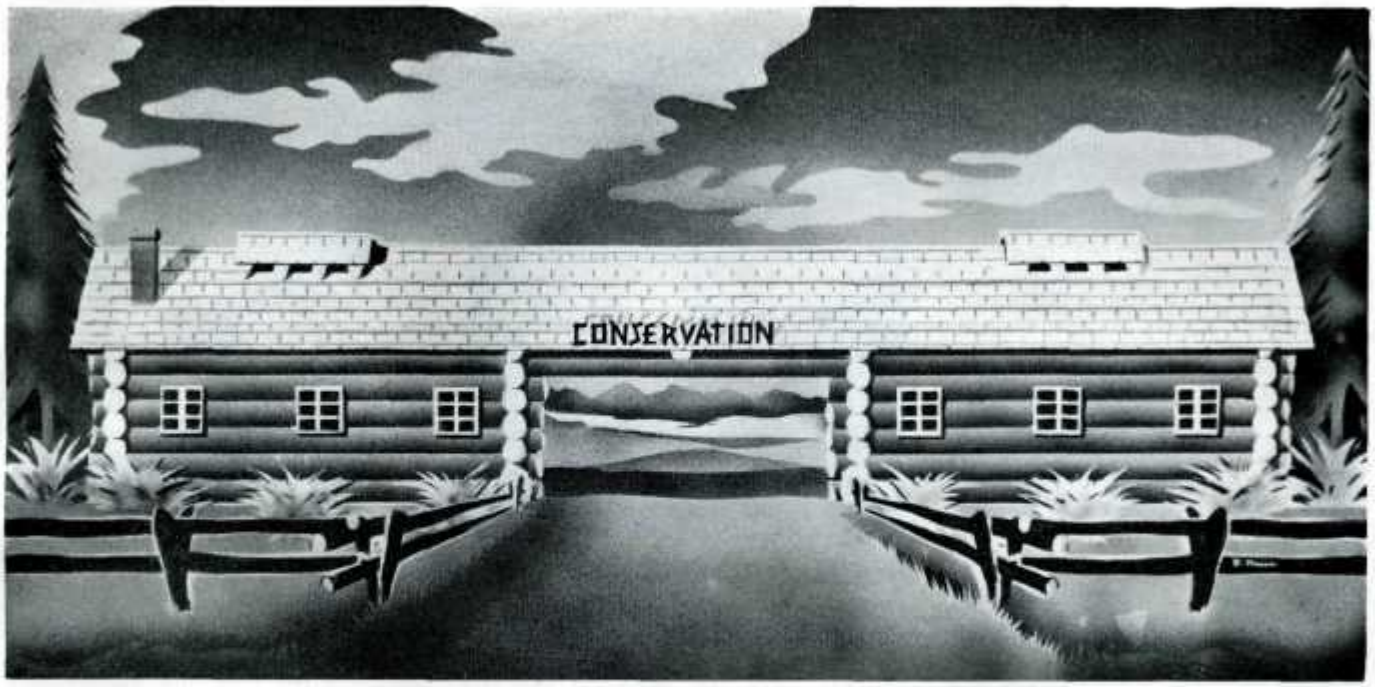
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CONSERVATION

Before the white man came, Wisconsin was a wild and beautiful land of low, rolling country; of hills and lakes, and of a higher central plateau leading into a northland rich in timber—30,000,000 acres of great forests—through which passed fast-running streams. Part of it was ancient land in the great driftless area, but the majority was forested and stood waiting upon the beginning of the greatest epic of Wisconsin's history—the epic of the logging camp that began with millions of acres of tall trees that would last 'til the day of doom.

The Indians who lived here—the Fox, the Sauk, the Winnebago, Chippewa, Mascouten, Potawatomi, the Sioux—all respected the land and its resources. They lived by conservation, and none ever took more than he needed to survive, none ever carelessly destroyed bird or flower, beast or tree or soil . . .

Then, in 1634—only 14 years after the **Mayflower's** Pilgrims landed at Plymouth Rock—Jean Nicolet came down from Canada through Lake Michigan and landed at Red Banks in Green Bay. He came seeking the Northwest Passage to the Western Sea, and after him came other missionaries and explorers—Père Menard to Chequamegon Bay, Père Allouez, and, in 1673, Louis Jolliet and Père Marquette, to discover the Mississippi. La Salle, de Tonti, Jonathan Carver and others, some still seeking the Northwest Passage, came afterward . . .

Rise and Fall of the Fur Trade

The traders followed the explorers. Pierre Radisson and Medart de Groseilliers came in 1658 and may have discovered the Mississippi before Marquette. Soon after came Nicholas Perrot. The fur-bearing animals were legion and the fur empire of John Jacob Astor reached into Wisconsin. His agents came to Green Bay, and to Prairie du Chien. After them came others, including Hercules Louis Dousman, and soon the legions of wild creatures thinned, and the fur-trade faded into history . . .

The Great Lumber Movement

The Indians had been pushed westward, the fur trade was done, and Wisconsin's hopes of becoming a great wheat-growing state had been ended by the invasion of the chinch-bug. Lead mining was declining—but lumber represented great wealth. As southern Wisconsin became settled, eyes turned northward, the eyes of men hungry for trees, and they began to move through the magnificient forests that covered the northern half of Wisconsin. They brought sawmills and bearded loggers, and soon the racing waters which had once borne the Indian and the trader now bore the logs, the cut lumber, the rafts, and the men who rode them . . .

Protection at Last!!

Protection began too late to save much of those magnificient forests and Wisconsin's natural resources for all the people of Wisconsin for generation unto generations. Mighty holocausts swept the state and wasted brushlands and desolation followed. Much human life was sacrificed and great forest wealth was lost in those fires. The greatest and most tragic in the history of our country, the Peshtigo fire of 1871, ran over 1,280,000



acres of timber land and snuffed out 1,200 human lives, countless birds, animals, and fish.

Though a State Board of Forestry was created in 1903, actual protection of the remnants left of our forests was begun only with the establishment of the first forest protection district in Vilas County in 1911 and the erection of the first four steel observation towers in 1912 . . .

At the beginning, thirty of the state's thirty-five million acres were forested. As the forest fires raged across the state and the great pineries of the North and the hardwoods of the South fell to the fevered choppings, the heritage of the people, the vast forests, the wild life, and the natural resources were being rapidly dissipated. Men with vision like Schurz and Lapham, with the first forestry committee in 1867, were kindling the first interests in forestry.

Forest Restoration

There followed the first state timber reserve in 1878, a State Board of



Forestry in 1903, forest nurseries, extension forestry through the University, cooperative forestry, and the forest crop law of 1927.

First Game and Fish Wardens

The virgin forests were almost gone, erosion of the land was accelerating, and the passenger pigeon had become extinct. All over Wisconsin the animals of forest and field were retreating before the rapacity of hunters shooting only to kill. This retreat prompted the appointment of the first game and fish warden in 1879, the first game law book in 1887, and the beginning of the first warden's school in 1912.



Fish Hatcheries Established in 1875

Though the fish had been seined out indiscriminately and the sturgeon piled on the lakes like cordwood and left to rot, it was not too late to save Wisconsin's fish. The first appropriation for introduction and propagation of fish was made in 1872, fish hatcheries established in 1875 and fish refuges in 1891.

Formation of State Parks

Rapidly the areas of great natural beauty were passing into private ownership and it became trespass to approach those scenic spots. Efforts to preserve these natural areas and make them available for the use of all the people were begun with the establishment, in 1900, of Interstate Park along the St. Croix River. Ten years later Peninsula Park in Door County was established, Devil's Lake in 1911, and thereafter others.

Exhibit Tells Conservation Story

A living example of all the methods and practices used by the Conservation Department is on display at the Centennial Exposition. More than two acres are devoted to woodlots, seedling plots, wild animal refuges, waterfowl, and fish exhibits. The history of conservation in Wisconsin is also told with authentic dioramas. Many species of wild life have been added to make them surprisingly realistic.

As you enter the dingle, or passageway through the log cabin, you will pass two "high wheeler" carts which were brought here from the northern Wisconsin logging country. These carts were actually used before the days of caterpillars and steam engines for transporting logs to lumber mills or to connecting streams.

Authentic Log Cabin

The log cabin is 90 by 40 feet and was built especially for the Exposition by Finnish loggers. It is built entirely of Norway pine, shipped here from Vilas County and each log was fitted by hand after it was carefully hewed with a sharp, two bladed, lumberman's axe. In fact all of the tools used in the construction of the cabin were much the same as those used by our pioneers when they built their homes.

Waterfall and Waterfowl

As you pass through the cabin the first thing that will attract your attention is the rumbling, twenty foot, waterfall pouring fresh water into a lagoon filled with more than twenty species of waterfowl. Sportsmen in particular, will be interested in seeing these rare game birds. The lagoon empties into a stream which courses through the entire conservation exhibit. At intervals the stream widens and spectacular fish collections have been placed in each widened area. Every type of native Wisconsin fish is on display in its native habitat. This intriguing sight will make it difficult for enthusiastic anglers to limit their activity to simply watching the many prize catches.

The History of Conservation

Across the stream you will notice six dioramic portrayals of the history of conservation in Wisconsin. These realistic presentations are given a natural touch as live game passes in front of the painted scenes. The first scene depicts early Wisconsin Indians and the second shows the advent of the explorer in Wisconsin. The explorer is replaced by the trader in the third





scene and our early lead miners are shown in the fourth. Wisconsin immigrants, and the vast lumber industry are portrayed in the last two dioramas.

Forest Protection

The great waste and devastation of forest fires is vividly shown by a typical burned over area which is part of the forestry exhibit. Here we see the unforgettable sight of fallen and burned trees, charred saplings, and the carcasses of deer and other wild life trapped during their futile flight from the blazing inferno.

A 110 foot observation tower erected in the forestry exhibit stands high above the burned over area and the majestic pines that grow in the ideal forest exhibit. The tower is equipped with telephones, plotting equipment, compasses, and all the instruments used in the hundreds of towers all over the state.

Actual Seedling Plots

A large forestry nursery seedling plot demonstrates the work of the Conservation Commission in supplying new seedlings for our many acres of woodland. Thousands of these young trees are planted in the state each year in an attempt to restore Wisconsin forestry to its original elegance.

Game Division Exhibit

Grazing in the healthy forest area are countless deer, beaver, and other wide game. They appear to be entirely unrestricted since the fences which enclose the area are covered with climbing vegetation that is typical of the Wisconsin northland. The wild game is managed and displayed by the game division of the Conservation Department.

Ideal picnic grounds, with rain shelters, tables, and other outdoor equipment are maintained in the exhibit by the parks division of the department. The establishment of such parks in Wisconsin was a great step toward making Wisconsin beauty available to all people.

Prehistoric Indian Mound

As you leave the conservation exhibit you will pass a pre-historic Indian mound. This is one of two Indian mounds located at State Fair Park. There were formerly many such mounds in Milwaukee County, however, most of them have been destroyed or covered by buildings. This is a conical mound, the type usually built by pre-historic Indians who lived in Wisconsin about 1000 years ago. Authorities from the Historical Museum in Milwaukee have definitely established that it is a burial mound and was built by "woodland" Indians. This mound, marked in 1910 by the Wisconsin Archeological Society, forms a very unusual natural addition to the exhibit.



The entire conservation exhibit, with its pleasant picnic grounds, refreshing stream, and interesting wildlife is no doubt one of the most unusual at the Exposition. Here, so close to Milwaukee's industrial activity you have communed with true nature in its natural form. It is the hope of the Conservation Department that the exhibit will instill in everyone who sees it an understanding of the need for continued conservation and preservation of all natural resources in Wisconsin.



Now Is the Hour

Wonderful Wisconsin can retain forever the rich beauty it possesses if we, and those who follow us, respect and value her natural resources. Our state is blessed with elegance that only God can give and once it has been destroyed it can never be returned.

It is not easy for many of us to understand - - - and some refuse to believe - - - that the very destiny of man and the hope of his future are bound up with the conservation of the soil and all that grows upon it. Waste and greed have often brought us to the brink of disaster. Thrift and care, and understanding can save our natural resources . . . but it is later than you think, the time is now . . . today . . . for tomorrow may be too late.



LAND -O- HONEY

Wisconsin is truly the "land of milk and honey." As far as the production of honey is concerned, it is one of the sweetest states in the nation.

As you leave the beautiful conservation exhibit, you come to the "Land-O-Honey." Entering this $30,000 exhibit is exactly like walking into a giant bee hive. The front of the building is constructed in the form of an old-fashioned straw-skep, typical of the skeps used before the present wooden hives.

The most industrious "workers" on the grounds ruled by their "queen" cause the Honey Building to hum with activity. In a modern glass hive 60,000 Italian bees are actually buzzing around their business. Their work starts at dawn. You can see them leave the hive through a glass tube 4 inches in diameter that extends from the hive up to the roof and to the outside. All day they are busy flying back and forth within a two mile radius of the Exposition grounds to collect nectar from flowers. Bees never stay out all night and before dark all of them return to the hive through their own private entrance . . . the chimney on the roof!

Apiaries—Modern and Primitive

A dozen other modern wooden hives are set up in the modern bee yard. The yard is typical of those owned by the 8,000 bee-keepers in the state today.

Bees have not always had such modern homes. In the early part of the century they lived in bee trees such as the actual log on display in the honey building. The advance of their housing facilities stems from the bee tree, the straw skep, rough wooden hives, up to the modern, air-conditioned hive of this centennial year.

Changes and developments that have occured in removing honey from the combs appear especially evident. In an old fashioned extracting room, a full-size mannikin steadily operates a 60-year-old extractor. Slowly, as beekeepers of the hand-machine age were forced to work, it turns out the honey before your eyes.

Old and New Extracting Rooms

This extracting room of 1890 is complete with other equipment of the nineties . . . uncapping knives used to cut the combs open, a heating tank, containers, and even an old pot-bellied stove!!!

In striking contrast is the 375 square foot extracting room. What is believed to be the first 60-frame stainless steel extractor shows how it is possible for Wisconsin to turn out over 1,000,000 pounds of honey a year from the 212,000 hives in the state.



Early type extractor on exhibit in Honey Building

Everything in the modern room is operated automatically. Nothing by hand. There is a modern uncapping machine, pasteurizer, bottling tank, labeling machine . . . all powered by electricity.

Bees and Pollination

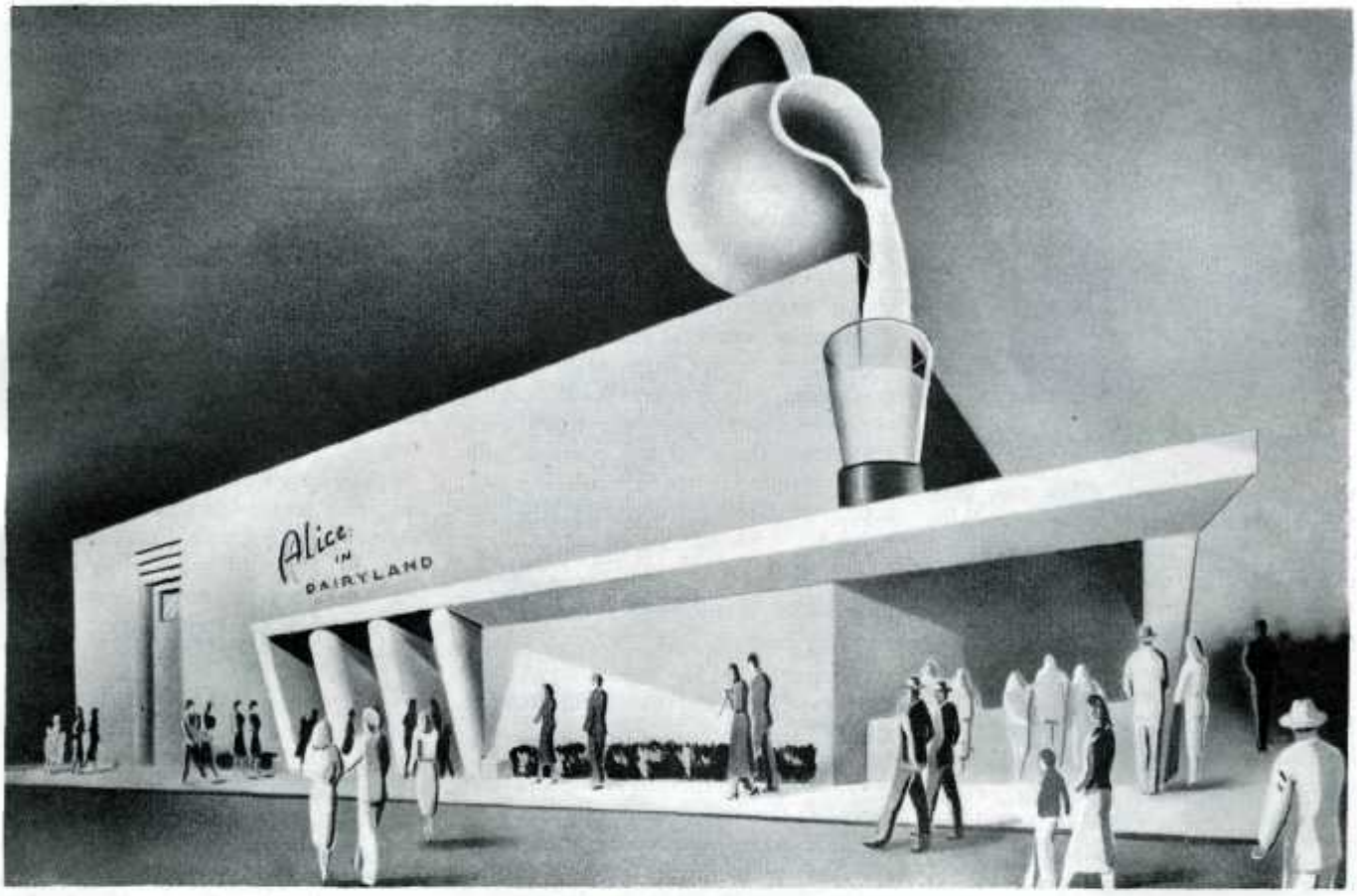
The value of bees in pollination activity is eight times their value as producers of honey. Fifty two of Wisconsin's crops vitally need bees for their pollination work. In the Exposition honey exhibit a large pollination map illustrates the importance of bees to the propagation of various crops in every part of the state.

Honey for Food and Industry

Your sweet tooth will throb with delight when you enter the honey store in the building. Here, candied honey, honey-flavored ham, honey ice-cream, and other tempting honied products are for sale. A part of the store features a beeswax exhibit. This shows the many uses for beeswax in the modern world, such as, in floor wax, candles, drugs and dental impressions, and in its most popular form — cosmetics. More than 3 million pounds per year are used to keep m'lady beautiful!!

In the center of the building Miss Forward, Wisconsin's golden lady and symbol of the Exposition, has a golden perch. She is situated atop 1500 pounds of honey in glass jars built in the form of a pyramid.

All in all, it is a honey of an exhibit!



ALICE IN DAIRYLAND

An atmosphere of rich splendor surrounds the majestic Alice in Dairyland exhibit at the Exposition. From the very top of the huge exhibit building to the softly blended lines of the entrance, it is obvious that this is truly the most spectacular phantasy ever used to portray the great Wisconsin dairy industry.

Fairyland of Dairyland

This fascinating phantasy arranged in the huge 300 by 60 foot wonderland is unlike anything else ever attempted in Wisconsin or any state in America. It is conceived as the fairyland story of our beautiful **Wisconsin dairyland . . . the dairyland of all the world!!!**

As you pass between the richly lighted, modernistic panels of the entrance the exciting story of America's Dairyland begins. Just inside the doorway two giant, automatically operated storybooks tell of Wisconsin's dairy sovereignty. Their pages are seven feet high and are turned by elfin characters who give you a peek inside the wonderland created throughout the interior of the building.

Happy Health in Dairyland

The book on the right captures, in color, nature's own reasons why she created the dairy cow and dairy products for the benefit of all mankind. Everything is told in words that even children can understand and in a manner that colorfully describes the happy health of dairyland.



Alice in Dairyland is charming Margaret McGuire

The second book, also set in a beautiful natural background of ferns, stone and other growing plants, tells the historical story of America's Dairyland. Full credit is given to the men and events that have made Wisconsin a world leader in high standards of dairy product quality.

The highest honor conferred on any Wisconsin girl in Wisconsin's centennial year was given to Margaret McGuire. She served as the model for the most perfectly human mechanized figure ever constructed. This ten foot tall machanized Alice serves as Mistress of Ceremonies from her throne in the center of the exhibit for all Alice in Dairyland activities during the Exposition.

A hydraulic "brain" operates Alice by push button remote control. As you will notice she sits down, stands up, gestures, has facial expressions, and answers queries about the dairy industry and the dairy display. She tells the fascinating story of Dairyland, actually carrying on a conversa-



The mechanized "Alice" is nearly human

tion with the crowds. Alice may very well become a legendary figure in Wisconsin, loved and remembered for many years to come.

Cheese—A Delicious Dairy Food

Entertaining, yet educational, the Dairyland diorama of cheese is visited by little Alice and her calf on their adventures in dairy fairyland.

Written across the sky is "Cheese . . . A Delicious Dairyfood." A story book cow is jumping over a cheese moon and below, a mighty-muscled, red-blooded young boy is balancing a giant cheddar cheese with the action of a juggler.

Still more eye-catching action is a long train running on a track, consisting of 48 cars, each car representing and labeled as a state. These cars are loaded with cheese representing Wisconsin's production of a carload of cheese daily for every state in the Union. To further amuse and fascinate the youngsters, there is a story book house with a picture window through which you see Bugs Bunny hugely enjoying a "Welsh Rabbit".

The exhibit is fully 40 feet long . . . including the "Cheese Chef" who demonstrates with appetizing Kodachrome pictures in full natural color, a delectable list of mouth-watering cheese dishes.

The Milky Way

Creamy-white milk is actually pouring from the Big Dipper in the Milky Way. By clever mirage, the milk will be seen falling from the Dipper into a tall, inviting glass of foamy milk. **"Green Pastures Make Creamy White Milk That Gives You Pink Cheeks, Red Lips, White Teeth, and Eyes That Sparkle Like The Stars"**—is the sparkling display headline dramatically illustrated by actual characters of the sports world.

From the "Little Dipper" in the Milky Way pours a golden cascade of cream into a cream pitcher. Against the velvet darkness of the Milky Way sky is a fairyland alarm clock which every now and then dances a jig and rings "to get the dairy farmer, the dairy plant workers, and the delivery men all up before dawn to bring you fresh cool milk for breakfast". Lights are seen twinkling in the dairy barn and down the road will come a milk truck with its lights shining. The big, sanitary, dairy plant is brilliantly lighted.

The Milky Way is also over 40 feet long — a star-spangled diorama of thrilling beauty.

Butter—Featuring the Paul Bunyan Chef

Something colorfully new and different is the butter diorama featuring a golden neon ray of **"sunshine" from the sun, transmitting butter's natural golden color through the dairy cow."**

"Naturally, butter tastes good," is the eye-catching theme. The neon ray dramatizes for the first time how carotene from the sun, deposited in green clover and pasture, is transformed by the dairy cow into the golden crystals of butter's natural yellow color. There has never been a more simple or striking demonstration of butter's inherent right to its natural yellow color.



Milk—For beauty and health

Butter's master of ceremonies is a giant, jolly chef baking a stack of huge Paul Bunyan pancakes crested with a yellow pat of melting butter. Here again is the eye-arresting action with the chef deftly flipping the pancakes in a high arc.

Sno White and the Dry Milk Dwarfs

Youngsters and grown-ups alike will get a tingle out of the Snowland Fairyland of dry milk. Costumed with a hooded parka of snow white ermine and with ermine cuffs, pretty Sno White directs her crew of happy, busy dwarfs preparing foods with dry milk.

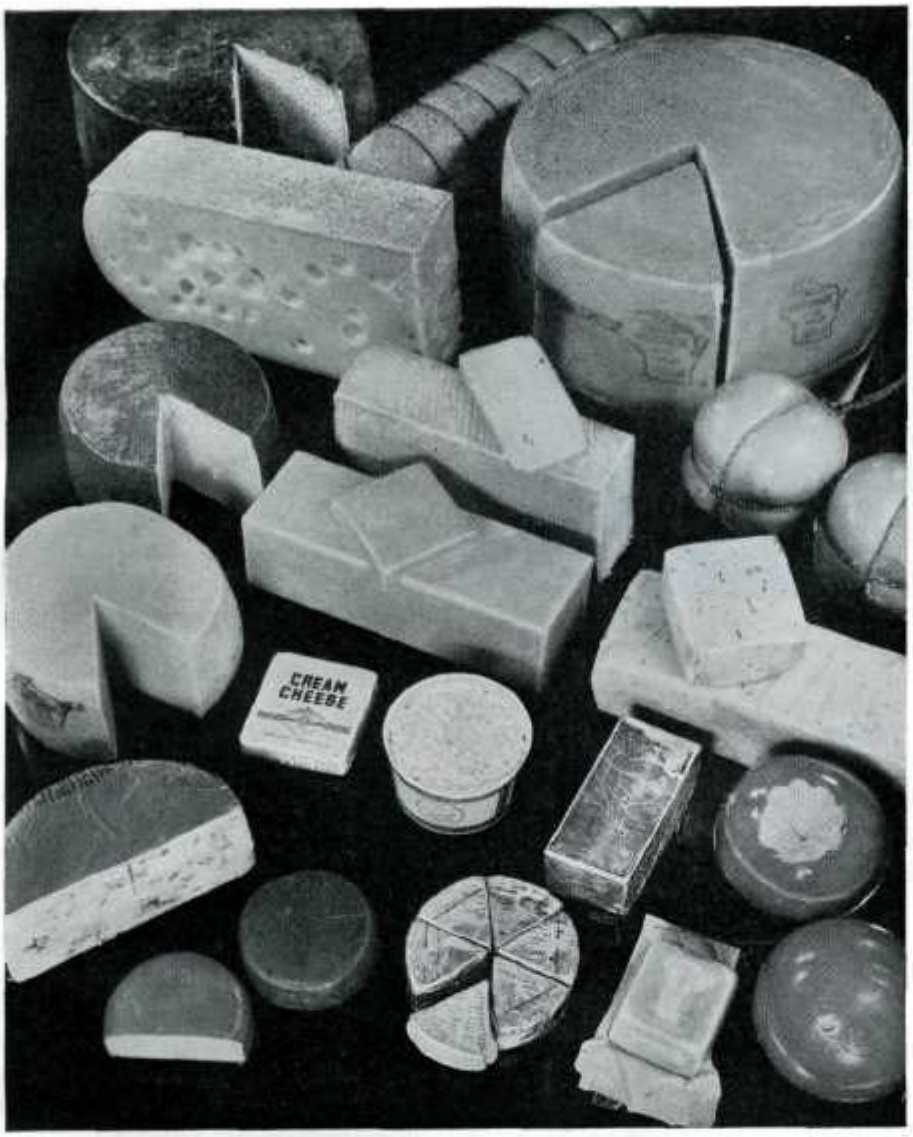
Their story is that heaping teaspoonfuls of dry milk make many foods marvelously better. Foods made with dry milk are seen traveling on an endless track and a giant steam shovel is loading dry milk from a dry milk mountain into barrels for export to nations all over the world. A ship loaded with dry milk is docked at the wharf where it is loaded by the dry milk dwarfs. The export market for this product is tremendous.

Here again the nutritional and educational story of dry milk is combined with the amusing and entertaining fantasy of Alice in Dairyland. It will leave an impression on children and grownups alike for years to come.

The Magic Milkman

Something never before seen in Wisconsin is the Magic Milkman who "keeps milk sweet without refrigeration" — a lovable, animated figure made of a six-foot-high can of evaporated milk. He opens his coat front and to your surprise, puts on a little movie of appetizing dishes made with evaporated milk—all in full, natural color.

"Ful-o-flavor, the food of 1,001 uses" —that will be the theme of the evaporated milk diorama. Alice and her inquisitive calf also visit the evaporated milk display, adding human interest. A star feature of this exhibit is the actual model evaporated milk plant, condensing milk and canning it before your eyes.



Delicious varieties of Wisconsin cheese are enjoyed by people all over the nation

Ice Cream Circus

Topping it all off is a real ice cream circus to delight the children and their parents. The circus is complete with a whirling Merry-Go-Round and trapeze acts with "live" circus animals performing and doing balancing acts with appetizing packages of ice cream, ice cream cones, and all the appetizing dishes of ice cream imaginable.

There are ice cream mountains topped with giant red cherries, such as kids dream about. Children and grown-ups alike will have a thrilling glimpse of the ice cream paradise they have always imagined in phantasy.

The refrigerated display case in the Dairy Building is devoted to colorful merchandising displays of dairy products, arranged by the State Department of Agriculture working with the American Dairy Association and the National Dairy Council.

At the north end of the building is an attractive Dairy Garden for serving refreshing dairy products. Alice truly provides a never-to-be forgotten presentation of Wisconsin's pre-eminence in dairying with her "Fairyland of Dairyland."

America's Dairyland

WISCONSIN is without question America's Dairyland. A state that ranks twenty-fourth in area and thirteenth in population produces almost one-sixth of the nation's milk supply, nearly twice as much as the next leading contender. In addition to supplying enormous quantities of milk for fluid use, Wisconsin produces half the nation's cheese and ranks first in evaporated, condensed, and dry milk production and third in butter and casein.

Ideal Climate and Soil

Many factors have been important in the development of America's Dairyland. In the first place, Wisconsin has the characteristics of a natural dairy region. The land is rolling, somewhat hilly, and the soil is not too heavy. Natural grasses and pastures are encouraged by an average of 21 inches of rainfall during the growing season. July, the drought month for many states, is the wettest month of the year in Wisconsin. Although temperatures above 100 degrees have been recorded in Wisconsin during the summer, 68 degrees is the average.

In the early days, few sections of the state produced enough milk to have a surplus for cheese making. From nearly all counties came complaints against shortages of dairy products, while it was said the farmers lacked the means of procuring cows and equipment. Kenosha, Racine, Milwaukee and Walworth counties were the only ones in which dairying was practiced with any success, and most of that production was consumed in the form of fluid milk. Dairy manufacture was necessarily limited by milk production.

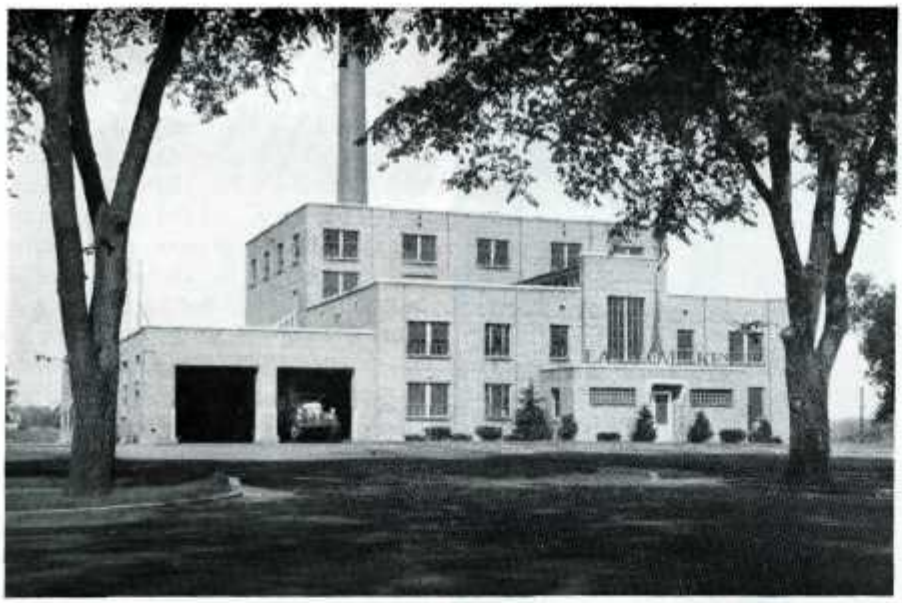
First Agricultural Society

A trend toward greater milk production and diversified farming, instead of wheat, came with the organization of the first successful State Agricultural Society. Members of the state legislature met with several prominent citizens at Madison in March, 1851, to organize the society.

The problem of developing dairy cattle really began about this time. Until then practically all cattle in the United States were scrub, with no really distinct breeds. They served as work oxen, milk cows, and beef animals.

New Crops and Dairy Industry

With the decline in wheat production during the 1860's, there came an increase in the production of hay, corn, oats, and a proportional increase in grain and hay used as feed for cattle. Wisconsin was changing from the one-crop wheat system. Rock, Lafayette, Green, Grant, and Dane counties became outstanding corn producing regions. Corn and oat production jumped from about five million bushels in 1849 to over sixty-seven million within the



Modern dairy plants can be found in nearly every Wisconsin community

next 30 years. Hay production multiplied seven times during the same period.

The Influence of Hoard

One of the more important steps in Wisconsin's dairy history came in 1871 with the formation of the **Jefferson County Dairymen's Association,** followed a year later by the **Wisconsin Dairymen's Association,** the first organization of its kind in the United States. Formation of the Jefferson County Association was due directly to the work of William Dempster Hoard, who through the Jefferson County Union, had launched a vigorous campaign for the improvement and increase of dairying. Hoard's interest in dairying finally resulted in his election as governor of the state and the development of a column in a weekly newspaper into one of the most influential dairy magazines in the country.

At all times Hoard stressed the doctrine of dairy farming, urging farmers to develop breeds for dairying alone rather than dual purpose animals. He was one of the first in Wisconsin to grow alfalfa and to demonstrate what the application of lime and phosphorous would do for the soil. He persuaded Chester Hazen to ship cheese to Liverpool, England, and Hoard personally took Wisconsin dairy products to the Philadelphia Centennial in 1876, where a higher percentage of prizes were won by Wisconsin than any other state.

Hoard, along with Hiram Smith in 1884, traveled over the state talking to rural groups in what constituted Wisconsin's first Farm Institutes.

Malted Milk and Butterfat Test

It was during the period from 1880 to the turn of the new century that Wisconsin made some of her greatest strides in the dairy industry. In 1880 the first above-ground silo was built near Oconomowoc. Present day malted milk fans can thank Dr. William Horlick who three years later made the first malted milk at Racine, while the following year the box type churn was introduced at Fort Atkinson by D. W. Curtis. Dr. W. A. Henry, University of Wisconsin, held the first agricultural short course in 1885.

It was in 1890 that Dr. Stephen M. Babcock of the state university perfected a simple, accurate butterfat test that revolutionized the buying of milk and cream. Dairying soon changed from a pin money business conducted by the housewife to an important industry in the state.

Dairying Began Boom

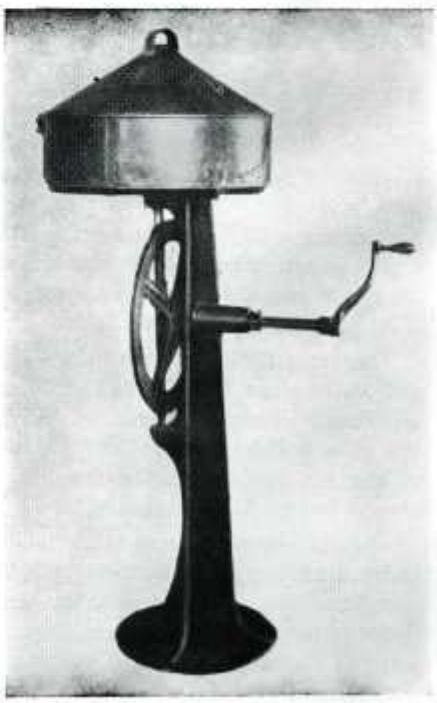
Farmers began turning to cows for a major portion of their income, and found cheese factories and creameries offering a ready market for their milk. At the close of the Civil War Wisconsin had an estimated 30 cheese factories, which, together with a few farm kitchens, turned out about 500,000 pounds of cheese per year.

By 1873 there were 200 cheese factories and 50 private dairies in the state. Before the turn of the century the number of cheese factories had reached 1,500. By 1895 the number of cheese factories had reached 2,337 and continued to climb to 2,807 in 1923. Since that time cheese factories have steadily decreased, indicating a trend toward fewer and larger plants.

Dairying in Wisconsin, along with other states, was aided by the invention of more and better farm machinery. The mower, corn planter, hay rake, better plows, and more recently, the tractor, ensilage cutter, silo filler, corn picker. Such equipment has permitted farmers to grow more feed and afforded him more time to tend his cattle.

New Inventions and Discoveries

Inventions and discoveries outside the state have also had a direct bearing on the state's industry. Some of the more important ones are the refrigerator car in 1868, introduction of evaporated milk in 1885, tuberculin test for cattle in 1890, a new type glass milk bottle in 1886, certified milk in 1893, milking machine in 1894, a new type bottle washing machine in 1899,



Babcock's first butterfat tester

the homogenizer, and the introduction of the centrifugal separator between 1885 and 1890.

Prior to the introduction of the separator from France, farmers hauled their milk to central locations where it stood until the cream rose. It was skimmed and then made into butter. Later a cream gathering system was introduced, leaving the skimmed milk on the farm to be utilized as livestock feed. When the centrifugal separator was introduced, skimming stations were soon established in all sections of the state and factory buttermaking became an even more important industry. A short time later the hand separator was developed and farmers could separate the cream on the farm.

Distant Milk Markets

Rapid growth of the nation's larger cities provided Wisconsin with wider markets for cheese, butter, and enormous quantities of milk and cream. From 1850 to 1900 the total population of New York, Boston, Philadelphia, and Chicago multiplied seven times. When these and other cities grew, ordinances were passed prohibiting the keeping of cattle in the city limits. Now Wisconsin supplies fresh milk and cream to distant areas once supplied by the family cow.

From the establishment of the first cheese factory till about 1890, very primitive methods were used in cheese making. Factories did not operate during the winter months because of scarcity of milk. Usually buildings were of wood frame construction, very different from the present day brick and tile building. About half of the building was used for a make room and the remainder for a curing room. Curing rooms were generally finished in matched lumber but lacked refrigeration or other means of temperature control.

Early Cheese Making Equipment

Equipment consisted of a self-heating vat, cheese press, cheese hoops, perpendicular curd knife, a wooden rake, curd scoop and scales. Whey was drawn from the vat by siphon, since vats had no whey gate. The largest vats of that time were about 5,000 pound capacity.

Milk was weighed in the patron's cans, then poured into the vat. Cans were then again weighed and their weight deducted to determine the amount of milk received. Rennet extract was not yet on the market so each cheesemaker was required to soak rennets in large jars of strong brine or salted whey. There were no curd agitators or curd forks and a good deal of the stirring was done by hand. Whey tanks were usually large wooden tubs sunk in the ground.

Cheese was usually shipped when about 10 days old. If held longer it had to be turned regularly and the mold rubbed off with a dry cloth. Cheesecloth caps and paraffining had not come into use.

America's Dairyland

10 Reasons Why

I Wisconsin produces more milk than any other state in the nation

II Wisconsin has 500,000 more dairy cattle than any other state in the nation

III Wisconsin ranks first in the value of dairy cattle

IV Wisconsin has more cows than people

V Wisconsin produces one half of the nation's cheese

VI Wisconsin dairy cattle account for more than three fourths of the total value of the livestock in the state.

VII Wisconsin farmers derive as much income from milk as they do from all other sources combined

VIII Wisconsin ranks first in the production of evaporated milk

IX Wisconsin produces eighty three per cent of the nation's malted milk

X Wisconsin ranks first in the production of dry milk

A pioneer cheesemaker required little capital, sometimes less than $1000, which would hardly make a down payment on many pieces of modern equipment.

The factories in Sheboygan and Manitowoc counties would open about April 1 but not until May 1 in northern counties. Many factories operated on less than 1000 pounds of milk per day and cheesemakers were paid in the neighborhood of one and one-half cents per pound of cheese made.

Early Cheese Making Practices

Paraffining of cheese came into general use about 1900. Prior to this time, cheese was kept on a shelf until dry and then the joint between the bandage and the circle was greased with fly-proof cheese grease. Cheese held in storage for very long periods became moldy and shrank in weight.

Although making cheese in a modern factory still involves a lot of hard labor, many inventions have helped make the job easier. Early vats were heated in numerous ways, but a "self-heating" vat was in general use before 1900. Self-heating was accomplished through a fire box running the length of the vat and surrounded by water.

First Cheesemakers' Association

Instrumental in placing Wisconsin's cheese as tops on the nation's table has been the Wisconsin Cheese Makers' Association. The idea originated in 1893 at the second annual convention of the National Creamery Buttermakers' Association at Dubuque, Iowa. E. L. Aderhold, later a cheese grader for the Wisconsin Department of Agriculture, and several other cheesemakers were attending the convention. Aderhold said he believed there was enough enthusiasm in Wisconsin to organize a cheesemakers' association so the group met in February at Waupaca and laid plans for the first convention to be held at Agricultural Hall at Madison in March, 1893.

Cheese Champion

Not only does the state hold an enviable position in the cheese industry, but Wisconsin cheesemakers, are considered among the world's best in open competition with other states and countries. An outstanding example along this line was the late Phillip H. Kasper of Bear Creek. During his lifetime, Mr. Kasper won over 200 trophies on his cheese, more than any other cheesemaker.

In addition to state and national awards, Mr. Kasper won the first prize gold medal and diploma at the World's Fair in Chicago in 1893; first at the Pan American Exposition in 1804; at the Paris Exposition, in 1900, he won the grand prize and 12 years later was officially declared the World's Best Cheesemaker at the International Dairy Show. When he opened his factory in 1892, Bear Creek was a pioneer settlement. Others have made enviable quality records, but Kasper was the pioneer in quality cheesemaking.

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PRESS and RADIO



"The basis of our government being the opinion of the people, the first object should be to keep it right; and were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate for a moment to prefer the latter."

Thomas Jefferson

There were relatively few people in Wisconsin in the early 1830's but they were soon clamoring for news and a current source of information about the happenings of their new world. Those early settlers wanted newspapers to read. Newspapers to help them form opinions about their young government. Newspapers to give them an opportunity to advertise the things they wanted to buy or sell.

Wisconsin's first newspapers were well flavored with politics and land promotion schemes, however, they filled the need for a free voice in a new democracy.

Early Papers Promoted Wisconsin

The great wealth of new Wisconsin was the land and the fur bearing animals living from it. Consequently the first newspaper published in Wisconsin, the *Green Bay Intelligencer,* attempted to charm immigrants by praising the glorious wealth and opportunity to be found in this Utopia. The *Milwaukee Advertiser,* founded in 1836, also joined in the golden hymn singing Wisconsin's praises and placed particular attention on the new settlement growing on the Lake Michigan shore. The settlement we now know as Milwaukee, the largest city in the state.

Madison's first newspaper, the *Wisconsin Enquirer,* was founded in 1838. The establishment of this paper gave all the major settlements in Wisconsin at that time, newspaper coverage. The publishers of the *Enquirer,* however, had a difficult time getting out their first issue. Their press, in transit from Buffalo, New York, was tossed overboard to prevent the ship that was carrying it from sinking in Lake Erie. A new press was obtained and the first issue of the *Enquirer* finally rolled off the press November 8, 1838.


Green-Bay Intelligencer.

An early Wisconsin newspaper

Madison, was at one time, considered a graveyard for newspapers. The *Enquirer* changed hands frequently during its early existence and numerous other papers appeared and disappeared almost overnight. During the period from 1838 to 1850 seven newspapers were founded there and only four remained after 1850.

The Capital Times, was founded in Madison during World War I. It took a strong stand against our participation in the actual fighting and strongly supported the labor movement.

The *Wisconsin Express,* now the *Wisconsin State Journal,* appeared in 1839. The *Express,* a strong supporter of General Harrison in his presidential campaign, was a Whig organ. It was changed to the *Wisconsin State Journal* in 1852 and the paper is still in existence under that name.

Milwaukee's two leading daily papers, The *Milwaukee Journal* and the *Milwaukee Sentinel* have the largest circulation of any dailies in the state. The *Milwaukee Sentinel,* the only morning paper in the city, was founded in 1837 by Solomon Juneau. At the time he was a strong promoter of Milwaukee's East side and an active backer of the Whig party. For a short time both weekly and daily editions of the *Milwaukee Sentinel* were printed. This practice was abolished in 1884 and since then the daily alone has been published.

The present *Milwaukee Journal* was founded in 1882 by Lute Nieman and has since come to have the largest circulation of any daily newspaper in the state. In 1919 the Pulitzer prize was awarded the *Journal*. Its Americanism campaign was recognized as the "most distinguished and meritorious public service rendered by an American newspaper during the year."

About thirty towns in Wisconsin boasted newspapers in 1850. Many were founded to support a political campaign and passed out of existence when the elections were over. Some floundered on for a few more years and passed out of the picture. Others flourished and became the powerful journalistic organs we know in our state today.

The very fact that newspapers did spring up all over the state proved their necessity. It makes clear the ever present desire that people have for news. It points out the need for making available to the people concise facts and information so that they may freely judge situations and form opinions. **A free press is the first essential of a free government.**



Linotype room in modern newspaper plant

Wisconsin Weeklies

There are now 302 weekly newspapers in the state. Each of them has a style all of its own depending on the selective readers it serves. All weeklies are friendly and homelike in their editorial material and do not, as a general rule, attempt to report national and state news. This is done by dailies with wire and correspondent services. The weeklies deal primarily with their familiar personal columns, weddings, deaths, and births.

Most weeklies, stress civic needs, and local improvements and limit their governmental opinions to town and sometimes county government alone. They are not meant to be up-to-the-minute news organs but rather friendly informers of the local affairs. "Newsy But Not Nosey" is a favorite slogan of many Wisconsin weeklies.

The Foreign Press

The third type of publication that is of importance in Wisconsin is the foreign newspaper. When the first German immigrants arrived in Wisconsin they were eager for news written in their own language and in the style to which they were accustomed. They missed the familiar make-up that they had enjoyed in Europe. The new settlers would often believe news and information printed in their own language but not when printed in English. The early foreign papers made the settlers feel at home. They often tempered home-sickness by providing a familiar touch to the home.

The *Milwaukee Herold,* founded in 1861, was the leading German paper in the nation at that time. Moritz Schoeffler organized the German *Wiskonsin Banner* in 1844 as a weekly, and within six years it was published daily. Although German papers were the first to appear in Wisconsin, other foreign languages were soon found on Wisconsin newsprint. Polish, Norwegian, Yiddish, and Finnish papers sprung up as new "batches" of immigrants arrived in the state.

Papers in Every Language

Wisconsin was the cradle of the Norwegian press in America. At one time there were seven Norwegian papers printed in the state. About two thirds of all the Norwegians who came to America settled in Wisconsin and their papers did much to strengthen their hold in this part of the new country.

The Nordlyset, first Norwegian paper in the state, was founded in Racine in 1847. Racine was also home to the first Bohemian paper in Wisconsin, the *Slovan Amerikansky.*

The principal foreign dailies in Wisconsin now are the *Milwaukee Deutsche Zeitung,* (German); the *Kuryer Polski,* (Polish); the *Nowiny Polskie,* (Polish), all printed in Milwaukee; and the *Tyomies,* a Finnish paper published in Superior. Other foreign papers in many other languages are also published in the state, however, most of them are weeklies.



Modern newspaper mail room

First Syndicate Started in State

The newspaper syndicate was born in Wisconsin when A. N. Kellogg of the *Baraboo Republic* found that he was not able to set his entire paper each week because of a shortage of help. Instead of reducing the size of his paper he ordered pages already printed from the *Wisconsin State Journal* in Madison and printed his local news on the other side of these pages. Within a short time hundreds of weekly newspapers were following this practice with both editorial copy and advertising material.

The Agricultural Press

The fourth major type of publication in Wisconsin is the farm paper or farm journal. Usually in magazine form, these publications deal primarily with farm news, farm problems, and agricultural legislation. Most farmers in Wisconsin subscribe to at least one farm paper to supplement their weekly and daily newspaper coverage.

The first farm publication to appear in Wisconsin was the *Wisconsin Farmer,* which was founded in Racine in 1849. In 1929 it merged with the *Wisconsin Agriculturist* and became the *Wisconsin Agriculturist and Farmer.* Other farm papers now printed in the state include the *Hoard's Dairyman,* founded by William Dempster Hoard in 1870; *The Dairyland News;* the *Cheese Reporter,* and the *Butter and Cheese Journal.*

Exposition Press Facilities

Reporters, editors, and writers, from all parts of the nation use the facilities of the newly constructed Press and Radio Building to disseminate the news of the Exposition to the world. All the conveniences and facilities for the effective reporting of the Exposition are provided in the building. Press exhibits are featured in the building and weekly

newspapers will compete for prizes in editorial, make-up, and headline competition.

Radio Hall

For the first time in the history of the State Fair Park, radio stations have a modern, fully equipped studio where programs originate and are broadcast to the entire nation. There has been constructed a modern radio hall large enough to seat an audience of 1500 people. To insure a completely satisfactory building a committee consisting of station managers, radio engineers, and representatives of the telephone company worked with the Exposition staff in the planning and construction of this hall. A stage large enough to accommodate any type of program has been erected.

At each side of the stage is a well equipped control booth complete with tilted double pane glass to insure perfect vision and sound proofing. Two control booths have been built to enable the engineering staff of one program to set up while another program is still in progress. In this manner instant switching of programs is possible. Audiences are able to see not only the performers but also the intricate engineering and planning that is part of every radio broadcast.

Full Radio Coverage

Radio Hall is one of the busiest buildings on the Exposition grounds. Programs begin as early as five thirty in the morning and continue until the Exposition grounds are closed at midnight. Several programs originate from Radio Hall every day for twenty three days while others of a more specialized nature are broadcast only once.

The individual shows themselves offer a combined program full of variety. Early morning and noon hour finds our outstanding rural programs complete with market reports, latest news and weather information. During the midmorning, women of the state predominate the Radio Hall audience as some of our outstanding women reporters carry on their famous shows. Educational programs, special Centennial programs and many others fill out the busy days. Interspersed throughout the twenty three days are network shows of national fame.

Outlets at Exhibits

Everything of broadcasting importance cannot be brought to Radio Hall. For this reason all major exhibits have been wired enabling any station to plug in their equipment and broadcast at a moment's notice. Standing in a centralized location in the Industrial Building the announcer can take his unseen audience to the forest where the tree is hewn, into the lumbering mill where the tree is sawed into lumber, or to the paper mill where the crude wood pulp is transformed into all types of paper. The Industrial Show is but one example.

Star Programs Featured

Many famous network shows from every part of the United States will come to the Exposition grounds. The 1948 Exposition offers that long dreamed of opportunity to see as well as hear your favorite radio program. Each one of the twenty-three days means a new and different famous radio program originating from either the Exposition grandstand or Radio Hall.

WISCONSIN IS A NATIONAL ADVERTISING CENTER

In 1948, more and more leading national companies are turning to Wisconsin advertising agencies for counsel.

One of the reasons for Wisconsin's growth as a national advertising center is the skilled advertising specialists working for Wisconsin advertising agencies.

Over 150 of these advertising specialists—the largest staff in the state—work for The Cramer-Krasselt Co., Wisconsin's oldest and largest advertising agency.

. . . That is one of the reasons why sixty-two famous organizations have selected C-K as their advertising and promotional counselors.

THE CRAMER-KRASSELT CO., 733 NORTH VAN BUREN, MILWAUKEE 2, WIS., DALY 3600



CO-ORDINATED ADVERTISING • 1896-1948

YOUR GUIDE TO

Conservation

The conservation exhibit is a two acre wonderland where the beauties of Wisconsin's natural splendor are presented in nature's authentic form.

"Alice In Dairyland"

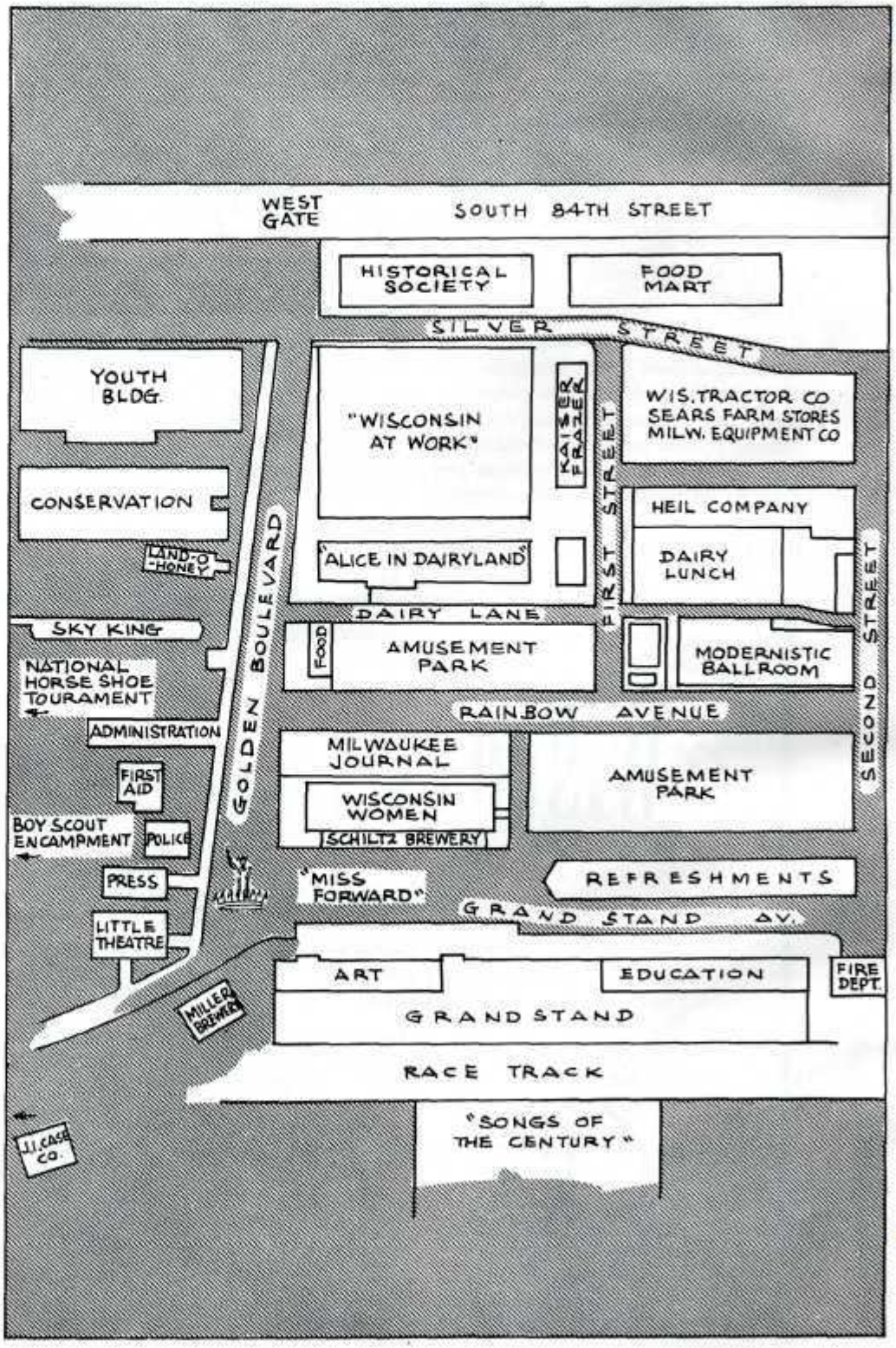
"America's Dairyland" is in the spotlight at the "Alice in Dairyland" exhibit where a phantasy featuring all dairy products is spectacularly presented.

Paul Bunyan

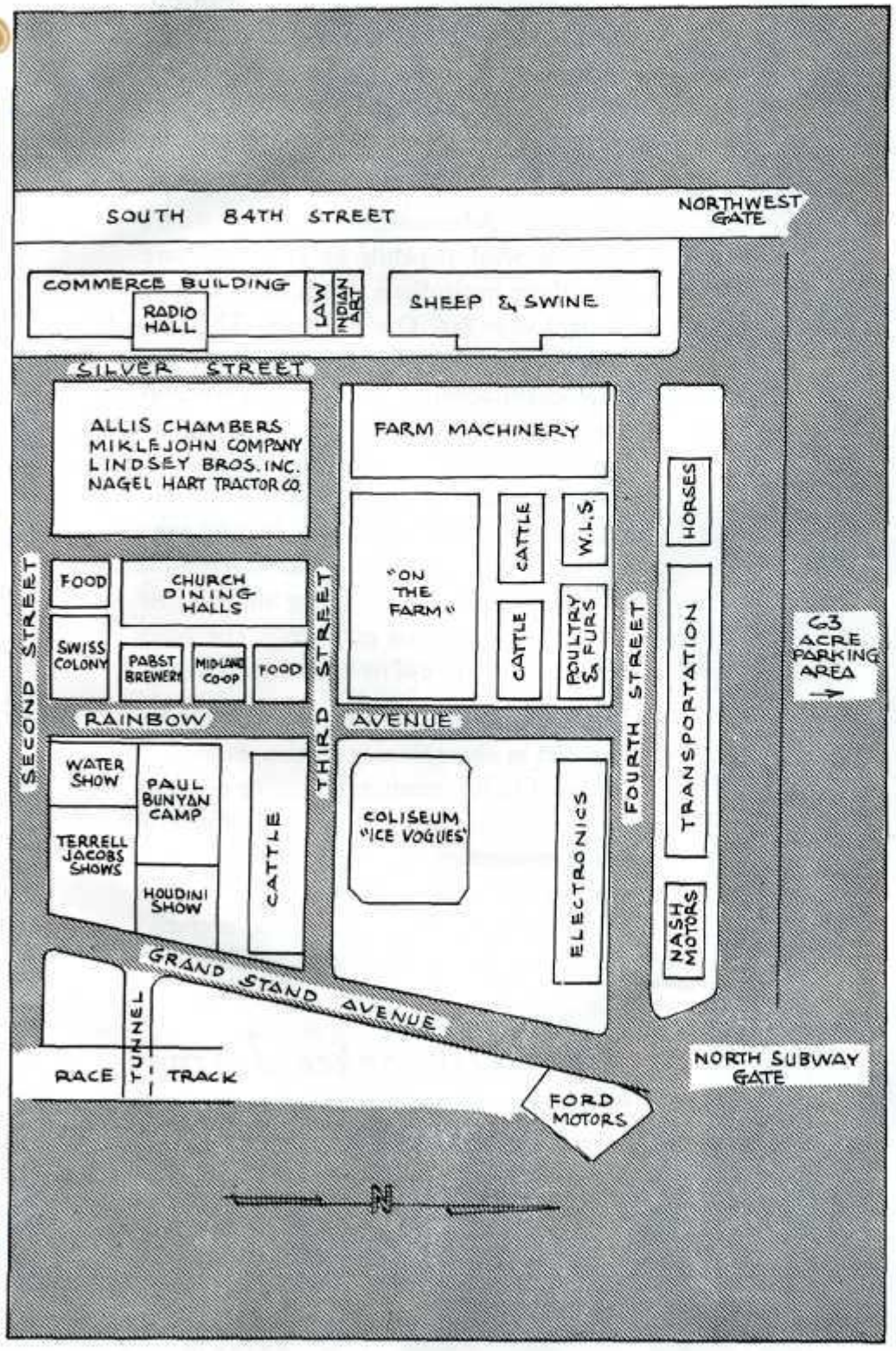
The Paul Bunyan Sports Show, the Swiss Colony, and the Houdini Mystery House offer good entertainment that is deeply rooted in the historical background of the state.

Wisconsin Youth

Wisconsin youth . . . yesterday and today, are honored at the giant youth exposition — as they take part in every phase of this Centennial Exposition.



THE EXPOSITION



Industry

"Wisconsin At Work" is a $320,000 industrial show that demonstrates every kind of manufacturing in Wisconsin. A gigantic display of Wisconsin's industrial might in 24 individual, non-commercial exhibits.

Women's Building

The charming Women's Building is a tribute to all Wisconsin women who have played such an important part in the molding of the FORWARD state.

"On The Farm"

"On the Farm" is a complete agricultural exhibit telling the history of farming in Wisconsin from the "Cradle to the Combine."

"Songs of A Century"

Famous Wisconsin stars, the nation's top speed program, and the brilliant night show "Songs of a Century" make the grandstand at the Exposition the entertainment center of the mid-west.

"For All Wisconsin"



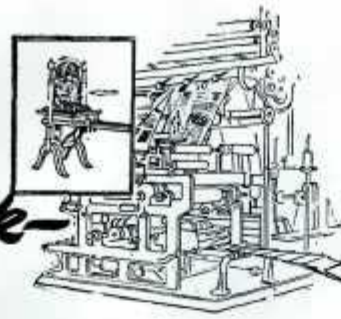
Ours is a vast heritage of lakes and running waters; of Paul Bunyan-land opened to the outdoor lover and fringed with the works of the dairyman, the artisan, the scholar and the good public servant. Nor are we to forget the famed progress of Wisconsin that is ours to foster and ever turn to new achievement.

Forward! Advancement of our state's common weal depends in large measure upon those institutions which have already brought us so far. One of these—The Milwaukee Journal — for sixty-six years has daily championed a program of conservation, of reasonableness in government, of furthering the advancement of education, agriculture and industry "For All Wisconsin." From small beginnings, faithful service to its home community has won it fame as a great newspaper "doing the greatest good for the greatest number." The Journal is appreciative of its Wisconsin heritage.

In that appreciation The Journal is going forward in championing further influences for good in its community . . . in developing newsgathering facilities . . . in modernizing production processes, including the world's finest newspaper color printing . . . in public service . . . in doing everyday business with readers and advertisers.

The Milwaukee Journal

OWNED, EDITED AND PUBLISHED BY WISCONSIN PEOPLE FOR WISCONSIN PEOPLE



Quick—how long is 100 years?

ONE hundred years can be a lifetime . . . or one hundred years can be a mere tick of eternity's timepiece. In the course of a century—back in the Dark Ages for example—100 years several times over was lost to the cause of civilization. In the 100 years just passed, the state of Wisconsin was born in the wilderness of the northwest, nourished with the youthful vigor of hardy pioneers, and developed into its greatness of today.

Yet, eleven years before Wisconsin became a state in 1848, a young printer, fighting the dread disease of tuberculosis, but ever believing in the power of progress through an informal public, put out the first issue of the Milwaukee Sentinel.

And for 111 years, the Sentinel has moved forward with the state of Wisconsin, constantly alert to its needs, and always looking ahead to a progressive future.

When Wisconsin was about to come into statehood, 100 years ago, the Sentinel fought so vigorously for a sound constitution, that a second convention was called and Rufus King, then Sentinel editor, was named as a member to help in its formation.

Progress is built on knowledge and the Sentinel soon increased its facilities to better serve its readers. In the fall of 1846, it installed the first power press in the northwest. On January 15, 1848, the first telegram ever to be received in Wisconsin was flashed into the Sentinel office.

Milwaukee's splendid public library system with nearly a million volumes, is a direct outgrowth of the Sentinel's free reading room. Through a vigorous campaign instituted by the Sentinel under editor Gen. Rufus King, the foundation of Milwaukee's great public school system was laid and that same editor was named first superintendent of schools.

Throughout its 111 year history, the Sentinel has given wholehearted, vigorous support to every worthy enterprise for the civic, commercial, industrial, and cultural improvement of Milwaukee and Wisconsin.

Only a little more than a year ago, the Sentinel's expose of the Communists that had gained a strong foothold in Wisconsin resulted in a federal investigation that broke the back of that party's power in the state.

Unceasing effort on the part of the Sentinel brought Wisconsin the commercial air facilities it enjoys today. Prior to the Sentinel's vigorous campaign for increased air service, no transcontinental airlines served Wisconsin. Today there are two, offering quick convenient passage, to either coast.

The Sentinel has repeatedly fought for the development of Maitland field, on Milwaukee's lakefront, as a downtown airport that would bring a greater volume of business and prosperity to Milwaukee and the state.

Expressways, the clearance of blighted areas, an adequate sports stadium, and other necessary civic improvements are now on the docket.

Yes, 100 years is a long time, 111 even a little longer, but the true measure of the centuries is not in hours—or days—or years . . . but in what is accomplished for the betterment of life during that time.



MILWAUKEE SENTINEL

The Newspaper Wisconsin Grew Up With



Lincoln Circle



Waelderhaus—Home of Girl Scouts

WISCONSIN FORWARD

A happy balance of thriving agriculture and productive industry is the sound basis for Wisconsin's promising second century.

For three-quarters of Wisconsin's statehood, the Kohler name has been significant not only in the economic life of the people but in social developments of far-reaching importance.

Half a century ago the Kohler Co. manufacturing plant was moved into the open countryside, a pioneer example of industrial decentralization.

The resulting settlement was incorporated a dozen years thereafter as the Village of Kohler. A town plan was then begun under which the community has become known as an industrial garden village exemplifying some of the hopeful possibilities of American life.

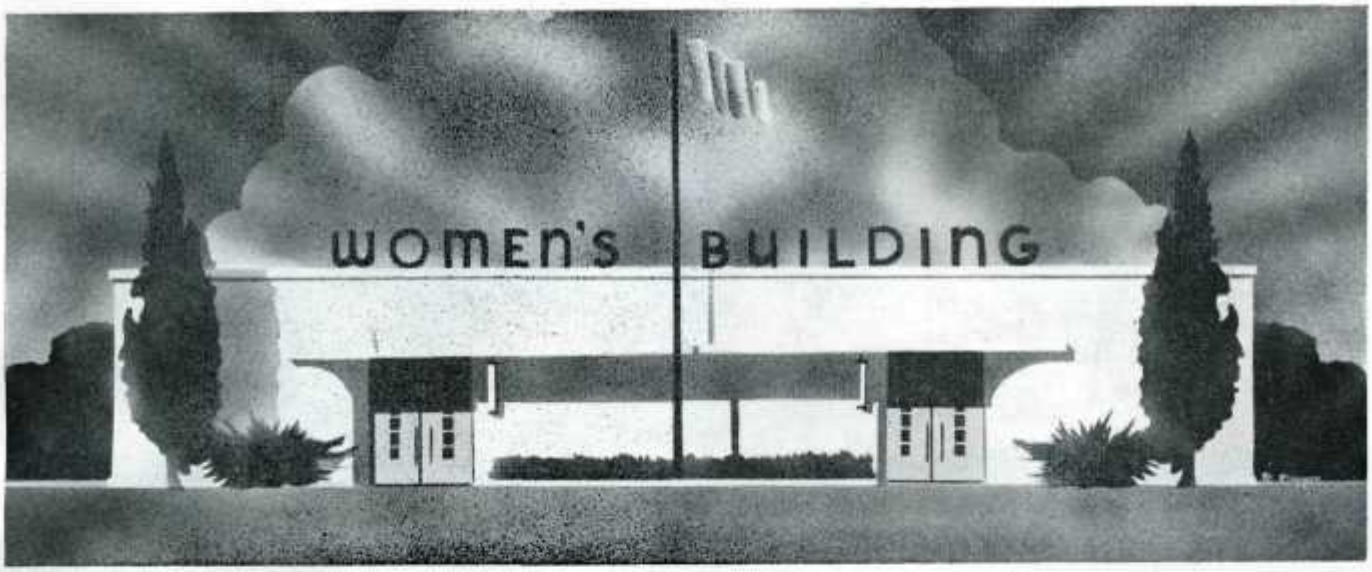
KOHLER OF KOHLER



Kohler Co. General Office

Portion of Village of Kohler—Kohler Co. factories in background





WISCONSIN WOMEN

The story of century old Wisconsin may be one of masculine brain and brawn but it's not without a feminine counterpart. The brain and brawn—the enterprise and charm and beauty of Wisconsin women have often been the power behind the throne. Mothers and their daughters have helped write the history of a state that is today one of America's great assets.

From the lake regions to the city centers, from the iron country to the dairylands, Wisconsin women of the present have joined this Centennial year in spotlighting their distinguished heritage and using it as a challenge for the future.

100 Women Plan

Against the backdrop of history, in lecture and exhibit, pageantry and song, they have been paying homage to such pioneers as Mrs. Solomon Juneau, Roseline Willard Peck, Margarethe Meyer Schurz, Cordelia Harvey, and Vinnie Ream Hoxie. In the words and deeds of countless others they have been finding inspiration. The Women's Building at the Centennial Exposition represents the climax of the women's celebration.

The Committee on Wisconsin Women, composed of one hundred representative women of the state with Mrs. Herbert V. Kohler of Kohler as chairman, is the pivotal group through which the women's centennial celebration ideas have been generated, coordinated and developed.

Famous Honorary Members

Novelist Edna Ferber, Hildegarde of radio fame, Katherine Lenroot, director of the Children's Bureau at Washington, Marguerite Wells, civic leader and former president of the National League of Women Voters, and Jessica Nelson North, writer, are honorary committee members. They represent those women of note—and there are a goodly number—who once were identified with Wisconsin but now live beyond her boundaries.



Mrs. Alexander Mitchell–one of Wisconsin's celebrated hostesses.

The Committee is responsible for the beautiful and interesting Women's Building which has as its center of interest a series of twelve historic rooms from the wigwam to the modern living room.

Historic Rooms

These rooms have been created almost in their entirety from the historic collections of household furnishings and wearing apparel made by the Committee. On the occasion of Wisconsin's one hundredth birthday, families have been happy to give or loan treasures they have held for several generations. Following the Exposition all of those articles that are gifts will go to the State Historical Society at Madison as a permanent addition to its museum.

Into each of the twelve historic rooms, reconstructed in the Women's Building, there have been placed mannequins dressed according to the period represented. The collection of wearing apparel from which these gowns and hats and wraps have been taken is without doubt one of the finest 19th and early 20th century costume collections in the midwest.

Wisconsin Indian Dwellings

The first room in the series—**the wigwam,** oblong and oval topped—represents the permanent type dwelling used for Indian family life in pre-territorial days. The mannequins show

Indian women at work sewing on buckskin and weaving a rush mat. The conical tepee was not used for family living by the tribes of Indians found in Wisconsin but rather by the Plains Indian or for temporary use on a short hunting trip.

The second room is a territorial **bedroom of 1836.** In its simplicity of design but sturdy craftsmanship, the furniture seems to represent the character of the frontier. Here the mother sits beside her baby.

Wisconsin's First Kindergarten

The story of the first kindergarten of Mrs. Carl Schurz in 1856 at Watertown is told in the third room in the series. There were six small children in Mrs. Schurz's kindergarten which was held in a building, near her home. This building still stands. Mrs. Schurz was a pupil of Froebel before she left Germany, with her distinguished husband, to come and settle in the United States.

Social Life Centered in Kitchen

A kitchen of 1860, where family life centered in that early day, is depicted in the next room. The picture is complete even to the grandmother wrapped in a shawl and sitting in a rocking chair.

Tribute is paid to the noble work of Wisconsin women during the Civil War—and especially the work of Cordelia Harvey — in the **Soldier's Aid Society workroom.** This suggests the Red Cross workroom of later periods.



Cordelia Harvey created hospitals in the north for Wisconsin Civil war casualties.



When Margarethe Meyer Schurz started the first kindergarten in Wisconsin, six Watertown children attended.

It was Mrs. Harvey who was responsible for having hospitals for wounded Wisconsin soldiers created in this healthful northern climate. She was the widow of Civil War Governor Louis P. Harvey, who was accidentally drowned on a visit to the soldiers in the south.

1870 Dining Room

The **Alexander Mitchell dining room** bespeaks the social elegance of the 70's. The original furnishings from the Mitchell mansion—which is now Milwaukee's Wisconsin Club — have been used to create this room. Mrs. Mitchell was one of Wisconsin's celebrated hostesses during this early period. Her husband was a banking and railroad executive and later a member of Congress.

First Stenographer

The next room in the series—an early office—has as its center of interest the early typewriter and, as a consequence, the early stenographer. It was in 1867 in Milwaukee that the first crude typewriter was assembled by Christopher Lathan Sholes, pat-



Such women as Frances Willard, founder of the W.C.T.U., are recalled by the historical rooms in the Women's Building.

ented the following year, but it was not until 1874 that the machine was ready for sale and so created the need for the stenographer. Mr. Sholes' daughter, Lillian, was probably the first woman to operate one of the machines.

There is romance and beauty in the eighth room in the series which is a **bridal parlor** depicting a wedding scene of the 1880's. Of special interest here are the beautiful bustled gowns—not only of the bride but also of the guests.

In the **Victorian era bedroom,** all of the elaborateness of the period is apparent in the furnishings as well as in the wardrobe displayed.

Parlor Politics

The **parlor of 1905** was created with the woman's club movement in mind for it was in the twenty year period from 1890 to 1910 that most of the important state organizations of women were founded. The parlor is the setting for a tea party of a group of women interested in organization. The notable contributions of Wisconsin women to the arts are recognized in the furnishings of the room through the use of numerous books, interesting pictures, a harp and square piano. Here again the guests are handsomely gowned according to the period.

The campaign in behalf of woman suffrage is the reason for the gathering in the **golden oak parlor of 1915.** Wisconsin was the first state in the Union to officially ratify the woman suffrage amendment in 1919.

The series of historic rooms is brought down to the present with a modern living room which is an outstanding example of the simplicity of design and functionalism that characterize present day decoration. In addition to this series of rooms the Women's Building provides lounge space created as an old fashioned garden.

Every exhibit in the Women's Building has a distinct and important purpose. The Committee on Wisconsin Women believes that the past must be used as a challenge for more constructive effort in behalf of good homemaking and good citizenship.

Each of us is a trustee of the past. We have the important task of living up to our heritage and adding something to it.



Lillian Sholes, daughter of Christopher Latham Sholes, with one of his experimental machines. Photograph taken in 1872.

THE COMMITTEE ON WISCONSIN WOMEN

The Committee on Wisconsin Women who have worked for nearly two years in the preparation of this exhibit include **Mrs. Herbert V. Kohler** as chairman; **Edna Ferber, Hildegarde, Katharine F. Lenroot, Jessica Nelson North, Marguerite M. Wells, Honorary Members.**

Mrs. George Banta, Jr., Mrs. James Bergstrom, Mrs. E. B. G. Billings, Mrs. A. L. Blackstone, Mrs. Carl Bong, Mrs. Martha Braatz, Miss Mary A. Brady, Mrs. A. J. Branstad, Miss Lucia R. Briggs, Miss Cora Brown, Mrs. G. E. Buchanan, Miss Maybell G. Bush, Miss Erna Cartwright, Mrs. George Chatterton, Mrs. William Chester, Miss Christine Christenson, Mrs. Fredrick H. Clausen, Mrs. John L. Defandorf, Mrs. Ronald A. Dougan, Miss Cecelia Doyle, Mrs. Robert C. Eby, Miss Dorothy C. Enderis, Mrs. Albert Erickson, Mrs. Otto H. Falk, Mrs. Edwin B. Fred, Mrs. C. H. Gephart, Miss Esthelle J. Glass, Nancy Grey, Mrs. Walter S. Goodland, Mrs. B. J. Haley, Mrs. William A. Hastings, Miss Elizabeth A. Hood, Mrs. Zida C. Ivey, Mrs. Owen Jackson, Mrs. Elmer Johnson, Mrs. K. L. Kleinpell, Mrs. Vincent W. Koch, Mrs. Philip F. LaFollette, Mrs. Myron Laskin, Miss Blanche L. Lee, Mrs. Michael Levin, Mrs. Bernice Lindsay, Mrs. Angus F. Lookaround, Mrs. Dorris Marks, Mrs. Robert F. Marty, Miss Fannie Medberry, Miss Lucille Meusel, Mrs. E. H. Miles, Mrs. E. H. Neese, Mrs. William A. Norris, Mrs. C. J. Otjen, Mrs. M. C. Palmer, Mrs. C. D. Partridge, Miss Charlotte R. Partridge, Mrs. Cyrus L. Philipp, Miss Gertrude Puelicher, Mrs. Peter Reiss, Mrs. Adam C. Remley, Mrs. Oscar Rennebohm, Mrs. Ora R. Rice, Mrs. George J. Ritter, Miss Ethel Rockwell, Mrs. Ben Roderick, Mrs. Marvin B. Rosenberry, Mrs. Martin Rutkowski, Mrs. W. S. Hyerson, Miss Ellen C. Sabin, Mrs. Thomas J. Sandeman, Mrs. Anthony J. Scholter, Mrs. A. W. Schorger, Miss Jennie T. Schrage, Mrs. Stewart Scrimshaw, Mrs. S. F. Shattuck, Mrs. Henry G. Shellow, Mrs. Gertrude Taylor Slaughter, Miss Evelyn Smith, Mrs. Lawrence Smith, Mrs. John A. Strathearn, Mrs. Helen Kimberly Stuart, Mrs. George Thompson, Mrs. F. N. Trowbridge, Mrs. Mark G. Troxell, Miss Paula Uihlein, Mrs. Robert Uihlein, Mrs. Douglas S. Van Dyke, Mrs. Max Van Hecke, Mrs. Charles Veslak, Miss Dorothy Walker, Mrs. Beatrice Weiland, Mrs. John West, Miss Helen White, Mrs. Josiah D. Whitney, III, Mrs. Alexander Wiley, Miss Charlotte Wollaeger, and Mrs. B. C. Ziegler.

Wisconsin's Centennial Prayer



God of ages past, Father of all, with thankful hearts we of Wisconsin pause at this, our one hundreth milestone, for retrospection and contemplation. May it also be an hour of humble, searching introspection.

We thank Thee for the sturdy pioneers and those who followed in their paths, who with sacrifice and undaunted courage laid for our beloved State such an enviable foundation upon which to build.

We thank Thee for the forests and fields, the lakes and rivers with which Thou hast so richly endowed us. May we hold their beauty sacred.

Teach us how to live so that Thy Kingdom may come on Earth. May the hymns that emanate from our churches, the happy laughter resounding in our homes, the recitations heard in our classrooms, the whirr of our wheels of industry all blend into a symphony of consecrated thinking and doing.

Purge us from prejudice and hate, uniting us through spiritual understanding into one formed of many, striving for common humanitarian goals.

Hold the motto our forefathers chose emblazoned before us so that we may ever venture forward to new heights, making our beloved Wisconsin an ever better abode for thy children and a credit to our nation.

All this we ask with grateful hearts.

Amen

Written by Dorothy Caroline Enderis of Milwaukee

A TRIBUTE TO WISCONSIN

We are proud to be a part of Wisconsin. One hundred years of progress has made Wisconsin one of this nation's greatest states. We are proud of its history — the history made by great people. We are proud of its rich, flowing future — the future of our dairies and farms and industry and the future our children will build. Forward, Wisconsin.



The world's finest soap is made in Wisconsin

John Hanser Soap Co.

MILWAUKEE, WIS.

HOLEPROOF SINCE 1872

has been making an important contribution to Wisconsin's $150,000,000 Apparel Industry With These 3 World Famous Lines.

Proportioned Nylons of Note by HOLEPROOF

Men's Socks by HOLEPROOF *for every occasion*

Luxite* Underthings, Sleepwear and Girdles

AND AS IN 1872

HOLEPROOF* *concentrates on quality*

*® Holeproof Hosiery Company, Milwaukee 1, Wisconsin. In Canada: London, Ontario.
World Famous Men's Socks ☆ Women's Proportioned Stockings ☆ Luxite Underthings, Sleepwear and Girdles.

just about everyone in

There's a Schuster customer way up in the northernmost tip of Wisconsin who tells us she does all her shopping at Schuster's. That delights us, of course, but it doesn't surprise us. For there's not a city, village or section of the entire state that we haven't served through the mails. Ever since 1884, 64 years ago, countless folks, all over the state, have been learning that they can always depend on Schuster's whether they shop by mail or in person. And the good word gets around!

folks all over the state listen to Carla, our popular radio commentator. WTMJ — 11:45 a.m. Mondays through Fridays.

they read the Schuster ads directed to them in the Milwaukee newspapers

they write us regularly and we shop for them with utmost care and promptness.

whenever they're in town they visit Schuster's and always find what they want.

DURING Wisconsin's Centennial celebration, we especially welcome our out-of-town friends to Milwaukee and Schuster's. We're welcoming many new friends too, eager that they become acquainted with the many advantages of shopping at Schuster's. So whether you live in town or out of town, won't you pay us a visit?

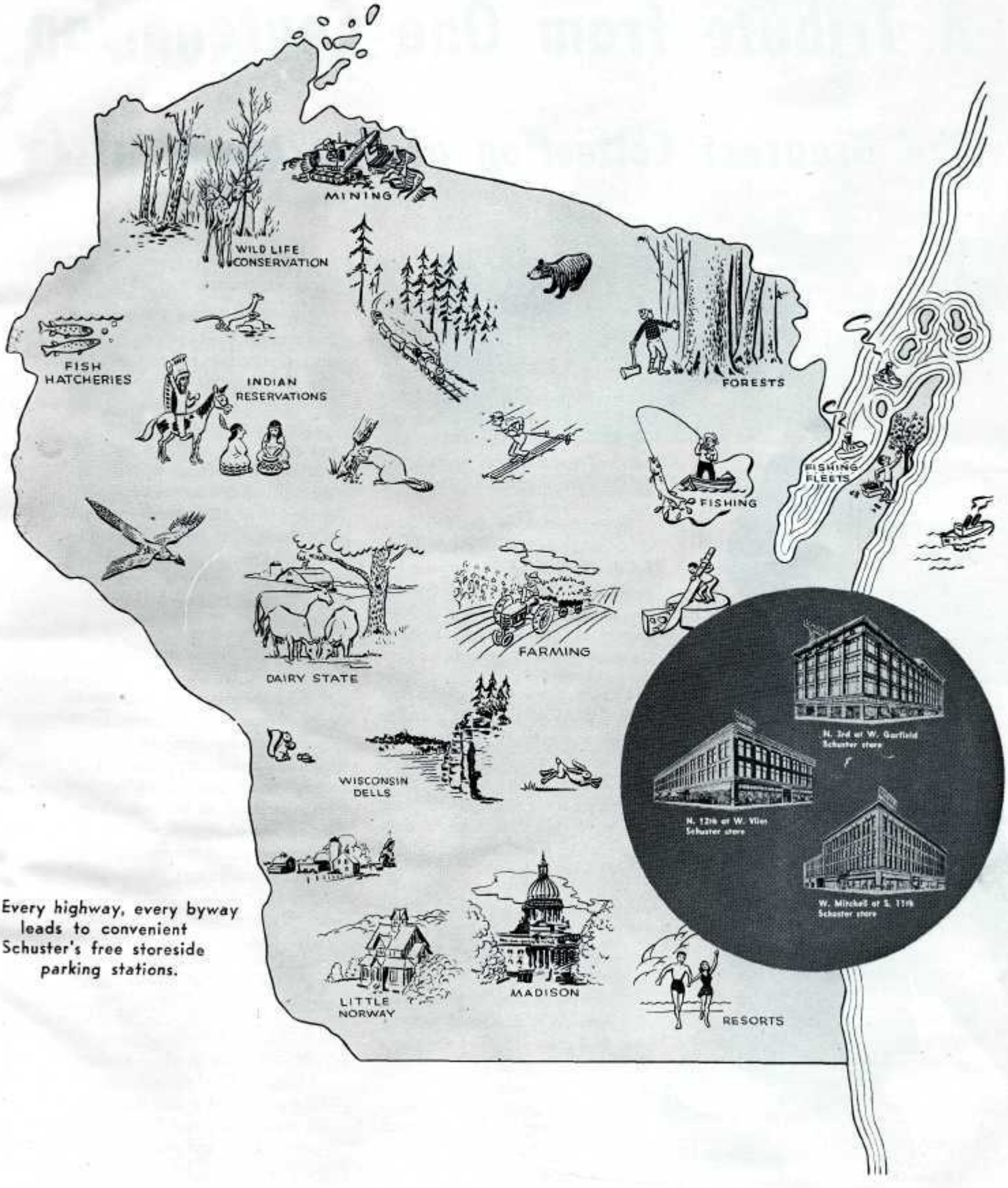
the store most Milwaukeeans prefer

Schuster's

. . . founded 1884 . . .

Milwaukee, Wisconsin

Wisconsin knows *Schuster's*



Every highway, every byway leads to convenient Schuster's free storeside parking stations.

A Tribute from One Centenarian

The Greatest Collection of Wisconsin Art in

WHEN you're busy, as the good people of Wisconsin and Gimbels know, time flies too quickly to allow for much reflection. Maybe once in a hundred years you can sit down and say, "How did all this begin, anyway?"



Adam Gimbel 1842

That's what Wisconsin is doing now, reflecting on the achievements of its people over the period of its 100 years of statehood. And that's why Gimbels tribute is heartfelt. For it was only six years ago that Gimbels passed its own century mark. So the people of Gimbels can say, from experience, "The first hundred years are the hardest, the best hundred years lie ahead."

In celebration of the first hundred years of Wisconsin's statehood, Gimbels of Milwaukee has established the Gimbels Wisconsin Centennial Art Collection, now on display in The Women's Building on the Centennial grounds.

Closely linked with the development of community life, Gimbels sought a means of commemmoration which would at once reflect that life in all the richness of its varied phases, and emphasize those ideals of initiative and courage which make for greatness in a state and in a store.

Just as the state is the sum total of the efforts of its citizens, so the store is the sum total of its services to the community. To the long list of Gimbels services now is added the Gimbels Wisconsin Centennial Art Collection . . . a tribute to a great state from a great store.

Thirty-two paintings by Wisconsin artists comprise the collection, which secures for Wisconsin and its citizens a permanent memorial relating to all aspects of the life and history of the state.

Gimbels of Milwaukee hopes in this manner to encourage Wisconsin art and artists and to enrich the state by donating these works of art after the Centennial celebration to the art museum or educational institution that a sponsoring committee will decide upon. Honorary chairman of this committee is Governor Oscar H. Rennebohm, and the chairman is Senator Alexander Wiley. Members will consist of outstanding educators and civic leaders from all over the state.

Twenty leading artists of the state were commissioned to do one canvas each for the collection, and 12 other paintings were chosen by jury to bring the collection to 32. Each artist has received the commission or purchase price of $250, and 8 prizes totalling $4,150 have been awarded to the prizewinners by an out-of-state jury. The first prize was $1,000; second prize, $750; third prize, $500; fourth prize, $500; fifth prize, $500; sixth, seventh and eighth prizes, $300 each. The prizewinning canvases, together with the complete collection are now on display in the Women's Building at the Centennial Exposition.

At the close of the Centennial celebration, Gimbels will circulate the paintings as a unit throughout the state, exhibiting them in museums, schools and other appropriate places in each locality, before it

to another...

One Hundred Years



From a building boasting four stories and 75 employees, Gimbels, Milwaukee, has grown today to an eight story building on the same site, where more than 2,000 employees work daily.

goes to its permanent home which will be selected by the sponsoring committee.

Gimbels of Milwaukee has chosen this fitting manner of celebrating Wisconsin's one hundred years as a state because of the natural kinship between Wisconsin and Wisconsin's largest department store.

The two centenarians, Wisconsin and Gimbels, have much in common; their age and their young spirit, their origin in the days of the pioneers, their progress along the rugged path of courage, initiative and vision. The great changes they have seen and the roles they have played in those changes.

Wisconsin and Gimbels have lived through five wars and six major panics. They have seen frontiers pushed from the Mississippi to the Pacific, and they have seen the span of the country shrink from months to hours. They have watched a pioneer merchant's pack grow into a vast organization that now spreads the Gimbel name from coast to coast.

Not only is Gimbels part of Wisconsin history, but the entire nationwide organization is owned in part by the people of Wisconsin. More than 1,000 Wisconsin stockholders share in the ownership of Gimbels, which now includes Gimbels and Saks Fifth Avenue stores from the Atlantic to the Pacific.

Gimbels of Milwaukee was the first great store in the Gimbel group. Sixty-nine Milwaukeeans, members of Gimbels 25 year club, have a record of service to the community totalling more than 2000 years. They are the people who have "grown up with their store" just as the store has grown up with the state.

How Gimbels of Milwaukee has grown in recent years is a story almost every Milwaukeean knows. Two banks of escalators have been installed, a parking pavilion has been built as a community service, new, improved apparel, housewares and furniture departments have been opened to make Gimbel-shopping more pleasant than ever.

For Gimbels of Milwaukee, although it is part of a nationwide merchandising organization with resources that cover the world, has always remained a friendly place to shop.

One reason may be the spirit of its founder, Adam Gimbel. In continuous effect since the days of his first store is the principle inscribed on Gimbels plaque:

> "If anything said or done in this store looks wrong or is wrong, we would have our customers take it for granted that we shall set it right as soon as it comes to our knowledge."

Since the stature of the store is measured by its service to the citizens, all the achievements of both state and store have a common end . . . better living for the society of individuals they serve. For Gimbels and Wisconsin know it is the people of the community and state who have made both of them "going concerns" for more than one hundred years.

Be sure to see Gimbels Wisconsin Centennial Art Collection in the Women's Building.

good names to GO buy



HERITAGE	The Right Way to Say Memorials
Yorkshire	The Right Way to Say Smokers' Articles
HONEYLANE	The Right Way to Say Girls' Wear
Fairlyn	The Right to Way to Say Fabrics
Fraternity Flap	The Right Way to Say Older Boys' Clothing
Regal Purple	The Right Way to Say Women's Hosiery
PASTIMES	The Right Way to Say Toys and Games
Pilgrim	The Right Way to Say Men's Furnishings
Fashion Tailored	The Right Way to Say Men's Clothing
Growth Jr.	For Little Boys' Clothing and Furnishings
COLDSPOT	The Right Way to Say Refrig'tors, Freezers
Graysville	For Boys' Furnishings and Boys' Clothing
BILTWEL	The Right Way to Say Children's Shoes
MASTER-MIXED	The Right Way to Say Paint and Varnish
Gold Band	The Right Way to Say Boys' and Men's Shoes
WORKMASTER	The Right Way to Say Painters' Supplies
DAVID BRADLEY	The Right Way to Say Farm Equipment
Mark of Honor	The Right Way to Say Housewares
CRAFTSMAN	The Right Way to Say Hardware and Tools
Jeepers	The Right Way to Say Tennis Shoes
Gale	The Right Way to Say Scientific Supports
Charmode	For Women's Intimate Apparel
KINDERTOWN	For Infants' Wear, Furniture, Accessories
J.C.Higgins	The Right Way to Say Sporting Goods
Elgin	For Outboard Motors, Boats and Supplies
Tradition	The Right Way to Say Diamonds
Kerrybrooke	For Wom. Fashions, Shoes, Cost. Jewelry
FARM MASTER	The Right Way to Say Dairy Supplies, Farm Supplies, Poultry Supplies, Baby Chicks
Silvertone	The Right Way to Say Radios, Radio Supplies, Public Address Systems, Phonographs and Supplies
HERCULES	The Right Way to Say Work Clothing, Men's Sportswear
KENMORE	For Lighting Fixtures, Electrical Appliances, Building Materials, Plumbing, Heating, Kitchen and Bathroom Equipment
Wearmaster	The Right Way to Say Men's Work Shoes and Men's Rubber Footwear
HEARTHSIDE	The Right Way to Say Sewing Accessories, Wool Yarns, Looms, Crochet Cotton
ALLSTATE	The Right Way to Say Automobile Parts, Automotive, Motorcycle and Tractor Supplies; Batteries, Tires and Tubes
KENMORE	The Right Way to Say Sewing Machines, Vacuum Cleaners, Washing Machines, Electrical Appliances, Stoves & Heaters
TOWER	The Right Way to Say Photographic Equipment, Binoculars, Stationery, School and Office Supplies
	For Home Furnishings, Clocks, Silverplate, Tableware, Yard Goods, Lamps, Domestics, Wallpaper, Rugs and Linoleum
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WISCONSIN ART

Wisconsin commemorates her centennial with wise recognition that "art outlasts all other forms of human endeavor," as Ernest Sutherland Bates prefaced his edition of the Bible. In many ways, art reflects better than any other medium the ways of a people.

History in Pictures

Five art shows take place during this Exposition. In the gallery under the grandstand and dotted throughout state fair park, there is a wealth of pictorial records of Wisconsin's first 100 years. They show not only the ability of our finest and foremost artists, but the awareness of the value of this means of preserving our history.

The five formal shows are:

Contemporary Wisconsin Art
August 7-17
Gimbel Centennial Collection
August 7-29
Wisconsin's Art Heritage
August 7-17
Sunday Painters
August 19-29
Creative Youth
August 19-29

Contemporary Show

The Contemporary Wisconsin Art Show is a survey of the best works by state artists within the past fifteen years. It contains oils, water colors, sculpture, drawings and prints, each in all their categories.



A second grader's alabastrine painting. "My Uncle's Barn."

Wisconsinites All

All artists represented are either Wisconsin-born, have lived in this state for at least five years, or they are presently living and painting here. Upon invitation, approximately 100 of them offered the work of their choice to the Centennial sub-committee on art, headed by G. Burton Cumming, Director, Milwaukee Art Institute. Others submitted to competitive examination by a jury of eminent out-of-state artists, whose selections are also part of the show. The jury included Ben Shahn, New Jersey modernist whose works have been given frequent showing at the New York Museum of Modern Art; James Lechay, Iowa painter-teacher; and Mildred Holzhauer, of the Newark Art Museum.

Gimbel Collection

The Gimbel Centennial Art Collection of 32 works, 20 commissioned, reflect the best state talent. Each artist, inspired by Wisconsin, past, present, or future, has interpreted some aspect of this state. The Exposition show will be their unveiling to the public. This civic gesture on the part of Gimbel's Store, Milwaukee, has for its purpose, the introduction of Wisconsin to the nation through the channel of art. Eventually the collection will be given to a Wisconsin institution.

Painting for Business

The history of art in Wisconsin follows the pattern of other frontier areas. It is prefaced by the early painter-reporters whose goal was to create a likeness of a person or a place rather than a picture for its own aesthetic value. Pioneers were not having their portraits painted before their homes were built or game trapped for food. But land companies did want to advertise and paintings were a medium of carrying on their business.



JOHN STEUART CURRY

The first federal land office opened in 1834. Two years later, when Wisconsin with its 11,000 inhabitants organized into a territory, towns had been formed where culture could take root. Military garrisons often had educated men commanding them, such as Col. William Whistler, James McNeil Whistler's uncle, who came to Green Bay bringing with him some of the illustrious Whistler tradition.

Used Few Colors

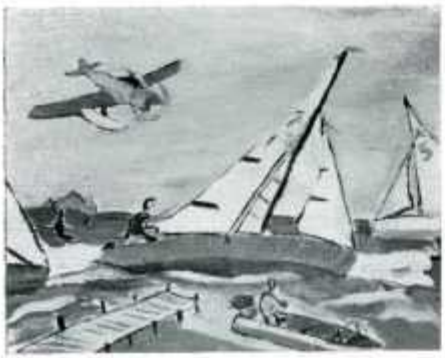
While art to the pioneer was still but a method of preserving the image of men and places, an advertisement had already appeared in a Milwaukee newspaper in 1842 for a course in drawing and painting and this same city was supporting two portrait painters. An academy of fine arts was forming. "Death on a Pale Horse" had been exhibited at a church and citizens had responded to the lure of an advertisement of a picture of the Mississippi River which proclaimed that "both sides of the river can be seen at the same time." Spectators were eager to pay an admission charge to view this wonder of the panorama painters.

German Influx

Later the economic, political and social upheaval in Germany started a stream of immigration to America. German society-published books described the fertile ground for setting up liberal ideals and making a new Germany. Chapters were devoted to Wisconsin as a land of promise, with climate moderated by the Great Lakes; public lands being sold at low prices to encourage population; the policy of no public debt; and election laws which permitted an alien to vote after two years' residence. This irresistable picture of the opportunity for freedom, wealth, and political power drew half a million Germans to America between 1850 and 1860; and almost a million by 1870.

Heinrich Vianden arrived from Poppelsdorf in 1849, settled near Forest Home cemetery, and started to encourage art pupils to paint the trees of his farm, receive his "lusty criticisms," and, in the case of Carl Marr, to go off to Germany and eventually become director of the Royal Academy of Munich.

The influence of such men made a deep imprint. The Art Heritage Show of 60 Wisconsin-owned masterpieces reveals the best results of 100 years of collecting, according to G. Burton Cumming, chairman of the state subcommittee on art.



"Sailboat Race" by a ten year-old Milwaukeean

Sunday Painters

The Sunday painters are those hundreds of amateurs from every walk of life who have been sufficiently inspired by their environment to feel the need of expression in the form of painting and drawing. These men and women paint as a hobby in their leisure time. They set up their easels on a river bank or in a spare-room-studio, and give vent to their feelings on man and nature.

Aaron Bohrod, Judge

Selection of the Sunday Painters' Show was made by Aaron Bohrod, newly appointed artist-in-residence at the University of Wisconsin. It was his first official act after coming from Chicago to take the place of the late John Steuart Curry.

Wisconsin has perhaps done more than any other state to encourage amateurs to paint. The chief function of the University artist-in-residence is to encourage them and lead in the formation of local painting groups. He is attached to the College of Agriculture. Fifteen counties have some sort of organized art activity, where hobby painters meet and paint together, according to James Schwalbach, exposition gallery chairman. This is the ninth year of rural amateur shows. Four years ago, regional shows started.

Creative Youth

Creative Youth is the school art show. It is divided into four age groups, and arranged by the art teachers of the state.

"These are more than just pictures," Mr. Schwalbach explains. "They are a demonstration of the development of the art concept in a child. Too many adults misinterpret a child's work. If the picture is of a cow, they look to see if the drawing is right. They seek interpretation of subject material. But there is no pure pattern in a child's painting any more than there is in the amateur's. Both approach their subject without the trained artist's eye of seeing ways of interpreting it."

Child Art

So it is the approach of the onlooker which determines the degree of enjoyment in the Creative Youth Show. When looking at the first age group, by primary and kindergarten children, remember that the pictures by children of this age are primarily manipulative. The enjoyment of their makers is much the same as derived from twiddling their toes in mud. It is physical pleasure for them to paint on a page in various shapes and forms. To them it is sheer magic when something happens on that page as a result. Children's paintings are reasonably abstract, intuitively rather than consciously good in design. They are bold and far from realistic. They put color onto paper and then see in it a picture. They do not draw a picture of something.



An early Wisconsin primitive discovery

Talent Buds

Look for the beginning of individual talent only when approaching the senior high group of pictures. At this age, the young artist is commencing to feel his way along paths of art. He starts to attach importance to ways of painting. Though still bent upon putting across an idea, he begins to investigate methods, and techniques.

If the young people's show seems astonishing, remember that the university has been teaching creative art by radio for 12 years, and that 53,000 youngsters have been listening regularly every week. Wisconsin is the first state in the nation to conduct radio art and crafts programs. Canada does the same thing now, and many other states, but Wisconsin is still the leader, and before starting, representatives invariably go to the university for information, then pattern their own series similarly.

Daily Gallery Tours

A gallery tour is conducted every day, 2:30 p.m. by someone who knows the answers to your questions. He may be a museum director, an artist or a teacher. Additionally, several art students are on hand to make your tour under the grandstand more worthwhile.



One of today's many fine schools

WISCONSIN EDUCATION

It's the boy who makes the man; the girl who makes the woman.

The school, together with home and church, makes the boy and girl — Makes them into good or careless citizens; expert or inexpert molders of the world.

With complexities of living mounting all over the globe, education must always become better and better. How this is being done successfully in Wisconsin is shown in the Education Exhibit in North Grandstand Hall.

This state's investment in education is stupifying.

Add up the statistics in these various exhibits and you find that more than 675,000 persons, young and not-so-young, are attending public schools in 1948.

They are being taught by approximately 29,000 teachers.

More than 8,500 buildings are devoted to these school purposes.

All this represents an investment in excess of $335,000,000.

Institutions represented in these exhibits, furthermore, do not include the many excellent commercial and technical schools, seminaries for the training of clergy and nuns, private schools and specialized academies.

Today's school, you will note, isn't the one of your time or ours. The changes start with the kindergarten.

Education to Fit the Child

Today's curriculum is adjusted to the individual child. Sounds like a return to the little red schoolhouse? No. **Then** every pupil might have been in the same room but a different grade, and the harassed teacher listened to one recite what he had been memorizing while she was listening to another. **Now** the roomful of pupils is divided according to individual interests and ability, and the teacher works with them first on one project then another.

New Teaching Methods

Today, facts are given in the size and kind of doses best received. In the most advanced techniques, instead of the homogeneous academic grade 1-A of yesterday, every pupil of an ungraded primary you see portrayed is an individual placed in a group to which he adjusts socially and where he can progress in accordance with his own ability.

Observe how today's classes enter the laboratory, the shop, the Little Theater, the athletic field. See how pupils learn to wield a gavel to call an assembly to order; to cook soup; to make photographic records. These are tools, it is believed today, the same as the ability to construct a sentence or to think in a straight line.

If you are accustomed to associating educational exhibits with what is dull and academic, you will be surprised. The Education Exhibit at the Exposition is definitely out of the groove. It is creatively planned, not by individual institutions but by classifications of schools, such as teachers' colleges; vocational schools and others. Each group has combed its resources for dramatic devices, moving models and graphic materials demonstrating the psychology of attention. All the most modern adjuncts of audio-visual education are trained on you, the visitor.



Modern schoolroom; curtains close to form movie screen

Some take you back to the earliest public schools in Wisconsin which were, by the way, about as public as a millionaire's bank vault. You had to have the right name to get in. The right names were those with sufficient money to hire the teacher and enough willingness to spare the kids from the chores of pioneer life.

Early Schools

The first school in Milwaukee, for instance, was started solely for the purpose of educating Solomon Juneau's children. Even as late as 1845, out of a school population of 325, only 30 children were attending classes in Wisconsin's metropolis.

This does not mean that Wisconsin was not education-minded. The early settlers felt strongly that their children should learn the three R's. At the French trading posts, the missionaries put schooling second only to the building up of their churches. At the later military forts Howard, Crawford and Winnebago, at what are now Green Bay, Prairie du Chien and Portage, the schools included the Indian children roundabout.

The curve of literacy in Wisconsin shows you that long before Wisconsin became a state there were only 1,551 persons out of the territory's 305,391 inhabitants unable to read and write in some one language.

Education and Statehood

Follow the march of time. In "the year of decision," as Bernard De Vota calls 1846, when congress was admitting states two by two—one slave for every free territory—Wisconsin was also agitating for statehood. One of the principal arguments advanced was the need for a state system of public schools. The goal of those enthusiastic territorialists was missed that year because they wrote too many radical provisions into their proposed state constitution. They were young —their average age was 38—but they learned. Two years later they omitted such controversial issues as property ownership by married women, and statehood was voted them.

Figures contributed by municipal departments of leisure time activities show why Wisconsin has succeeded as a melting pot during these 100 years. Wisconsin education has accompanied its stress upon day schools with a policy of "the lighted schoolhouse," by which adults, in night classes, are still constantly keeping up with their children.

Wisconsin is the only state in the union which has two distinct systems of public education. Its vocational school system, separate from its department of public instruction, is famous throughout the world and widely copied both here and abroad.

University Centennial

Since the first state legislature passed an act to establish a university, the University of Wisconsin exhibit celebrates not only the state's but its own centennial. Against the familiar cardinal and white background, it projects translucent pictures indicating its varied contributions and services.

A three-way light flashes upon a huge map of the libraries of Wisconsin, from the first four of 1878, to the 200 of today, to the 16 county libraries which have adapted their services to rural needs.



Pupils informally go about their projects

Informative – Entertaining – Exhibit

Every modern method of presentation has been used to make this education exhibit interesting, informative, and entertaining.

As you view the education exhibit you will see how clearly it tells the story of our state. Our far-sighted fore fathers laid the foundations for a fine educational system and good legislation and individual leaders have maintained our record of continual achievement.



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- Stenographic, 6 to 8 mos.
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- Commercial Teacher—Training, 1 yr. (college graduates only)
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A Perfect Day

Words and Music by
CARRIE JACOBS-BOND



WISCONSIN MUSIC

Wisconsin has always made music. Before the first settler who managed to tote a melodeon westward with him, her woods and streams echoed to hymns of praise for the Giver of her grandeurs. Her earliest Indian calls have been woven into love songs. The rhythms of her forests have found their way into a movement of a great symphony. The repose which comes after a good day has been translated into a ballad sung from one end of the land to the other.

Men and women, inspired by her skies, the rich gifts of her soil, and her rushing waters, have been moved to write music which is known throughout the world.

Pioneer voices blended into tunes which made their log cabin firesides glow with more than the heat given off by the huge pine logs. Many a plow horse has traveled the furrows of corn while strains of *After The Ball* mingled with the fragrance of the June air.

All Ages Sing

As cities grew, and neighbors could come together, Wisconsin's gemuellichkeit was made for choruses, her barbershops for quartets. Her churchly spirit flowed naturally into chorales and masses which are today among music's elite. But always she has loved a good ballad.

Wisconsin Gave Them

So Charles K. Harris, the Milwaukee banjo player, turned out many more ballads than *After The Ball* in his publishing company, before becoming so affluent that he accepted the rich rewards offered by New York.

So Eben Rexford wrote the lyrics of *Silver Threads Among the Gold* for New Yorker Hart Danks' music.

So Janesville's gentle, beloved Carrie Jacobs Bond, out of the gathering dusk, wrote her famous *When You Come To The End Of A Perfect Day.*

Alexander MacFadyn, in Milwaukee, composed in classical vein.

Wisconsin's Father of Music

If any one of these famous Wisconites could be materialized here today, and you asked for the name of Wisconsin's musical father, the answer would be unhesitating: Christopher Bach.

Bach did more than any other human being to stimulate music during Milwaukee's growing years. Look into the history of choruses, and you find that "Old Christoph" started the first one in Wisconsin. And bands? He organized the first band, whose successors in the seasons that followed filled Milwaukee parks with music which all the cold summer winds off Lake Michigan could not quench. Not only did he write, play, and conduct music; but he established a family which carried on the Bach tradition in Milwaukee for many years.

They Draw Applause

Wisconsin men and women are still making music: Hildegard in the cafes; Dennis Morgan in the movies; Lucille Meusel in opera.

Seneca Pierce is now one of New York's most prominent singing teachers.

Harriet Ware is composing there now. Remember her Toast to New York, her *Waltz At Midnight?*

John F. Carre's organ compositions stand high in all temples of music.

The youthful modernist, of La Crosse, Arthur Kreutz, is performing his *Paul Bunyan Suite* to admiring audiences.



Carrie Jacobs Bond

They haven't all gone away from their native state.

Many Remain Here

Composer Carl Eppert finds his Milwaukee mailbox yielding requests to perform his latest symphony, inspired by a recent summer in the northwoods. Thus *Timber* will follow its predecessors into the portfolios of most of the major orchestras in America.

Uno Nyman continues to compose his ensembles, in the same spot up north which inspired *Timber.*

Some have come to make Wisconsin their current home, like Jerzy Bojanowski, Polish-born conductor, who has for the past several years added luster to music in Milwaukee by leading orchestras there, in Chicago, and other American cities.

Cecil Burleigh, composer-in-residence at the University of Wisconsin; and Reuel Lahmer, holding a similar position at Cornell College, are currently producing musical works of high caliber. The latter has written a symphonic work to commemorate the state's centennial celebration, which has its premiere at the Exposition.



Harold Cooke, coordinator of Music Festival

Music Clubs Offer Opportunity

Now the musically knowing are banded together to see that each promising young musician gets his chance. As Mrs. Ronald A. Dougan, Beloit, chairman of art, music and drama of this Exposition, explains: "The Federation is the coordinator of those many groups and individuals who want to help. Through its affiliated clubs, it is the spark plug for finding them, starting them on their way, assisting those whom lack of finances might hinder, providing them with apportunities for displaying their talents, and becoming known."

Every Type of Music at Exposition

Wisconsin as an audience has never shown itself niggardly in its response. It loves everything, from the symphony down to the barber shop chord. It sings ballads, whistles sentimental ditties, listens to innumerable concerts of all kinds, and steps along with any band that plays a march.

Some of everything is here on these grounds. At one time or another during this Exposition, each kind of music loved and treasured these 100 years has its day, its night, its hour-and-a-half.

Centennial Music Festival

The Centennial Music Festival — before the grandstand two nights— August 28 and 29—is a magnificent show of all-state proportions. With 1,000 fresh young voices, a 75-piece orchestra and 500-piece school band form background for starring distinguished Wisconsin singers and instrumentalists, among them beautiful Jean Kraft of Menasha and Virginia Drake, Beaver Dam.

Young artists who have won acclaim; music students from colleges and universities; members of church, civic and music clubs; outstanding musicians of parochial and public schools, will take part.

H. C. Wegner, Madison, assisting, Harold Cooke, Director of Music, Stout Institute, Menomonie, has woven them all into a colorful extravaganza, under general direction of Mrs. Dougan. Each night will include the symphonic work, "Paul Bunyan" by Reuel Lahmer, Waukesha, conducted by Jerzy Bojanowski, Milwaukee.

Interludes of folk dancing will lend color of many nations to the spectacle.

These youngsters are the musicians of tomorrow. So hear them now. Be able to say, "I heard them when - - -"

Old, New Operettas

The Exposition Little Theater bill includes both the old and the new

Gilbert and Sullivan are back on the boards. The Shorewood Opera Chorus, a group of talented singers who attend the Shorewood Opportunity School, give *Pirates of Penzance* on August 13.



Clarence Eron and Jane Paradowski sing leads in "Blond Squaw."



Joan Dougan Schmidt, young violinist, will play before the grandstand civic night

One Was Blond

The Blond Squaw, written by Conrad Saskowski especially for this Centennial, plays three nights, August 7, 8 and 9.

Those who saw *Polonaise*, also by this gifted Milwaukee composer, account it one of the best contemporary light operas of its kind in the decade. *Blond Squaw* music is said to be "out of this world." The lyrics are catchy. The words are pert. The cast is good

Production is by the Milwaukee Civic Light Opera Company of the Milwaukee School Department of Municipal Recreation. Lorna Hooper Warfield is musical director.

River Boat, original comedy dealing with an Upper Fox river boat captain and his troubles with a traveling medicine show, will be given nightly at 7:30, August 23-27. Written by Dore Reich, Milwaukee, and Robert E. Gard, University of Wisconsin, chairman of the state drama committee, production is in the hands of the Milwaukee Players, directed by Robert E. Freidel.

Memories of Bohemia, a folk play with music, by the Kewaunee Fine Arts Club is also scheduled. Costumes, many of Czechoslovakian origin, are family treasures of those who wish to make this a community enterprise.

Barbershop Quartets

One-act plays, from drama festivals through the state, will be given during the afternoons, Aug. 23-27.

Additional attractions keep the Little Theater in constant readiness to entertain you whenever you want to escape reality for an hour or so.

A barbershop quartet contest is scheduled in Radio Hall all day Aug. 22.



GRANDSTAND ATTRACTIONS

Praise to Thee Wisconsin . . . Praise To Thee We Sing . . . The music of a century . . . the music of Wisconsin's first century forward . . . blended into the Centennial Exposition's colorful musical extravaganza "SONGS OF A CENTURY."

Some of the state's most famous sons and daughters join their talents in a chorus of praise and tribute to the state and the people of Wisconsin. Stars of the state who have achieved national and world fame are performing to the tunes of famous Wisconsin songs which keynote the evening production. This spectacular musicale consists of three acts . . . all wrapped around the songs of Carrie Jacobs Bond, Eben Rexford, William T. Purdy, and Charles K. Harris.

Wisconsin Music Featured

The production opens with a medley of college songs featuring *On Wisconsin*, and Marquette University's *Ring Out O'Hoya*. In the second act songs of the Gay Nineties bring back the lively tunes and sly glances of "the good old days." This review takes place in a palm garden atmosphere and is developed around Harris' famous waltz, *After the Ball*.

Some of Wisconsin's most famous songs highlight the third act. *I Love You Truly* and *Just A-Wearyin' for You* by Carrie Jacobs Bond, and *Silver Threads Among the Gold* by Rexford precede *Glow Worm*, a ballet number made splendrous by unusual lighting effects. *End of a Perfect Day* is the appropriate grand finale . . . the end of a perfect performance.



Charles Winninger returns home from Hollywood to play a leading comedy role in "Songs of a Century"

Wisconsin's Artists Starred

At home again after appearances on Broadway, in Hollywood, and in some cases even before kings and queens of foreign countries are four outstanding stars—Charles Winninger, comedian; Lucille Meusel, coloratura soprano; Donald Gramm, baritone; and Guila Bustabo, violinist.

A special part has been written into "Songs of a Century" for Winninger, of Athens, Wisconsin, who has become famous for his German comedian characterizations. You may know him best as the lovable "Cap'n Andy" of Edna Ferber's original Broadway production, *Show Boat*.

In 1932, he carried the same role as "Captain Henry" in the "Show Boat Hour" on radio networks. Other starring roles in *Friendly Enemies*, *Ziegfeld Follies*, *No, No, Nanette*, and *The Passing Show* were all personal triumphs for him. He is chalking up another in the Exposition's $500,000 night show.

World-famous coloratura soprano, Lucille Meusel, sings her way into **your** heart as she sings from **her** heart . . . "Songs of a Century." Miss Meusel has traveled far from her home in Green Bay. She was prima donna with the Chicago Opera Company. She was also the leading coloratura soprano with the Royal Opera, Liege, Belgium and the Havana Opera Company. Her roles as "Gilda" in *Rigoletto* and "Violetta" in *La Traviata* were internationally praised. You, too, will praise Lucille Meusel when you hear her beautiful voice singing for all Wisconsin.

"At home" is Donald Gramm, popular young baritone. Born and raised in Milwaukee he received his early musical training in this city. In 1943, at the age of 16, Gramm was the winner of the Chicagoland Music Festival. He



Lucille Meusel, world-famous coloratura soprano, sings for her home state in the night show

was also winner of the Paul La Valle Award in 1947 and winner of the Starring Young Wisconsin Artists Award the same year. Gramm has made numerous recitals and oratorio dates throughout the entire nation. He was soloist with the Chicago Symphony Orchestra at its May Festival at Cornell, College, Iowa, and soloist on ABC's Hymns of All Churches. Now the young star of the Chicago Theater of the Air is the youngest star of the state's Centennial show, "Songs of a Century."

Guila Bustabo, a native of Manitowoc, is heralded by outstanding composers, musicians and critics as the world's greatest woman violinist. She was spurred on to success by her admirer, Arturo Toscanini. She has been praised by Jan Sibelius, distinguished Finnish composer, who said of her . . . "The most brilliant violin star of today." She has played to kings and queens and now she is happy to make this appearance playing in Wisconsin during the Centennial year.

Huge Professional Cast

Well-known choruses, professional dance groups and outstanding musicians make up the cast of 76 people. There is also a 22 piece orchestra directed by Stephen Swedish of Milwaukee. Swedish and his arranger, William Boyden selected the music and arranged the musical numbers for the show.

Throughout the production background music is provided by the Romany Singers, a group of 24 Milwaukee high school and college girls lead by Miss Gloria Rodrigues. Lester Cole's famous octette and his group of "Debutantes," who have been appearing in New York, add further professional notes to the musical show. Twenty-four professional dancing girls compose the chorus under the direction of Miss Florence West, nationally-famous choreographer. Twelve Wisconsin harpists chosen and directed by Miriam Gallogly, Milwaukee harpist of radio fame, will play for the first time in any show of this nature.

Interlude acts fill the program. The Flying Zacchinis' famous trapeze artists; the Zacchini double cannon act; the Wallendas, high wire performers; Loyal Repenskys, skilled bareback riders and the Phelps, balancing artists, are some of the acts scheduled for the first two weeks.



Milwaukee's own Donald Gramm sings before the grandstand, August 7-20

Show of a Century

Following "Songs of a Century" is the "Show of a Century," August 21-27. This is the spectacular State Fair outdoor evening show produced by Barnes Carruthers Theatrical Enterprises, Inc., Chicago. The 1948 revue achieves Centennial splendor.

The cast for this show is also a huge one. Apart from the orchestra there are more than 75 professional performers in the production. Headliners of the stage include Lucienne and Ashour, noted duo which is celebrated chiefly for its brilliant Apache dances; Sylvia and Christian, renowned acrobatic dancers, and Gloria Gilbert, famed interpretative dancer.



Guila Bustabo, world's greatest woman violinist, plays in the musical extravaganza

All Professional

Outstanding groups appear within "The Show of a Century." The Hild dancing line of 24 stunning girls perform a number of their flawless precision dances. A male chorus of 10 voices comprised of carefully selected singers supply the musical setting for many of the offerings. Another professional group attraction is Dottie Mayer's famous Disappearing Water Ballet which features an array of outstanding divers.

Gorgeous costuming and unusual stage effects appear throughout the four production numbers that comprise "The Show of a Century."

Numerous large, colorful parasols set the theme for "Summer Day." A visit to Gay Paree includes the art colony in the Latin Quarter, the Eifel Tower, cabaret life and other features of Paris as seen "On the Rue de la Paix"—the second production number.

An outstanding feature of "The Disappearing Water Ballet" is the bewildering number in which the girls descend into the tank in evening gowns and reappear only seconds later attired as nymphs. Included in this act are exhibitions of Olympic, fancy and acrobatic diving.

"A Little Bit of Dresden" is seen in the fourth revue. In an old-time shop, pretty little figurines come to life and join one-another in a graceful dance routine to the rhythm of gay popular tunes.

Circus Acts Provide Thrills

Interspersed throughout the show are famous circus acts. These include the Gray Sisters, teen age xylophonists; Lyn and Linda, aerial performers; Ming and Ling, Chinese hill-billies; Lucienne and Ashour, dance team; and Paoli Frankoni, who is here from Oslo to make his first aerial appearance in this country. Some of the acts appearing the first two weeks are also a part of the "Show of a Century," August 21-27.

Complete Speed Program

A twenty day program of speed . . . harness racing, big car racing, midget racing, hot rod racing, motorcycle racing . . . stars of these orbits to guide the fast racers . . . and the Exposition is turned into the sports center of the Middle West during the month of August.

Auto Races

Mighty midgets start the racing program with sprints on Saturday, August 7 and a 100-mile midget race on Sunday, August 8. A 100-mile hot rod race follows on August 9. Big cars sprint around the track on August 10 and August 11 and then compete in a 100-mile championship race on August 15. The final day of the Exposition, Sunday, August 29, big cars race to a thrilling climax in the first official 200-mile AAA race of the nation.

Harness Races

Harness races take over the track on Monday, August 16, when Mid-West horses start their four day meet ending Thursday, August 19. Grand Circuit races get underway on Monday August 23 for four days.



Bill Holland, popular auto race star, is one of the many national champions who will race on the fast one-mile track

Motorcycle Races

Three national championship motorcycle races with national champions participating bring to Milwaukee a big field of the country's best riders on Thursday, August 12, Friday, August 27, and Saturday, August 28.

New Speed Events

On August 21 and 22 something new in Wisconsin auto racing appears on the track—stock car races. Sprints are featured the first afternoon. On the following afternoon, August 22, a 100-mile stock car race is scheduled. On August 21 as an added feature, the Wisconsin Motor Carriers Association holds the State Championship "Roadeo," a sensational program of big truck handling and semi-truck maneuvering.

Thrill Shows

Jimmie Lynch and his Death Dodgers bring in something new and dangerous in thrill shows on Friday the 13, Thrill Day at the Exposition. A second thrill show—Frank Winkley's All American Thrill Circus is the feature of the afternoon of Friday, August 20.

National champions of the racing world are stars of the speed events. Such big-time big-car drivers as Rex Mays, Bill Holland, Ted Horn, Emil Andres, Duke Nalon, George O'Connor and others are here for the Centennial races.

For many years the State Fair fast one-mile dirt track has been the site of outstanding speed events. 1948 finds it to be the speedway center of thrilling Centennial races.

Music Festival

The All-State Music Festival, lively panorama of beauty and sound, takes place before the grandstand the final two nights of the Exposition. Built around the music of Wisconsin composers and those songs which Wiscon-



Four days of harness races include Mid-West and Grand Circuit races with the nation's fastest pacers and trotters

sinites have known and loved through the century, these programs bring together composers, musicians and conductors from all parts of the commonwealth to present a spectacle unsurpassed in Wisconsin's renowned musical history.

Paul Bunyan Set to Music

Choir and orchestra present the world premiere of *Paul Bunyan,* Reuel Lahmer's symphonic setting for the words of Carl Sandberg. Carl F. Schmidt, Madison, with one of the golden voices of radio, narrates the saga of Wisconsin's early mythical woodsman; a mighty brass dissonance denoting the legendary Paul, and playful motifs describing musically each tall tale, to the buzzing of misquitoes in the woodwinds. This canon with its inspiration deeply rooted in Wisconsin folklore has a tempo which grows faster and faster and faster as the imagination of the hero runs wilder and wilder. The work, commissioned especially for the occasion, is performed under the baton of Jerzy Bojanowski, Milwaukee conductor.

Dancing by richly costumed nationality groups reflect the many ethnic groups comprising modern Wisconsin.

The program is unified by an orchestral continuity woven out of the *On Wisconsin* motif which modulates from the style and mood of each number into that of the next. Harold Cooke, Menomonie, closes the program with his own arrangements of *Deep River* and *Battle Hymn of the Republic.*

Barbershop Quartets

After a day long contest of barbershop quartets and choruses from many cities throughout Wisconsin, all contestants mass before the grandstand to demonstrate their combined talents prior to the regular night show of Aug. 22.

Barbershop harmony has swept this country like a conflagration during the past decade of its revival. Thomas F. Needham, former Milwaukeean, International Associate Secretary of the Society for the Preservation and Encouragement of Barbershop Quartet Singing in America, came back to Wisconsin from Detroit to participate in arrangements for this feature.

Fireworks Climax Shows

A spectacular series of fireworks is a colorful climax to every evening performance before the grandstand. Even this gigantic show of fireworks is fused with historic events of Wisconsin's first century. The series was especially composed for this Centennial celebration by the Thearle-Duffield Company, Chicago.

The state fair has always been known for its unusual fireworks. The Centennial series achieves even greater splendor. The display is built on a moving track 50 feet high and 300 feet long. Electricity controls the release of each display.

Hail Wisconsin!

A glorious array of entertainment before the grandstand is presented during these 23 memorable days. Afternoon entertainment is topped only by impressive evening performances. There is glamour in the Wisconsin stars of the world. There is magic beauty in the spectacular stagings. There is lilting gaiety in the heart-touching Wisconsin songs. There is excitement in the thrilling afternoon races and professional circus acts. There is entertainment for everyone. This gigantic centennial celebration is an exciting unforgettable experience from Wisconsin to Wisconsin . . . to you.



"ON THE MIDWAY"

The World's Finest Natural Aged Cheese

See us cut your cheese from selected wheels, blocks and bricks — specially chosen for our Wisconsin Centennial celebration. You'll say it's the finest cheese you ever tasted.

We Welcome You To—

The Swiss Colony

AT THE EXPOSITION

ENTERTAINMENT

Swiss Yodeling, Alpine melodies, gay, lilting music. Join in the fun in the garden.

REFRESHMENTS

Wonderful Wisconsin cheese sandwiches, cheese trays,—oh yes, beer to go with them.

Souvenir Centennial Packs

Special packages to send to your friends and the folks back home—just give us the addresses and we'll send them along.

The Swiss Colony

MONROE, WISCONSIN

PHONE 67



WISCONSIN FUN

With its roots deep in the state's history, good Wisconsin fun abounds on and about the marvel of a Midway.

Enter the "Houdini Mystery House" and see how Wisconsin's own famous magician, Houdini, did it. Bill Morton of Lincoln, Nebraska interprets the acts of the old master. Watch him "saw" a woman in half, conduct a straight jacket escape, perform the mystery of levitation—the rising up and floating through the air of his subject. These are just a few of the famous acts of Harry Houdini featured in the Mystery House.

Paul Bunyan Honored

The favorite mythical man of the Northwoods, has a show in his honor too. It's the Paul Bunyan sports show. Logging camp entertainment goes on here in the rugged style of the woodchoppers of Paul Bunyan's era. World's champion log rollers try to upset each other in daily contests. Wood choppers and canoe tippers show their might and muscles as they take part in the camp fun. No camp is complete without the "cook house," where flap jacks, beans and other typical food is dished up. You can enjoy a hearty lumberjack meal here at a popular price.

Circuses and Water Shows

You have an opportunity to learn and safely see the animals of your state in the Jessie Drost Animal show. The show from Medford, Wisconsin is made up of stuffed and mounted specimens. Real animals comprise the Terrell Jacobs Wild Animal Circus. Thirty lions and tigers are but a part of the menagerie seen under the mammoth circus top. Wisconsin is famed for its many lakes with excellent swimming facilities. What would be more appropriate than a water show. Sam Howard's "Aqua Follies" are here presenting their graceful water ballet. Comedy divers add to the fun on the Midway and an extra thrill is provided by the 125 foot finale dive.

Gigantic Midway

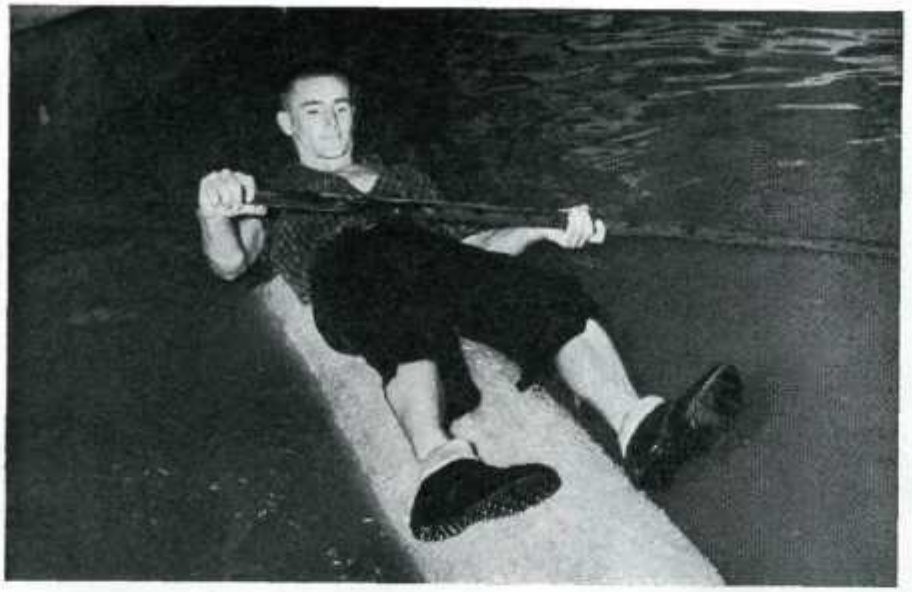
No show of a century would be complete without a gay Midway full of rides, pink cotton candy and souvenirs to take home. "Fun City" is the place. The two midways with forty fun packed rides and amusements all have the new streamlined look and new paved approaches. At no place on the grounds are there carnivals or games of chance.

A Brilliant Exposition

Fun City is one of the brightest spots on the grounds. About 10,000 feet of neon and 100,000 incandescent bulbs lighting rides and streets add greatly to the festive air of the Centennial celebration.



Up . . . up . . . and up to the top of the giant ferris wheel on the Exposition grounds. From this cool vantage spot you can look out over the celebration in full swing below you.



A bit of the Northwoods in the Paul Bunyan Camp

Authentic Swiss Colony

A little bit of Switzerland is transplanted onto the Midway. It's the Swiss Colony. If it's swiss cheese you want or fine swiss lace, this is the place to get it. In an atmosphere that betokens the cool chalet set into the Alps, sit down and enjoy some swiss food while you are entertained by swiss yodelers and pretty swiss misses, in their colorful native costumes. Stroll in the peaceful Alpine garden landscaped in true Swiss fashion. The finest old world entertainers will find you here too, as they share the shade of your large beach umbrella.

You will want to see the Swiss curio museum. It is one of the most complete and unusual ever assembled.



Marilyn Quinn, a star of "Ice Vogues of 1948" is a picture of perfection on ice.

Coliseum Ice Show

For a colorful, cool evening of entertainment, step into the Coliseum and see the spectacular "Ice Vogues of 1948." On a specially constructed ice-rink, 65 famous skating champions skim over their slick stage in 20 colorful and action-packed acts. The "Glamour-Icers" consisting of 24 lovely girls clad in gorgeous costumes show mass rhythm on ice. Individual demonstrations of skill are given by national and international skating champions.

These performances feature acrobatic ballet gyrations, speed jumping, split jumps, comedy acts and many other difficult feats on ice.

Horseshoe Pitching Tournament

The world's largest Horseshoe Pitching Tournament is on. Women as well as men are pitching for prize money and trophies. Ringers are regular occurrences for these champions and there are many to be counted during the five days of the tournament, August 16-21.

Stirring band music sounds out from the stand in the grove as bands and choruses present daily concerts. "Everybody loves a parade" . . . and every day is a different one as bands from various parts of the state march into the grounds for their part in the days program.

A Pleasant Picnic Grove

Not far from the bandstand in the grove you can find a quiet spot to relax. Sit down under one of the many shade trees on the bank of quietly flowing Honey Creek. Here tables and benches and plenty of green grass provide an ideal spot for a picnic lunch.

If you haven't packed a lunch there are more than 50 different places to eat on the grounds. All serve fresh food. Meat served at the Exposition is purchased on the grounds. When the meat arrives at the two butcher shops it is immediately inspected by state inspectors. Delicious dairy products are delivered every day in refrigerated trucks and bakers bring in fresh pies, pastries and breads daily. No matter where you stop to eat on the grounds you are assured fresh, delicious food



A quiet, shady spot along Honey Creek is ideal for a rest and a picnic lunch.

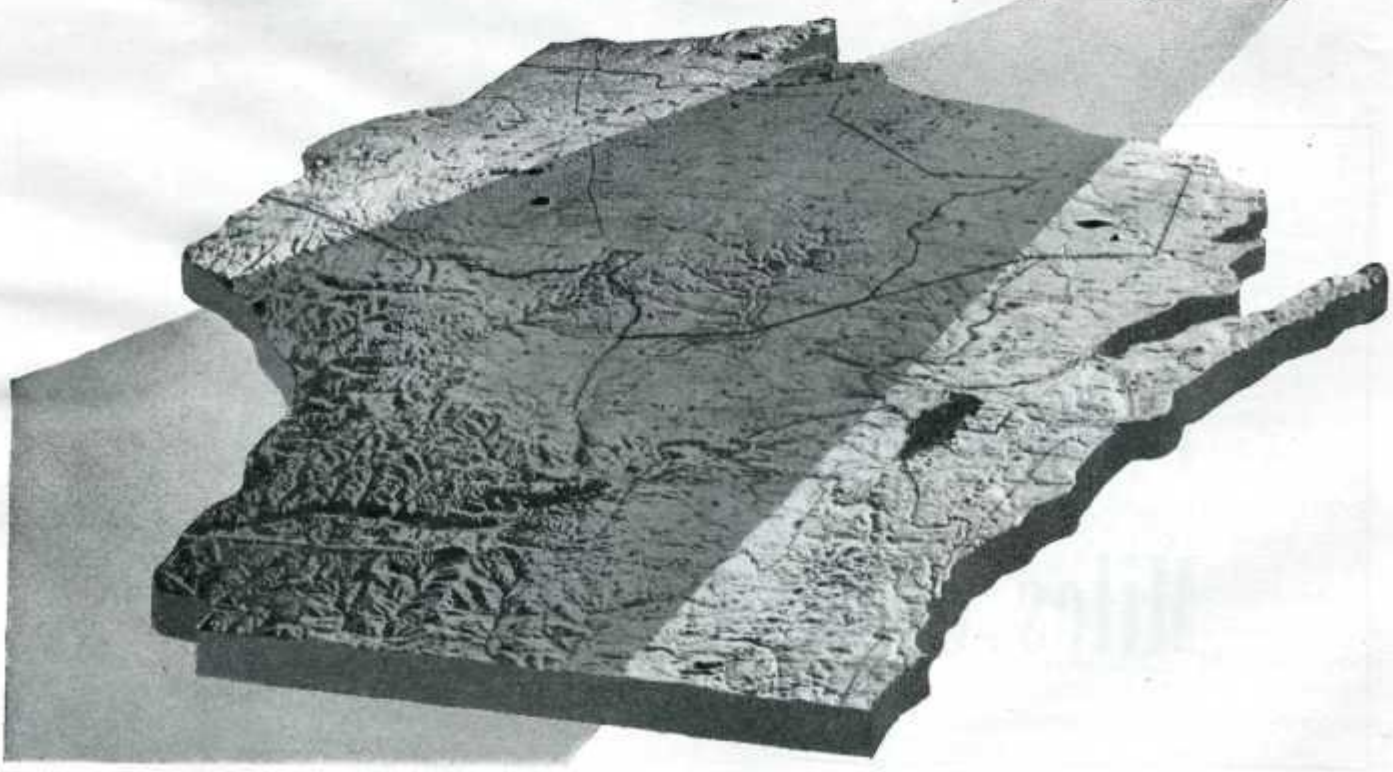
Honor Famous Wisconsinites

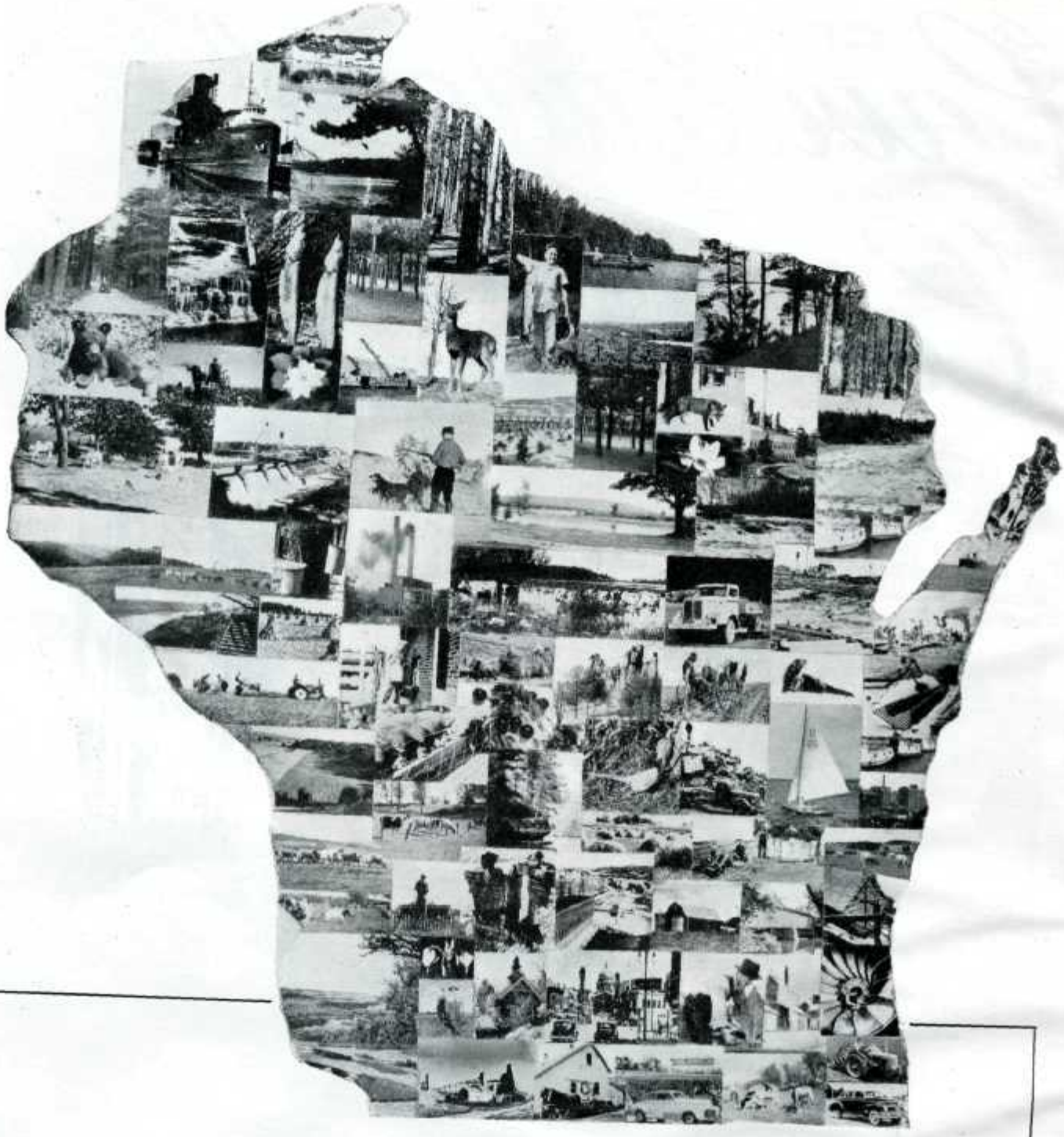
Take a pleasant stroll along Golden Boulevard where everything is the color its name denotes . . . posts are gold as are the sidewalk and the street itself. Then if you turn down Silver Street you see that everything has turned to silver. On these two streets and along Grandstand Avenue take particular note of the portraits of Wisconsin's 100 most famous people. The pictures with thumbnail sketches are arranged on the posts along the side of these three streets.

From their "posts" above the Midway these great Wisconsin people of the state's first century are looking down upon their successors celebrating the 100th birthday of the state . . . celebrating with good Wisconsin fun.

Cavalcade of Counties







"Fifty-six Thousand Square Miles of Heaven on Earth"



Seventy-one strongholds of democracy. Seventy-one individual havens in a prosperous agricultural and industrial state. Seventy-one forward-minded, well-managed counties . . . Proud heirs to a gracious mother state.

Many Wisconsin counties are older than the state. In fact, several of our counties were in existence before Wisconsin became a territory in 1836. The bulk of the white population in the early eighteen hundreds was massed around Prairie du Chien and the Green Bay fur region. With these two cities as the county seats, Brown and Crawford counties were created by proclamation of Governor Cass in 1818. Governor Cass was at that time Governor of the Michigan Territory which embraced the land we now know as Wisconsin.

There was no evidence of county government until the new county officials were commissioned in 1819. As might be expected, much of the civil order was still administered by the military since the county officials had little knowledge of law and few of them knew the American language.

Administration of early county government was not easy. The French settlers, firmly entrenched with their way of living, were aloof to the new restrictions imposed by county government. Indian trade and fur trapping were still the dominant activities and most of the settlers found little time for the adoption of American customs.

Mineral Riches—

Mineral riches attracted the first settlers to the area that is now LaFayette and Iowa counties. In 1835, J. D. Ansley, one of the early miners, smelted copper and shipped large quantities to England.

During this period the exploitation of zinc and lead deposits also began attracting settlers from every section of the nation.

Dane County was once the scene of extensive mining operations. Ebenezer Brigham opened the first lead mine near Blue Mounds in 1818 and his house later became the first post office in the county.

The one major drawback to mining operations at that time was the uncertain method of transportation. Brigham, as an example, had to transport his lead ore by wagon to either Galena or Chicago, Illinois. A perilous and expensive journey in those days.

As mineral and agricultural riches continued to attract more people to Wisconsin territory, Iowa County was formed in 1829. It was later divided to form Grant, Iowa, LaFayette, most of Green, and the western half of Dane County.



The Wisconsin State Capitol

At that time, this area was the most heavily populated region in the Michigan Territory west of Lake Michigan.

Early Diversification

Our early Wisconsin pioneers seldom followed one particular vocation. A lead miner would usually raise a small patch of corn and an Indian trader often used his spare time to do a little lead prospecting. This naturally resulted in our first towns being founded at the sight of a mine, a trading post and near a fertile section of land. The site of Lancaster is believed to have been a cultivated field, and Platteville, Potosi, and Cassville were founded in the early lead mining district.

Territory of Wisconsin—

When an act of Congress, approved April 20, 1936, created the Territory of Wisconsin the first capitol was established in a two story wooden building at Belmont. The Village of Belmont, as we know it today, is about three miles from the site of this first capitol. Henry Dodge, the first governor of the territory put the government into action July 4, 1837. Other territorial governors were James Duane Doty and Nathaniel P. Tallmadge.

Three years later the southern counties, Iowa, Green, Grant, Lafayette, Walworth, Rock and Racine, including Kenosha, boasted a total population of 16,624. This comprised a little more than half of the entire population of the Wisconsin territory.

In 1846 Waukesha became a territorial county and in 1850, two years after statehood, Kenosha separated from Racine to become an independent county.



Native Forest County Indians enjoying a ride

Statehood for Wisconsin—

On May 29th, 1848, President Polk approved a bill already passed by Congress and the Territory of Wisconsin became a state. Almost immediately the new state started business by declaring a general election on May 8 for state officers and members of the legislature. The legislature opened session in Madison, July 7, 1848 with Nelson Dewey as governor of the newest member of the United States of America.

58 Counties in 1860—

A state census in 1860 showed 58 counties in Wisconsin. The thirteen added later were formed from territory in the northern third of the state. The total population of these counties was 775,881. At that time Ashland, Burnett, Clark, Barron, (known then as Dallas), Douglas, LaPointe, and Shawano counties still had less than 1000 population.

The Builders of a New State—

More important than the mineral deposits, the clear sparkling streams, or the fertility of the soil . . . are the people who settled the land and built the cities. The people who came to Wisconsin from every part of the world to make a home.

Our counties were settled by men and women who came here with the determination and the will to work for the things they held sacred. They struggled against immeasurable odds. There were Indians to contend with, disease, starvation, severe Wisconsin winters, poor transportation, and separation from the kind of life to which they were accustomed.

Along with settling the land they found time to defend their state and their country during numerous wars. They found time to whittle seventy one democracies out of a wilderness . . . each one of them capable of governing itself and yet each one a willing partner of the state.

A Bit of All the World

Probably the strangest part of this story is that these people who made up our counties came from nearly every country in the world. People who were natural enemies in the old world came here and worked side by side to build their county and their state. Although they spoke different languages, ate different food, and went to different churches, they cooperated to make Wisconsin one of the most prosperous states in the Union.

Wisconsin is still a bit of all the world. Icelanders on Washington Island still fish with their native equipment. Swiss families in Green County still take part in and relive the story of Wilhelm Tell each year. The Norwegians in Dane County still enjoy their numerous lutefisk dinners and the Swedes of Ashland and Douglas counties their beloved smorgasbord.

Folks from Every Land

In 1890 Milwaukee was the most German city in the United States. It is truly cosmopolitan, however, in the number of nationalities living there. The most recent to come were the Armenians who also settled in West Allis, Racine, and South Milwaukee.

Hartland, in Waukesha County, is one of the oldest and most typical Danish settlements in Wisconsin. Kenosha, Brown, Waupaca, and Polk counties are also deeply influenced by Danish population. Danish newspapers were published for many years, and many Danish churches were organized in these counties. The cooperatives in Polk County are probably a result of the Danish and Finnish influence. For many years New Denmark, in Brown County, was the scene of typical Danish weddings and the farmers surrounding it used native Danish farming methods. Niels Hansen Godtfredsen settled there in 1848 and later came to be known as the "King of New Denmark."



Indian hogan still used by some Wisconsin Indians

The Swedes came in great numbers to Douglas, Ashland, Burnett, Polk, Clark, Price, and Oneida counties.



A little glimpse of Holland

Under the leadership of Rev. Gustav Unonius, a large Swedish colony also settled at Pine Lake in Waukesha County in 1841. Some members of this settlement returned to Sweden after experiencing some of the disadvantages and hardships of pioneer life.

The French who were already settled in Door County proved to be instrumental in attracting an expedition of 10 Belgian families who came to Wisconsin in 1853. The Belgians sailed from Antwerp after leaving their native home in Brabant, Belgium. When they arrived in Wisconsin they found that the only people who spoke their language were the French in Door County. This alone, was an important factor in the choice of their settlement. In 1871 one of the Belgian girls of this community claimed to have seen a vision of the Virgin Mary. Since then annual pilgrimages have been made to the scene at a shrine erected in Robinsville.

Our rapid industrial growth, along with the first World War, attracted hundreds of scattered nationality groups to Wisconsin in the 1920's. Greeks, Lithuanians, Hungarians, Yugoslavs, and Italians flocked to the badger state seeking good employment and a pleasant home.—Hospitable Wisconsin offered them both.

These are the people who came. They believed strongly enough in a new land to forsake their home and leave their friends and relatives. These people built a new home, molded a state, and became part of the greatest nation in the world.

The Indians, French, and English were responsible for the names of many of our countries. Others were named after men and places that figured prominently in the shaping of the country.

The following explanations for our county names are believed to be accurate. In many cases, of course, legend has colored the truth.

ADAMS . . For one of the two presidents, John Adams, or John Quincy Adams.

ASHLAND . . After the Kentucky homestead of Henry Clay.

BARRON . . For either Judge Henry D. Barron or a lumberman who cut off the timber in that region.

BAYFIELD . . In honor of Henry W. Bayfield, Rear Admiral of British Navy.

BROWN . . After Major General Jacob Brown who commanded the northern division of the U. S. Army in 1814.

BUFFALO . . Named by Hennepin, a voyageur—Riviere des Boeufs (beef or buffalo).

BURNETT . . After Thomas P. Burnett, legislator and Indian agent.

CALUMET . . Menomonee name for "pipe of peace".

CHIPPEWA . . Objibwa name refers to toe in the Ojibwa moccasins.

CLARK . . In honor of General George Rogers Clark.

COLUMBIA . . In honor of Christopher Columbus.

CRAWFORD . . After William H. Crawford, Secretary of War under Monroe.

DANE . . After Nathan Dane, who drew up the Ordnance of 1817 establishing northwest territory.

DODGE . . After Henry Dodge, first territorial governor.

DOOR . . French—"LaPorte des Morts" refers to strait of rough water between mainland and Washington Island.

DOUGLAS . . After Stephen A. Douglas, U. S. Senator.

DUNN . . In honor of Charles Dunn, 1st Chief Justice of Wisconsin territory.

EAU CLAIRE . . French meaning "Clear water". From Indian "Wah-yah. Con-nu-ta-qua-yaw-Si-be" meaning clear water.

FLORENCE . .After Mrs. Florence Hulst, wife of Dr. Hulst of Milwaukee.

FOND DU LAC . . French meaning "foot of the lake".

FOREST . . For the dense forest covering the area.

GREEN LAKE . . French, "lac verd"; Chippewa "ojawafhko (green).

GRANT . . After English trader of that name. Indian name "Shequak".

GREEN . . For dense green of the vegetation covering the area.

IOWA . . After Sioux word "aiauez" meaning "sleepy ones".

IRON . . After ore found in the area.

JACKSON . . In honor of President Andrew Jackson.

JEFFERSON . . In honor of President Thomas Jefferson.

JUNEAU . . After Solomon Juneau, early French trader, who mapped out Milwaukee; was city's first postmaster.

KENOSHA . . From Chippewa "kinoji" meaning "muskalonge".

KEWAUNEE . . From Objibwa "Zakiweonan" meaning "point of land".

LA CROSSE . . French name for Indian ball game played where city now stands.

LA FAYETTE . . In honor of Marquis de Lafayette of Revolutionary fame.

LANGLADE . . After Charles Langlade, fur trader.

LINCOLN . . In honor of the Great Emancipator.

MANITOWOC . . Ottawa word "manitowag" — "Spirit spawn". Pagen Indians imagined spirits spawn like fish.

MARATHON . . From the famous Greek battlefield.

MARINETTE . . Contraction of Marie Antoinette, Queen of France.

MARQUETTE . . In honor of Father Marquette, French Jesuit; visited the region in 1673.

MILWAUKEE . . From Pottawatomie . . "Mahon-a-wan-her" meaning "rich, beautiful land".

MONROE . . In honor of President James Monroe.



Lighthouse on Cana Island —off Door County

OCONTO . . From Chippewa "Okando" means "he watches from ambush".

ONEIDA . . From New York tribe meaning "granite people".

OUTAGAMIE . . From the Chippewa "odagamig" meaning "people living on the other shore".

OZAUKEE . . From the Sauk "o-zaug-egg"—"mouth of the river people".

PEPIN . . Named after Lake Pepin.

PIERCE . . In honor of President Franklin Pierce.

POLK . . In honor of President James K. Polk.

PORTAGE . . Named after portage between Fox and Wisconsin rivers.

PRICE . . In honor of William T. Price, State Legislator, Judge, and representative in Congress.

RACINE . . Named by Jesuit missionaries. French word meaning "stream of tangled roots".

RICHLAND . . So named because of the character of the soil.

ROCK . . Named after its principal river. French voyaguers called it "Rivere de la Roche" from its stony mouth.

RUSK . . Once called Gates; changed in honor of Gov. Jeremiah M. Rusk.

ST. CROIX . . After its principal river. St. Croix was a French voyaguer who lost his life at its mouth.

SAUK . . Indian tribal name. Means "yellow earth".

SAWYER . . In honor of Phaletus Sawyer, U. S. Senator.

SHAWANO . . From Chippewa "jawanong" meaning south. Southern boundary of Chippewa Indians.

SHEBOYGAN . . Probably from Indian word "Jibaigon" meaning tool for perforating, or hollow bone.

TAYLOR . . In honor of Governor William R. Taylor.

TREMPEALEAU . . After its river; French Trempe l'eau—"soaking mountain," which stands 500 feet high at the mouth.

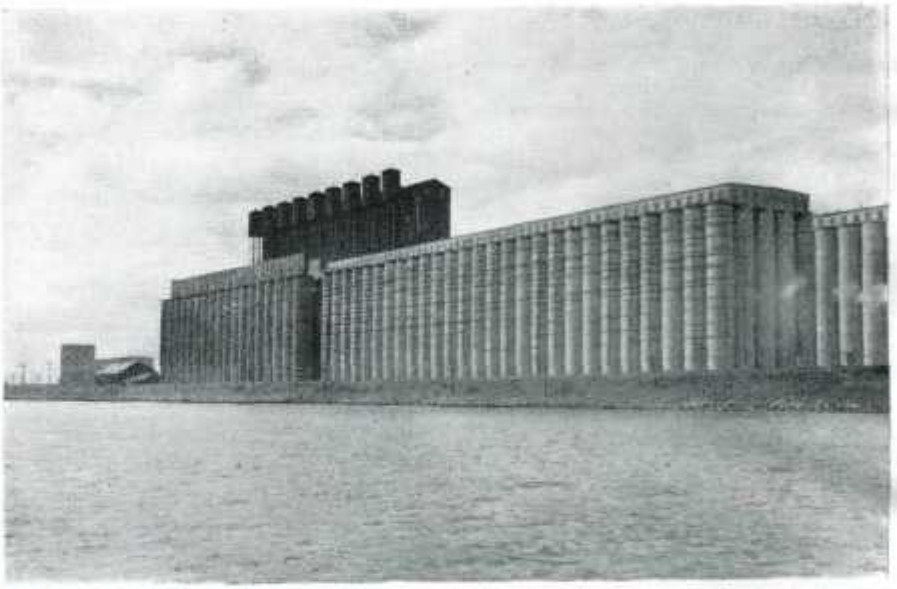
VERNON . . Originally Bad Ax. Changed to Vernon for greenness of its fields like those around Mt. Vernon.

VILAS . . In honor of William F. Vilas, Postmaster General, Secretary of the Interior, U. S. Senator.



Palatial Villa Louis— Prairie du Chien

WALWORTH . . For Reuben H. Walworth of New York—a great jurist.
WASHBURN . . In honor of Cadwallader C. Washburn, Governor of State 1872-74.
WASHINGTON . . For the Father of our Country.
WAUKESHA . . After Chippewa word "Wau-goosh-sha" meaning "little fox".
WAUPACA . . From Indian meaning "tomorrow."
WAUSHARA . . Uncertain — "good earth" is best interpretation.
WINNEBAGO . . Name of Indian tribe.
WOOD . . In honor of Joseph Wood, assemblyman from Grand Rapids, now Wisconsin Rapids.



A gigantic grain elevator at Superior—Douglas County

Wisconsin Industry—

Industrial activity in Wisconsin follows a strange pattern. Few of the materials used in our factories are produced in the state and there is neither coal nor petroleum, both essential to heavy industrial production. Wisconsin industry depends almost entirely upon the resourcefulness and skilled workmanship of her workers and the continued efficiency of her transportation system.

Every large industrial area is located either on the Great Lakes Waterway or in one of the river valleys that supply both power and limited amounts of raw materials. As may be expected, Milwaukee County leads her sister counties in industrial importance followed by Kenosha, Rock, Racine, and Manitowoc counties.

Industrial Centers—

Our principal industrial centers are the Milwaukee industrial area, the Fox River Valley, the Rock River Area, the Upper Lake Michigan Area, the Upper Wisconsin River Valley, the La Crosse Area, and the Chippewa River Valley Area.

Most of Wisconsin's manufactured products come from these regions with the one obvious exception, dairy products.

Dairy products are manufactured in every Wisconsin county. As the Badger State entered her centennial year, 2,414 cheese factories, ice cream plants, butter factories, condenseries, and other dairy plants were in operation. New products and improved methods are constantly appearing to strengthen Wisconsin's leadership in this vital industry.

Wisconsin gave more than vast stores of food and thousands of men to the winning of World War II . . . War plants operating in sixty of her seventy-one counties manufactured armaments which were used in every theatre of the war. Manitowoc County . . . 500 miles from either ocean . . . became a ship building center. Submarines and ships were built and launched in Lake Michigan's peaceful waters and soon joined our fleet to sail into every port in the world.

This is a striking example of the resourceful and aggressive attitude of Wisconsin people. The utilization of every opportunity along with our splendid educational facilities has made Wisconsin counties leaders in industry as well as agriculture. Industrial activity is important to a county since it furnishes a source of good employment and also essential finished products for use within the county.



Right—Brick Kiln, Brown County
Below—Logs awaiting Wisconsin Paper mill



Boundless Natural Beauty—

It can be said that every county in Wisconsin is a recreational county. Wisconsin's 7,000 lakes are scattered over the state in nature's haphazard manner that does much to enhance the beauty of this enchanted land. There are ancient caves, evergreen forests, rolling blue grass hills, natural bridges, and some of the most unusual rock formations in the nation. Residents of any Wisconsin county can find recreational pleasures galore without leaving their own community.



Hall of Statues—In Cave of the Mounds near Mount Horeb, Dane County

Counties in the Kettle Moraine region enjoy glaciated hills almost identical to those of New England. The counties bordering Lake Superior have a coastline that any Maine fisherman would mistake for his own . . . and the mighty Mississippi offers unsurpassed beauty to the many counties it passes on its lazy trek through the heart of America. Every county enjoys part of the 10,000 miles of rivers and streams which join the thousands of lakes to complete a mosaic design that is unexcelled for beauty, natural enjoyment, and healthful living.

Just as Wisconsin people and recreation are diversified so is her agriculture. In Grant and Iowa County, sleek herds of beef cattle graze almost in the shadows of Crawford County's apple orchards. The cranberry fields of Wood County blend into the potato plantations of Juneau and Adams County.

Lakeside Cherry Orchards in Door County—

Door County's lakeside cherry orchards contribute most to Wisconsin's annual cherry crop which places her seventh in rank for the nation's production of this fruit crop. Brown, Sheboygan, Dodge, Kewaunee and Washington counties also add to the 8,770 tons which comprise the state's average annual production.

Cash and truck crop fields are nestled between industrial centers all along the Lake Michigan coast.

Cabbage fields in Kenosha, Milwaukee, and Racine counties help give Wisconsin third place in the nation's production of this vegetable. Our huge canning pea acreage makes us one of America's three leading states in the canning industry.

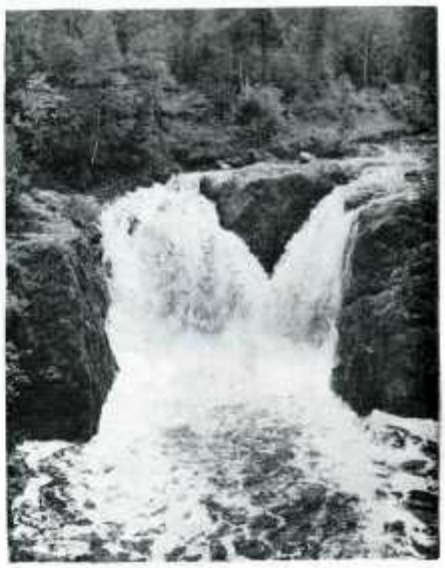
In America's Dairyland, every county is a dairy county. Fond du Lac County is the home of Wisconsin's first cheese factory built in 1864 by Chester Hazen who migrated there from New York State. Now every county helps support Wisconsin's dairy sovereignty.

Each county has some particular agricultural field in which it prominently excels. Each citizen of every county has an active interest in maintaining the leadership his county has acquired. This is why Wisconsin is a state of proud farmers. Proud farmers are good farmers!!!

Industry, agriculture, recreation . . . every Wisconsin county has a little bit of each. This diversification assures our counties of stability in the face of any crisis. All Wisconsin people have the means of making a good living, the chance for a prosperous and full life, and the natural facilities for enjoying the benefits of their work.

As residents of Wisconsin we are proud of the hamlets, villages, and cities we call home. We are proud of our family farms and our rural groups. We are proud of our counties because they are the part of the state we know best. They are the governmental units closest to us and the ones we understand most completely.

In the following fifty pages, thirty-eight Wisconsin counties, at their own expense, point with pride to their industrial and agricultural accomplishments. They recall a bit of the pioneer past and the part they played in the destiny of our state. Each of them picture the rich natural resources and exciting recreational facilities that help make theirs the BEST Wisconsin county.

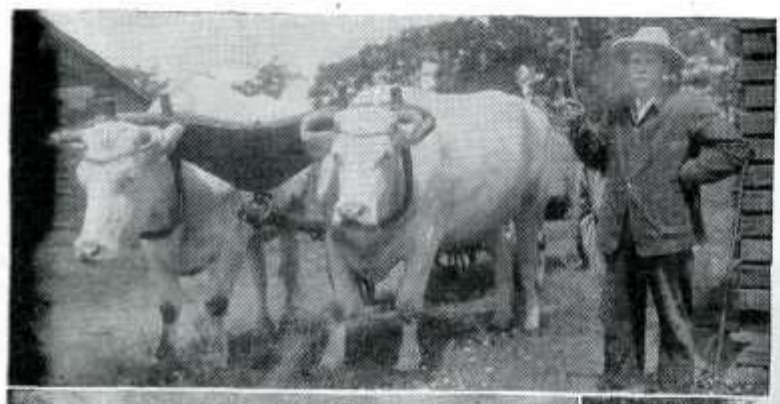


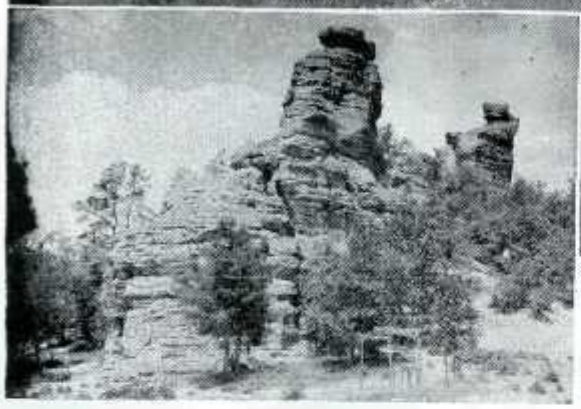
Copper Falls—Ashland County

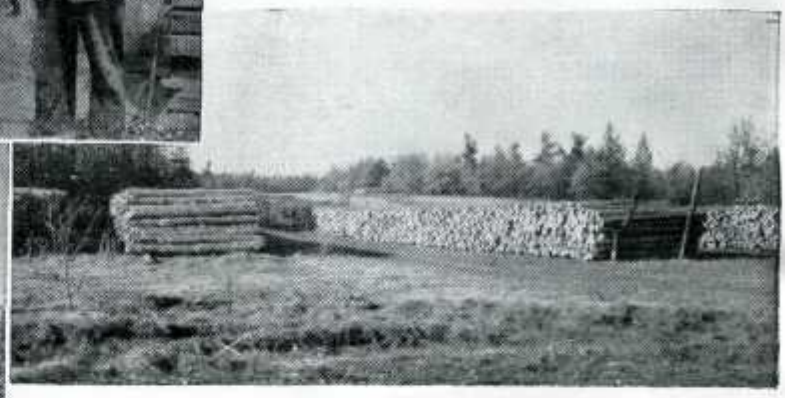
Below: Dells of the St. Croix River —Polk County



ADAMS County







The world famous Dells of the Wisconsin, excellent resort areas, good hunting and fishing are found here in "The Playground of Central Wisconsin."

ADAMS County is located in the central part of Wisconsin in what is known as the Driftless Area. The major part of the county was once the bed of the prehistoric Glacial Lake Wisconsin. The montony of the flatness of the Driftless Area is broken by a few isolated knobs and castellated hills and ridges. These hills scattered over the plain are remnants of a layer of sandstone which once covered the region. The general surface of the county is rolling.

By an act of the territorial legislature, Adams County was created from Portage, March 11, 1848, and the county seat was established in the Town of Quincy. In the November election, 1855, the Wisconsin River became the western boundary line of Adams County, and the new County of Juneau was formed. In January, 1859, the county seat was moved from Quincy, on the western boundary, to the Village of Friendship, which was settled in 1856 by people from Friendship, Alleghany County, New York.

Public Institutions

The first general supply post and tavern, within the present limits of the county was established in the present Town of New Haven in 1838, by Jared Walsworth, whose wife was the first white woman in this region.

Between the years 1850-1853, immigration into Adams County was very rapid. The first school house in the county was built in 1850, at what is now known as Dell Prairie Corners. Several academies were constructed and operated during this period. Brunson's Academy at Point Bluff operated for several years and the attendance was never less than ninety pupils per year. Today, Adams County has one of the largest Union Free High School Districts in the state.

Public Utilities

The first newspaper in Adams County was started in 1858 by Julius C. Chandler but was discontinued in 1862. In the meantime, another newspaper had been started in 1860, named the Adams County Press, under the direction of S. W. Pierce. Although at the present time the name of the paper has changed, it is still a direct descendant of the first permanent paper in the county.

The first train through Adams County was in December, 1911, and the following year, 1912, saw the incorporation of the Village of Adams, which was situated on the railroad. A city charter was granted in 1926, and it is now settled almost entirely by railroad personnel.

Farming First

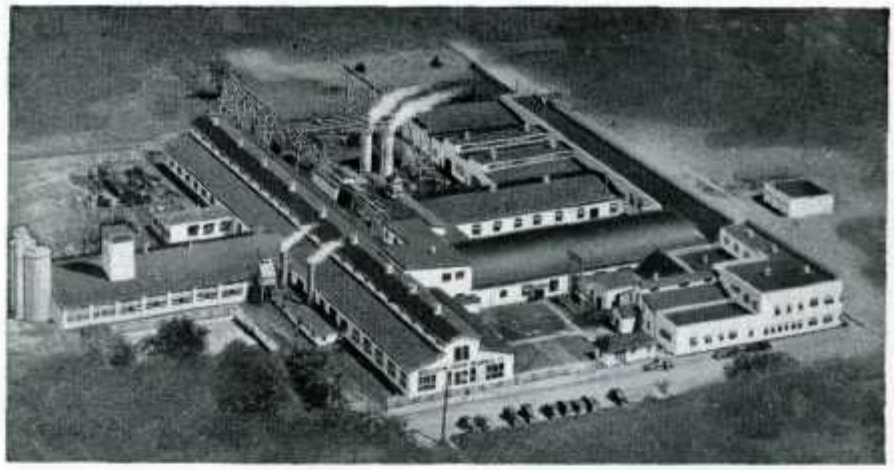
At the present time, Adams County is populated by many nationalities engaged in general farming and rates first in Wisconsin in the per cent of farm income derived from chickens and eggs; third in per cent of income derived from hay; eleventh in potatoes; fifteenth in turkeys, sheep, wool, etc.; and seventeenth in grain. Pulpwood cutting and logging is one of the major industries and a good share of the Town of Leola is given over to large scale truck farming.

Famed for "The Dells"

A large portion of the world famous "Dells of the Wisconsin" are found on the western boundary. Cold Water Canyon and Witches' Gulch extend back into the county a mile or more from the river, presenting some very beautiful and constantly changing scenery. This is due to the action of the water on the soft sandstone which forms the banks and, which, by constant erosion, has been fashioned into an endless variety of forms. Tourists from all over the world make Adams County their vacation headquarters.

Interspersed throughout the county are many beautiful lakes. Many fine trout streams wend their way throughout the county. Deer and other wild life find shelter in our pine forests. Lakes, streams and rock formations, combined with the freshness of the pine-laden air, make Adams County a most pleasant and healthful spot in which to make a home.

CALUMET County



SOME two hundred thousand acres of agricultural land extending 14 miles inland from the east shore of Lake Winnebago constitute Calumet—one of the five smallest counties of the state.

Nine townships, three cities and two incorporated villages unite in a county government at Chilton, city of 2,203 inhabitants, settled in 1845.

Earliest settlements of the county were made by civilized Indian tribes from New York in the early 1830's. As part of the attempted Indian confederacy of Eleazer Williams, alleged "Lost Dauphin," they settled in the two towns that now carry their tribe names—Stockbridge and Brothertown. Within the next decade they were supplemented by white settlements in towns of Woodville and Harrison.

Early Settlements

German and Irish immigration brought settlers around 1848, the year when the communities of St. Anna, Darboy and New Holstein originated. Beginning two years later, white settlers, some from old eastern communities, arrived at the present Brillion. Other places, including Hilbert and Forest Junction, date back to the coming of the railroads during the years 1871 to 1873.

Sawmills, gristmills, occasional brickyards and charcoal kilns were associated with most early settlements. Utilizing protrusions of the limestone rock floor of the county, lime kilns were operated at a number of locations. One is still operating at High Cliff.

Scenes and Sports

Small lakes of glacial origin south of the City of Brillion interest hunters, trappers and fishermen. The wooded crest of the escarpment adjacent to the Winnebago shore affords abundant scenic beauty. Three miles north of Stockbridge Village 200 acres are being developed as a county park.

Excellence of its slopes for skiing has been discovered by ski enthusiasts of the Fox River Valley. Summer cottages along the 24 miles of lake shore are inhabited by numerous visitors who come in season to enjoy hunting, fishing, boating, swimming and camping.

Agriculture Reigns

Agriculture continues as the dominant industry. Over half of the 17,618 inhabitants were classed as rural in the 1940 census. Along with a state trend in the past decade, the number of farms in the county has declined and the acreage per farm increased. However, the 1,940 farms in 1945 were family size with an average acreage of 101.4.

Milk yielded a little over 50 per cent of the 1944 gross farm income of $8,950,522, with another 12 per cent accruing from sale of cattle and calves. A production that year was reported of 315,000 pounds of creamery butter, 9,138,000 pounds of cheese and 33,392,000 pounds of condensed and powdered products.

Principal Industries

A malting plant at Chilton, processing and packing of other agricultural production, milk, peas, beans and other items, constitute important industries at various locations. Some factories producing American cheese are still at their original country crossroad locations. Other manufacturing includes the production of aluminum goods at Chilton, agricultural and other industrial equipment at New Holstein, Brillion and other places.

The county was created under territorial law in 1836, declared nonexistent by the territorial legislature and re-annexed to Brown County five years later. Re-established in 1842 and then organized before Wisconsin became a state, Calumet County's present boundaries were not laid out until 1848.

The name of the county signifies the Indian pipe of peace and is so-called after a Menominee Indian village. It is symbolized in the slogan known to have been used by a county newspaper editor three-quarters of a century ago: "We Extend the Calumet to All Mankind."







CHIPPEWA COUNTY



Old Abe—from Chippewa County

IN 1845 the entire Chippewa Valley, then a part of Crawford County, was set off as Chippewa County. As such it was one of the 28 original counties named in the Wisconsin Constitution adopted in 1848. From Chippewa County 13 other counties have been formed. Buffalo, Barron, Clark, Dunn, Eau Claire, Jackson, Pepin, Price, Rusk, Sawyer, Trempealeau, Taylor and Washburn counties were once part of Chippewa County.

In early days, plans were made for a separate state embracing northern Wisconsin. Chippewa was suggested as the name. A boom to establish the capitol on the river at Chippewa City, five miles northeast of Chippewa Falls, started. Posters were published showing non-existent railroad and steamship lines running into the future metropolis. Laid out with fine sounding names for streets, avenues, squares, and parks, it rivaled the national capitol in magnificance—on paper. Lots were sold in the east. Local citizens invested $20,000 in building sites. The state never came into being, the railroad was never built, and the bubble burst. Chippewa instead became a county.

Chippewa Indians

The name "Chippewa" comes from the Indian word Ojibewa. Early missionaries regarded the Chippewa Indians as the most warlike and, at the same time, the noblest and most manly of all tribes on the American continent. Semi-civilized, they cultivated corn, beans, medicinal plants and collected wild rice. They were known for the eloquence of their tribal orators, the skill of their story tellers, and the wisdom and cunning of their leaders. They were always faithful in keeping their treaty obligations. It was Henry R. Schoolcrafts' writings of the Chippewa Indians that gave Henry Wadsworth Longfellow the material for his immortal Hiawatha stories.

Early Explorers

The first known exploration of the Chippewa Valley was by Michael Accau and Antoine Auguel sent by La Salle. With them came a Recollect Friar Father Louis Hennepin who recorded the explorations. In describing the Chippewa (Buffalo) River, he told that it was filled with turtles and that vast herds of buffalo were grazing along the banks.

The second explorer was Jonathan Carver, an English adventurer, who came to the Chippewa Valley in search of a water route to China. On his famous Carver map he located the falls on the river and wrote, "Don't go above the Falls." The territory was then a howling wilderness filled with unknown dangers. Carver's books described the Indians, and told of the vast herds of buffalo, elk and deer. His writings created world-wide interest.

Alexis Corbine who came in 1802 was probably our first white settler. Disappointed in love, he came to Chippewa County and went native. Later he married an Indian girl. Many of his descendants live in northern Wisconsin today.

"Pioneer Magnificent"

The recognized father of Chippewa County is Jean Brunet. By birch bark canoe he came from Prairie du Chien in 1828. Brunet built the first dam at Chippewa Falls in 1836 and later built the dam at Little Falls — now Holcombe. He erected the first sawmill on the Chippewa River. He was our first judge and a member of the territorial legislature when it met at what is now Burlington, Iowa.

Brunet guided the first raft of lumber from the Falls to Prairie du Chien and piloted the first steamboat up the river to Chippewa Falls. He taught the Indians to read and write, to work iron and wood, and to worship God. He was the first president of the St. John The Baptist Society of Chippewa Valley. Ezra Cornell, founder of Cornell University, and Frederick Weyerhauser, the lumber king, stopped at his portage and trading post at Cornell, then called Brunet Falls.

While others became rich, Brunet served his church, his community and his neighbors. He was the first inmate of the Chippewa County poor farm. Poor in worldly goods, he was rich in the love and respect of his fellow men. Beautiful Island State Park, above Cornell in the river he loved, is called Brunet State Park in memory of this "Pioneer Magnificent."

Fortunes From Fur

The first great fortunes to be taken from the Valley came from the fur trade. The Cadotts, Warren, Lockwood, and James Ermatinger were among the best known traders. Fur values into the millions were purchased from the Indians with trinkets, junk and firewater. The profiteers were not the local dealers but the big fur companies. The colossal John Jacob Astor fortune, which makes his grandson today the largest single owner of New York real estate, came from the fur trade.

The original Chippewa County was a primeval forest largely of white pine. One could walk all day under the towering branches so heavy that the sun was completely hidden. Most people believed this pine would last forever.

Lumbering Booms

After the Civil War there was a great expansion in the West. Ohio, Illinois, Missouri, and the South were

calling for lumber. A German immigrant saw the opportunity and did something about it. Frederick Weyerhauser came to Wisconsin and started logging operations. Others followed his shrewd leadership.

Chippewa County became the scene of a battle of destruction of natural resources the like of which the world never before witnessed. Billions of feet of the finest pine ever grown were floated down the Chippewa River and its tributaries.

The largest sawmill under one roof in the world was erected at Chippewa Falls. Men worked in two shifts of eleven hours for wages of from one dollar to a dollar and a quarter a day. In a day 400,000 feet of lumber, 100,000 shingles, and 120,000 laths were turned out at the Chippewa mill.

Chippewa Falls became a boom town. Fortune seekers, adventurers, gamblers, workers, and those with money to invest poured into the Valley. Great fortunes were made by many operators. Weyerhauser left after 17 years rated as the richest man in the world worth more than $100,000,000.

By 1912 the Chippewa Falls mills owned by Chippewa Lumber & Boom Company were closed. The Northwestern Lumber Company's mill at Stanley continued operations until 1920. Much of Chippewa County was a dismal waste of blackened stumps and windfalls.

Immigrants Arrive

During the golden days of lumbering, immigrants came to the Valley in waves. First it was the French and Canadians, then the English, Irish, and Scotch. Then large groups of Germans, Austrians and Swiss came to Chippewa County. The Scandinavians came later.

Agents of the lumber companies transplanted entire villages from Norway to provide workers for the mills and logging camps. The last national group to enter the Chippewa County melting pot was the Czechs or Bohemians, who came largely from the industrial sections of the East. All these groups have made real contributions to the progress of our county. When the logging days were over, they remained and became farmers, merchants, workers, and home builders. Today the nationalities have so intermingled that only one remains—the American.

Rich Agricultural Area

Before the bulk of the pine was cut Chippewa County had become a prosperous agricultural community with some of the finest farm land in the state. Today more than a half million acres of fertile farm land in Chippewa County produces more than $15,000,000 of farm income annually.

In 1946 Chippewa County's 55,000 dairy cows produced more than $9,000,000 worth of dairy products. Chippewa County today ranks 17th among the 3,000 counties of the nation in the number of cows. Undeveloped land suitable for farming may still be found in Chippewa County.

Wonderful Woodland

Chippewa is a beautiful county. Town boards and a farsighted county board have conserved forest land and established town and county parks. A quarter of a million acres of woodland with growths of pine, oak, maple, birch, spruce, tamarack and basswood provide shelter for bird and animal life.



Historic statue of a Chippewa Indian at Holcombe, on the banks of the Chippewa River

Rushing brooks, rivers, waterfalls, and sparkling lakes are filled with gleaming fish. Hydro dams on the Chippewa River provide more than 12,000 acres of river fed lakes. More than 1,500 miles of unexcelled highways lead to every section of this tourists' paradise. It has the purest water in the world and a healthy invigorating climate. The only surviving Wisconsin Civil War veteran, Lansing Wilcox, who is older than the state itself, lives at Cadott in Chippewa County.

Cities and Villages

Three cities, Bloomer, Chippewa Falls and Stanley, and four villages, Boyd, Cadott, Cornell and New Auburn provide an industrial balance for our rich agricultural resources. Employment has always been steady and labor trouble of a minor character. Our county has always enjoyed prosperity. Two miles east of Chippewa Falls is the Northern Wisconsin Colony and Training School, one of our oldest and largest state institutions.

At Holcombe, on the banks of the Chippewa River, stands a historic statue of a Chippewa Indian. Carved from a white pine log in 1876 by Luke Lyons, it has aroused the interest of thousands of tourists. Twice floods have sent it crashing down the river. Rescued, it stands today as a lone sentinel of a people now gone—who once ruled this wonderful country.

Old Abe—War Eagle

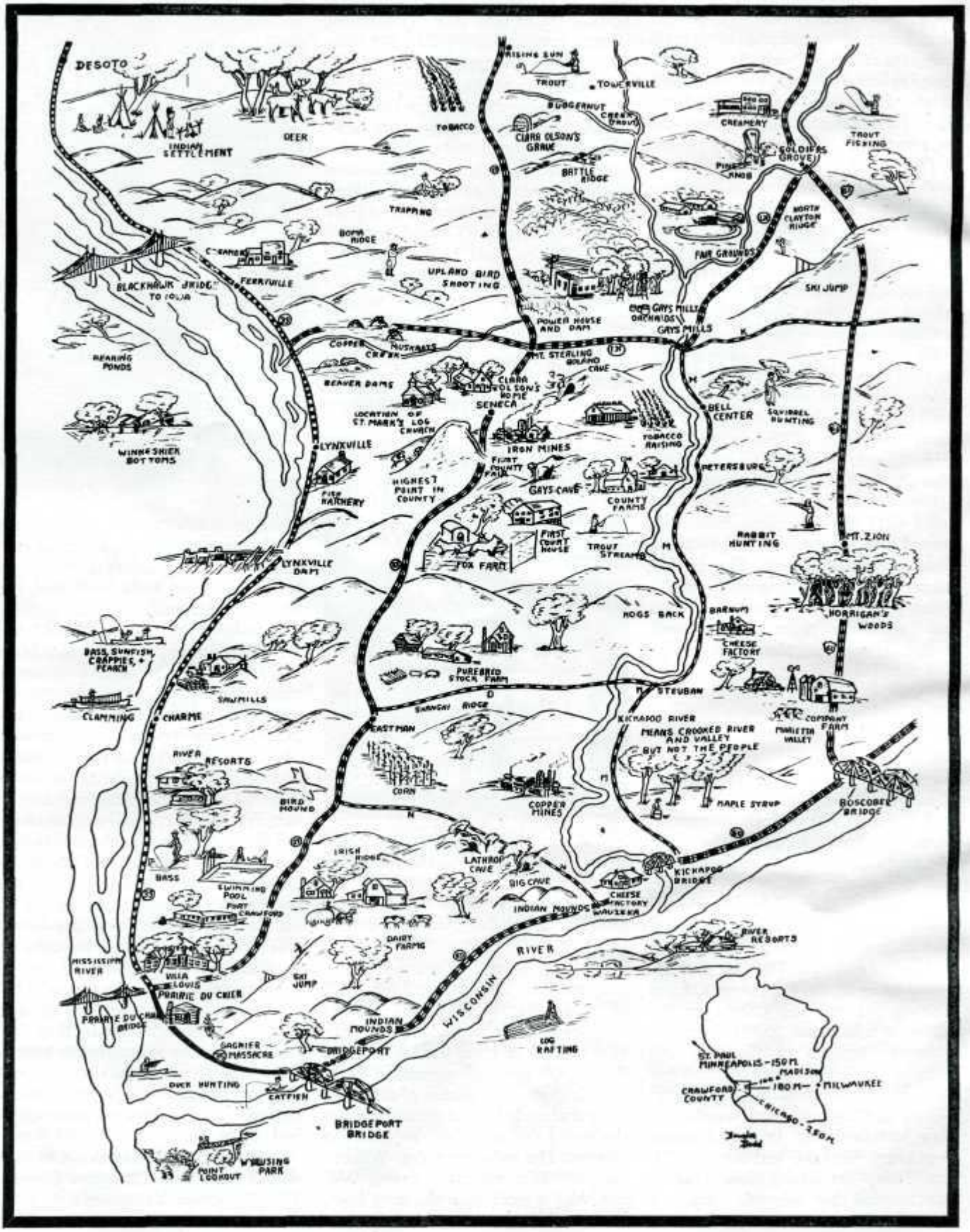
Chippewa County's most famous character was a bird—Old Abe the American War Eagle. Captured by two Indian boys, he was traded to Dan McCann for a half bushel of corn. McCann could not read a note of music but could fiddle like an angel. In his home at Jim Falls he trained the bird to music and gave him to Civil War soldiers training in Eau Claire. With this group, renamed the Eagle Regiment, Old Abe became an active combatant throughout the war.

Carried with the flag into every battle of the Regiment he attracted wide attention. At Corinth he had a feather shot off. On another occasion the cord which tied him was shot in two, freeing him. As he soared above the din of battle and with rebel bullets flying about, he gave a whistle of derision and taunted the enemy. At the battle's end he singled out the flag of his company and rejoined the colors. The South put enormous bounties on his head—all in vain.

He was the great attraction of GAR reunions after the war. Any feather he dropped brought hundreds of dollars. He was the most valuable bird in the world. His death in a state capitol fire was mourned and his memory respected as though some great leader had fallen.

It is especially fitting that Old Abe should come from Chippewa County. The Chippewa Valley was built by fighting men.

CRAWFORD COUNTY





DODGE County

DODGE County, a leading agricultural county of Wisconsin, is located near the center of the southeastern quarter of the state. Its 894 square miles place it 22nd in land area among the state's 71 counties, and third among southern counties.

With 54,280 residents, Dodge ranks 15th in population. The most populous place in the county is Beaver Dam with about 11,000 persons. Forty per cent of county residents live on farms.

About 95 per cent of the population is native white, largely of German extraction, and with generous interminglings of Dutch, Irish, Welsh and Poles.

The Wisconsin State Prison is located in Waupun in northern Dodge County.

Historical

Dodge County was a veritable paradise for its first landholders, the Indians. Tribes of Mascoutins, Miamis, Winnebagoes and Illinois Indians found fish and game plentiful in the area's lakes and streams—particularly in the sprawling 40,000 acres of Horicon Marsh, which today is being restored as a wildlife refuge.

Named for Henry Dodge, territorial governor at the time, Dodge County was created in 1836 during the first session of the territorial legislature. One of the state's six charter counties, Dodge was composed of areas from the original Brown and Milwaukee counties.

Over the years the county's area was divided into 24 townships, 9 incorporated villages, 7 cities, 199 public school districts, 19 farm drainage districts and other special administrative districts.

Agricultural

The 4,500 farms of Dodge County average 115 acres each. Only one in five farms is larger than 150 acres, and few exceed 250 acres. About half the gross farm income is derived from the sale of milk, largely to cheese factories and condenseries. Hogs, cattle and calves, poultry and eggs, peas for canning, hemp, barley and other minor crops account for nearly all the remainder of farm income. About 40 per cent of the connty's people live on farms.

In 1945, 91.8 per cent of the county's land was in farms, and Dodge's 525,084 acres placed the county sixth in the state for farm acreage. Dodge has ranked second among the counties of Wisconsin in total value of farm property since 1910.

Perennially an agricultural leader in Wisconsin, Dodge ranks first in the state in acreage of corn for silage, barley, alfalfa hay and green peas for processing, and in total production of cheese; second in acres of cropland harvested, total gross farm income, value per acre of land in farms, income from crops, numbers of chickens, egg production and acreage in oats; third in income from livestock, numbers of cattle and calves, milk production and total condensed and powdered products.

Responding to the need for milk and milk products during the war years, Dodge County farmers boosted their production to a record 589,040,000 pounds in 1946, achieving a rank of fourth among all counties in the United States.

Industrial

Despite the lack of large cities, Dodge is one of the more important industrial counties in Wisconsin. Of 207 manufacturing plants listed in the 1939 census of manufactures, 170 manufactured or processed food and like products, chiefly various types of cheese and other by-products of milk.

In point of numbers, metals and metal industry comes next with five plants producing iron and steel products and other machinery, four making non-electrical machinery and turning out non-ferrous metal products. The printing and allied industry group had a total of eight plants. Wood and wood products manufacturers were next with one in the number of basic timber products group, five in the furniture or other finished lumber products group and one in the paper and allied manufacturers group. The remaining eleven plants produced a variety of products ranging from chemicals to leather goods.

Among the county's manufacturers are the Malleable Iron Range Co., Beaver Dam, producers of Monarch ranges; the Van Brunt Co., Horicon, manufacturing farm implements; two plants of the Weyenberg Shoe Co., in Beaver Dam; the May-Steel Co., Mayville; and the Gardner Products Co., Horicon.

Educational



One of Wisconsin's earliest private schools for women was the Wisconsin Female College, founded in Fox Lake in 1856 and later removed to Milwaukee where it still thrives as Milwaukee Downer College. Wayland University, now Wayland Academy and Junior College, was organized in Beaver Dam in 1855. A network of small schools serve the rural youth, and the city public schools are modern in both equipment and curriculi.

Recreational

Dodge County fields and streams are popular with hunters and fishermen who return annually for the thrill of kicking up a plump pheasant cock or feeling an agile Northern hit the bait. Rock River is best for Northerns, and Beaver Dam Lake, Fox Lake, Lake Sinissippi and Neosho Pond are well stocked with sweet-meated bullheads and panfish.

DUNN County



One of Dunn's thriving communities

FATHERED by the lumberjacks of the adventurous timberland and the pioneers from the eastern shores and from Europe, Dunn County carries on the traditions of leadership and progress which have been its legacy since the beginning, when natural resources and the enterprise of man made it the center of the greatest pine production of all time.

Its great pine forests were the incentive which brought the white men to build their mills in 1829 and 1833 and to make their first homes in 1846. From the roots of that ripened pine harvest sprang the agriculture, the learning, and the industry which has kept the county in the forefront and which presage even greater heights.

Evidence of that leadership is given by the fact that in this year of 1948 there are four residents of the county at the head of state veterinary, cattle breeding, horticultural, and farm organizations. Two are members of state pharmacy and vocational boards. One of its doctors and one of its dentists have been nationally honored. One of its Boy Scouts was chosen to represent four states in the Report to the Nation. Even in its hobbies, it has in two successive years won eminence as the home of the most outstanding flight of roller canaries in the nation.

Education

Outstanding among specialized teacher training institutions of the nation is the Stout Institute, located in Menomonie in the center of the county. This college has an enrollment of 800 young men and women and has plans for the acceptance of increased registrations. Annually, it supplies a large proportion of the industrial education and home economics educators of the nation. Such is the excellence of its production that it suffers the penalty of having its seniors and some of its juniors summoned by schools in the field before they have completed their training. Their return for finishing courses at the summer sessions keep that period of the school year at a high peak.

Dunn County has always held a progressive attitude toward education, both rural and urban. Advances in both have been as rapid as the temperament of its people have made possible. Proximity of the Stout Institute to the people of the county has aroused within the fathers and mothers a consciousness of the value of higher education. Enrollment of Dunn County children in high schools preliminary to college training, and in the actual participation in advanced schools has reached a high incidence.

Agriculture

Agriculturally, Dunn County is primarily a dairy county. It ranks twelfth in the state in that respect with 92.4 per cent of its income derived from livestock. Of this production 54.5 per cent is milk, 10.3 per cent cattle and calves, 10.5 per cent chickens and eggs and 15.6 per cent hogs.



Stout Institute, Menomonie

Other agricultural production of the county includes turkeys, sheep, wool, grains, fruits, hay, potatoes, peas for canning, seeds, and tobacco. In the past few years the production of poultry and fruits has increased as a factor in total production. However, it is doubtful that they will ever compete with dairy and hog crops.

In the attainment of high production standards, agriculturally, Dunn County has come naturally into its own as producer of high-ranking individuals. It won signal honors during the war in the production of soybeans. In the past year there has been discovered in the county one of the highest ranking bulls in the United States. This nearly perfect individual was discovered during a survey of the breed. At intervals the county's cows and its herds have established high records in the state and the nation.

Dunn County's 4-H members have worked for perfection in their projects in the past few years. They have taken a large proportion of honors in the district and have reached out for many of the top rewards in the state and nation for their activities. One of its members has been selected for national honors.

Power Supply

Close-knit as they are, through sharing the local labor supply, the county's two main industries, farm and factory, are more closely bound by their common use of the power abundantly provided by the four hydro-electric plants along the Red Cedar and Eau Galle Rivers.

Dunn County's homes, rural and urban, are held together by a net of power lines which carries light, heat and working energy to virtually every hearthside in the county.

Industry

Industrially, the county is on the threshold of its future. It is in the

transition between the industry of the pineries and the industry of metals and fabrics. The food processing industry is now paramount in the county in view of its great agricultural production. Other processes are growing and the county is becoming a center for large-scale aluminum manufacture, ink production, and soy bean oil extraction.

In food manufacturing the county ranges from the processing of high-score butter to the grinding and fixing of animal foods, inclusive of some of the exacting formulae required in fur farming. Ten to a dozen of the plants scattered through the county are devoted to dairy food processing alone.

Manufacture of electrical supplies, barn equipment, wood products, cigars, brick, concrete blocks, fishing flies and plugs, and metal castings are some of the other industries of the county. Brick making is growing in the face of demands for double the product from two yards.

Lumbering, with a particular trend toward veneer materials, is again becoming an important industry in the wake of the pineries. Farms of the county are turning toward wood-lot management and reforestation as parts of the soil conservation programs.

In spite of its great agricultural activity, the advancement in the use of machines on the farm has released many of the intelligent and industrious farm sons and daughters for the ranks of manufacturing and office service. The outgrowth of factories of all types in the county has been able to absorb all of this increase in man power.

Dunn County industry not only serves the world with the products of its manufacture, but serves the people of the county by providing both full and part time work for those not otherwise engaged.

Recreation

Rich in potentialities for a complete year-around recreational program, Dunn County is chiefly proud of its more than 150 miles of trout streams and its lakes and rivers filled with pan fish and the larger game fish.

Experienced trout fishermen are sure of their limits on opening days each year and of satisfactory creels throughout the season. Beautiful speckled trout and the meatier browns are kept abundantly stocked in the streams through the efforts of the conservation-minded men of the county.

Its lakes yield annually some of the largest catches and the largest individuals of big game fish taken anywhere in the North. Some of these prize catches are northern pike, walleyes, and both large and small mouth bass. Stretches along the Red Cedar River in Dunn County are noted throughout this and neighboring states as some of the best bass waters to be found.

Through the efforts of a group of speed boat enthusiasts, Lake Tainter is gaining renown as a center for the speed boat racing. The annual regatta attracts racers from several states. Fast rapids and quiet pools of the Red Cedar River, flowing through alternating stretches of primitive wilderness and fat farm lands, present an interesting and exciting panorama for the canoeist. Frequency of village and cities along the route, coupled with the availability of good fish dinners at the toss of a hook, lessen the supply and camping problems of such a trek.



Part of Menomonie's Industry

Parks

County and city park commissions have provided the people of the county and their visitors with one of the most complete park systems to be found. Wayside parks are maintained along the highways for the travelers, while each village and city has its favored site.

Among the outstanding parks of the county are those of Elk Mound—where a tower on the mound provides an aerial view over rich farm lands and woods for miles around; Menomonie—where the many acres of woods and lake shoreline furnish opportunity for everything from organized sports such as baseball, to bent-pin fishing for the youngsters.

Hunting

Fowl and small game hunting are highly satisfactory throughout the county, and there is an annual struggle over the question of opening the season for deer. Where there was not a deer to be found fifteen years ago, there are now large herds of the animals to be observed here and there throughout the county. Beaver are to be found on most of the streams. In some seasons they become such nuisances flooding fields and highways with their dams that it is necessary to call on the conservation commission.

Throughout the year, and especially when other types of game are out of season, the sportsmen concentrate on the wily red fox which abounds throughout the county. Bounty collections and pelt sales present further incentives for fox hunting.

Skiing

While the county is predominantly flat or rolling farm land, there are sufficient high hills within easy-driving distance to make this an attractive place for skiing, particularly slalom and cross-country. The more exciting ski-jumping has not been vigorously promoted, except for a small hill in Menomonie. However, the facilities are available and waiting for enthusiasm for the sport to spread.

New Frontiers

Dunn County presents both a record of accomplishment and an opportunity for growth and advancement. Its farmers, imbued with the pioneering spirit of their forefathers, seek the new frontiers of scientific and technical progress in the management of their land for the production of the greatest good for the greatest number.

Dunn County lies open to the advancement of industry, which will find some security from the strife of men and nations in its fields and valleys. In the fertile soil of the county, the workers will find means with which to supplement the earnings at the machines and relaxation in the abundance of recreational facilities in the clean woods, streams and lakes that lie virtually within their doorways.



Yachting in beautiful Door County waters.

DOOR County

1634 - 1948

A HUNDRED-MILE-LONG finger of limestone points like a compass needle northeastward into Lake Michigan. This is the Door Peninsula, the thumb of the Wisconsin mitten, which together with the arc of jewelled islands at its tip holds the beautiful gulf, Green Bay, in its grasp.

This was the first portion of present day Wisconsin to meet the gaze of white men when, in 1634, Jean Nicolet and his little band of Huron canoe men paddled down its shores.

After the explorers of the 17th century left the scene, the red man and the deer roamed the forested aisles undisturbed for a century and a half.

The cliff-bound peninsula with its great harbors and rocky capes attracted the restless spirit of Increase Clafflin, a Yankee fur trader established at Kaukauna. On March 19, 1835, he moved his family and all his belongings over the ice of Green Bay to settle at Little Sturgeon Harbor.

Harbor Settlements

In 1853 Rev. A. M. Iverson founded the first permanent white settlement at Ephraim. He plotted the village and led his little band of Norwegian Moravians to the wilderness homes he had planned for them at Eagle Harbor.

However, the beginnings of Baileys Harbor go back to 1849 when Capt. Bailey, a lake skipper, purchased a large tract of land and established a pier, sawmill and six log houses for his lumberjacks. A New York State Yankee, Asa Thorp, was the founding father of Fish Creek in 1853. In that same year Egg Harbor had its inception when Milton E. Lyman settled there and became Door County's first county judge.

These early settlers came for many reasons — wanderlust, faith or profit. Here in Wisconsin's eastermost extremity, they founded the Arcadian paradise of their visions.

Door County Today

The Door County Peninsula today has as its principal occupations agriculture, horticulture, summer resorts, fisheries, and industry. It is the site of the largest cherry orchard in the world. During a single day over 20,000 sightseers have visited the cherry groves in bloom.

Sports authorities have rated its black bass and yellow perch fishing as the best to be found in the world. Yachting has thrived in recent years until all harbor facilities are strained to capacity.

Here is Door County today—land, sea and air playground of the Middle West—its forests still tenanted by the red deer, its primevial headlands still worn eternally by the great fresh water oceans, its people still as hospitable and gentle as the vanished Potawatomis who greeted the French explorers over three centuries ago—old as the parent state, yet as young in vigor and high purpose.



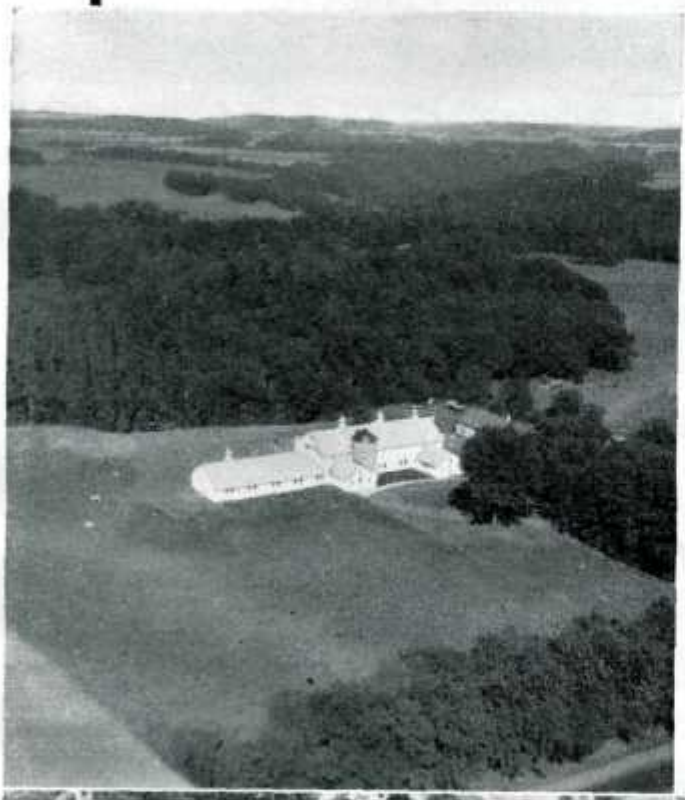
Picking cherries and reeling nets, a common sight in Door County.





EAU CLAIRE County

Gateway to Famous Indian Head Area for Vacationland



Eau Claire County was established October 6, 1856, with the Village of Eau Claire as the county seat.

An old-time timber area, now a prosperous dairy county with the most industrialized city in this section of the state—the City of Eau Claire.

The county that made the hurdle from 30 sawmills to rubber tires, pressure cookers, machine tools, paper making, meat packing and various other industries.

Aerial views of Eau Claire County shows parts of her fine agricultural area and some of her famed industries—the National Pressure Cooker Company (lower left) and the United States Rubber Company plant (lower right).





FOND DU LAC County

FOND DU LAC COUNTY, Wisconsin, noted for its scenic beauty, is located in the east-central part of the state and is the closest to the center of population. The seat of county government is the City of Fond du Lac located in the north-central part of the county at the southern end of Lake Winnebago. Fond du Lac is the largest city in the county having in 1940, a total poulation of 27,209. Other cities and villages in the county are Ripon (4,566), Waupun (6,798), Brandon (708, Campbellsport (1,094), Eden (223), Fairwater (293), North Fond du Lac (2,083), Oakfield (655), Rosendale (317), St. Cloud (353). The 1948 estimated total population is 11 per cent higher than the 1940 figures given above.

The county contains 489,600 acres, of which 27,300 is covered by lakes and streams, largely Lake Winnebago.

Fond du Lac County affords unlimited opportunity to raise a family and provide them with gainful and pleasant living and the benefits of the great American free enterprise system.

POPULATION The region now within the confines of Fond du Lac County was seen by the early French explorers, fur traders, and missionaries as they travelled down the Fox River-Lake Winnebago water route to penetrate the state. Even Nicolet, the first white man of whom there is record of coming to Wisconsin (1634) reached almost as far inland as the present county. French fur traders were in the county as early as 1787 for in that year a trading post was established on the Fond du Lac River by Jacob Franks who was operating from Green Bay. In 1836, Colwert Pier settled permanently on the present site of the City of Fond du Lac. Fond du Lac County was created in the same year (1836), but because the Pier family was the only one living within its borders no provision was made for its organization until 1844. As originally created, Fond du Lac included most of the present county and nearly all of the southern half of Winnebago County. The county attained its present boundaries in 1848. According to the 1940 census 33,685, or 54 per cent, of the total population were classed as urban.

There are approximately 27,000 employed people in the county. 25.6% are farmers and farm workers.

When the early French explorers and fur traders landed at Green Bay and pushed up the river to the lake of the Winnebagoes, they called the farthest end of that lake Fond du Lac. Literally, this meant "bottom" of the lake but it really inferred the most distant end of the lake, or the settlement at the farthest end of the waters. It was named by those coming into the area from the north. Today it is known as the Gateway to the famous Wisconsin Fox River Valley.

Fond du Lac County contains three cities, Fond du Lac, Ripon, and Waupun, the major portion of which is in Dodge County. Fond du Lac was incorporated as a city in April, 1852, and Ripon in 1858. Waupun is known throughout the state as the location of the State Penitentiary and of the institution for the criminal insane. Visitors who find themselves in the Waupun neighborhood should not fail to see in park and cemetery the pieces of statuary created by Clarence A. Shaler, a former successful manufacturer turned sculptor.

Fond du Lac became known during and after the Civil War period as a railroad and lumbering center. The lumbering has gone, but the railroads have grown in influence with each succeeding year.

The first house in Ripon (not Ceresco) was built by Samuel Pedrick. Old Ceresco, now a part of Ripon, was a noted community project where the settlers performed all labor in common and shared alike in the proceeds. One of the old "long houses" of the community is still preserved. It is generally conceded that the Republican Party was founded at Ripon and the schoolhouse in which the original meeting took place, "The Birth Place of the Republican Party," is still an object of interest to visitors.

Ripon College (Arts and Letters) built without aid of outside has served the youth of the U. S. for three generations.

TOPOGRAPHY Eastern Fond du Lac County is a part of the Niagara Limestone Ledge, a long dissected ridge with a steep, west-facing slope or escarpment and a long, gentle backslope to the east. The western part of the county is a lowland, part of which is occupied by Lake Winnebago, about 200 feet lower than the ledge.

This foremost promontory of lime stone leans east of Lake Winnebago and creates what is locally known as "The Ledge."

Lake Winnebago, 28 miles long, 10½ wide, maximum depth of 22' was formed by glaciers and is the largest inland body of fresh water in any state.

CLIMATE Warm, humid summers and cold, snowy winters are characteristic of the county. Mid-day temperatures of 90 degrees and over are not uncommon in July and August, while successive days with sub-zero temperatures often occur in January and February. The average annual temperature is 50.11 degrees Fahrenheit, and the average rainfall is 37.86 inches. The frost free season is 150 days.

MANUFACTURING From the very beginning manufacturers and their payrolls have had a profound and balancing effect upon the economy of Fond du Lac County. The ideal geographical location, the fact that three railroads converge here together with principal highways and proximity to great markets have attracted a wide variety of industries. One is the Fred Rueping Leather Company, which is entering its 95th year of continuous operation under descendants of William Rueping, the founder.

In 1948 manufacturing continues to play a role of importance equal to that of agriculture and dairying with railroad shops operating and maintenance activities. No one product or industry dominated the economy of the county. Products produced cover too wide a range to be mentioned. There are washing machines, cookies and knitting from Ripon; shoes, rivets, and art goods from Waupun; leather, horizontal boring, milling and drilling machines, short length hosiery, ignition parts, dairy and cheese factory equipment, caskets, combination doors and millworks, refrigerators and ice boxes for trailers, paper boxes, canvas goods,

dry battery cans, the world's largest sleighs, tools and dies, outboard motors, chain saws, agricultural lime and building stone from Fond du Lac. Throughout the county are cheese factories, dairy plants and canning plants and a group of substantial smaller plants.

There are 157 manufacturing plants employing more than 7,000 men and women, at an average weekly wage of $51, who are producing more than $70,000,000 of products each year. The railroads provide a 2¾ million dollar annual payroll for 1,300 employees.

TRANSPORTATION

Fond du Lac County has a unique record in the field of transportation. In 1853 the nation's first inland railroad was built from Fond du Lac to Chester (now the C. & N. W. R. R.), an unheard of episode of a land-locked county seeking an outlet by rail rather than the railroad pioneering the opening of territories and cities. Locomotives were brought in over a plank road from Sheboygan 45 miles away. Since then three great railroads, the Chicago, Northwestern and Pacific, the Soo Line, and the Milwaukee Road reach every section of the county and give the area characteristics of a little Chicago. In North Fond du Lac the Soo Line and Northwestern have large shops. Fond du Lac County has pioneered the construction of hard surfaced roads and today every farm has access to good roads maintained by the cities, towns, county, state, and federal government. Important federal and state concrete highways traverse the county in all directions and make possible excellent service to all parts of the United States, by busses and truck lines.

AIR SERVICE

The citizens of Fond du Lac County today, like their ancesters who organized the many railroads, are alert to the need of keeping the county well served with modern means of transportation. The State Planning Board, through the efforts of a County Board of Supervisors Air Port Committee, have selected and C.A.A. have approved a mile-square section of land as the site of a future county airport. This site lies one-half miles west of the City of Fond du Lac and is bisected by Forest Avenue. Smaller airports located at Fond du Lac, Ripon, and Waupun now serve the needs of the county pending the need for a larger port.

RECREATIONAL

Many lakes of rare beauty as well as a considerable section of the famed moraine region are in the eastern half of the county which is generally rolling. Campbellsport, a large and prosperous village, is the logical port of entry to this enchanting neighborhood and summer resorts. The largest of these lakes is Long Lake in the township of Osceola. It is in the heart of the Kettle-Moraine region which is an added attraction. However, the great recreational asset of the county is Lake Winnebago which penetrates southward to the township of Fond du Lac. Both its eastern and its western shores are lined with summer homes as far north as the county line in both cases. This region has scores of boats of all kinds and boating has become a pastime for a countless number of those who work in the city as well as of the farmers living nearby. Lake Winnebago is well stocked with fish and winter fishing through the ice especially for sturgeon is permitted by the state.

AGRICULTURE and DAIRYING

Agriculture has always been a major occupation. In the period prior to 1885 wheat growing furnished the cash crop to farmers. When the soil became exhausted for wheat growing the farmers were in despair but their disappointment proved a blessing in disguise. Experiments in dairying indicated a more profitable line of endeavor. The first cheese factory in Wisconsin was built at Ladoga by Chester Hazen. Our farmers pioneered the introduction of Guernsey cattle into the United States and since then have been leaders in the raising of registered cattle of all breeds. Fond du Lac County in land area ranks 40th of the 71 counties in the state; seventh in number of farms (3,882), fifth in gross farm income, over $25,000,000. First in peas for canning, second in barley raised, fifth in milk production, seventh in cheese produced (over 20 million pounds) and first in production of Italian or foreign type cheese and has over 105,000 head of cattle, more than the population of the state.

EDUCATIONAL

In the religious and educational field Fond du Lac County has maintained a high average. Although it has only one non-sectarian institution of college rating, it has many high schools and a number of parochial schools of similar rank and one or more commercial colleges. The numerous grade and rural schools, both public and parochial, provide an excellent academic foundation for every boy and girl in the county.

MEDICAL CENTER

Fond du Lac is the home of St. Agnes Hospital with 302 beds which serves not only Fond du Lac County but a number of adjacent counties in whole or in part. Connected with the hospital is a Training School for Nurses which graduates a considerable number of young women each year. Ripon is the home of a modern municipally-owned hospital, and Waupun a smaller privately-owned institution.

INFLUENCES OF RELIGION

Fond du Lac County is well supplied with churches, many of them outstanding architectural ornaments in the community. As headquarters of the Episcopal Diocese of Fond du Lac, St. Paul's Cathedral is noted especially for its beautiful interior. The City of Fond du Lac in an early day was the second setetlement in Wisconsin in point of its French population who had come down through the Green Bay portal from Canada. The French Catholic Church with its twin spires is a landmark that can be seen from miles in every direction. The other churches of Fond du Lac County for the most part are attractive modern structures built by the Lutheran, Methodist, Presbyterian, Catholic, Congregational and Baptist churches.

Of all the religious institutions of Fond du Lac County, Mount Calvary furnishes the most scenic location. On this striking elevation in the eastern part of the county is situated the Capuchin Monastery and St. Lawrence College, the latter a theological seminary. The hill called Calvary was first noted and described in 1846 by Rev. Casper Rehrl who marked it with a cross and built a log church on the summit in 1849.

Today this impressive group of buildings (built first in 1858) marks the site of the first capuchin friary in the U. S.

GREEN LAKE COUNTY

MIGHTY midget among its more sprawling neighbors is Green Lake County. Here is one more proof that prize things come in small packages. Ten townships, three villages and two cities make up this compact, well balanced and diversified little unit.

A ninety mile trip northwest from Milwaukee brings one into the heart of this historic area. The famous Fox River was the trail that brought the first white men into this old Indian territory.

Father Marquette and Sieur Joliet cast their eyes on its wild beauty back in 1673. One of their camping spots on Lake Puckaway is now the Village of Marquette.

The county is blessed with beautiful lakes, streams and rivers. These were the avenues of commerce and settlement in the early days. They now give distinctive beauty to an area rich in agriculture and industry.

Famous Lakes

True to its name is big Green Lake. Deepest in the state, it also surprises the visitor with its clear, cool, emerald green beauty. No wonder it is called Green Lake. A breath-taking sight to look down upon from surrounding heights.

The twenty-five mile beautifully wooded shoreline of this famous lake is a resort area of wide renown. In fact, it claims to be the first important summer resort west of Niagara Falls. Luxurious homes, children's and church camps look out upon the usually tranquil expanse of green. Boats of all kinds skim its cool spring-fed waters.

Visitors to Lake Puckaway are amazed and fascinated by the acres of lotus beds in this broad, shallow lake. The disciplies of Izaak Walton find the lake a fisherman's paradise. Duck hunters often bag their limit on this famous flight-way.

Unique is the word for Green Lake County. Where else can one find the scenic beauty, the wealth, the perfect balance of agriculture and industry? Here we have in miniature what our great state is famous for.

Cities

Berlin: Population 4300. Berlin is the metropolis of the county. The Fox River flows gently through the city and a picturesque view can be obtained from the hill on highway 49 south of the city. You see the river winding through the valley with hillside giving life and vitality to a panorama of beauty.

The early settlers couldn't have picked a lovelier spot to found this fine city. It was first considered a good place for crossing the river and was known as "Strong's Landing," and later incorporated as the City of Berlin, March 6, 1859.

Berlin is known the world over for the manufacture of high grade leather goods, garments, gloves, jackets, moccasins and stadium boots. It is the home of Wisconsin's leading fur coat companies.



Princeton: Population 1300. Princeton was one of the earliest settlements on the Fox River. Royal C. Treat built the first house here in 1848 and the settlement was originally known as Treat's Landing.

Cattle Fair days are an old and unique Princeton institution. Since 1871 these events have been held the first Wednesday of each month. Farmers come to buy, sell and exchange everything which their farms produce. These monthly fair days are social events as well as business gatherings. For years they have promoted good fellowship.

Markesan: Population 950. Markesan is the largest village and one of the oldest settled communities in Green Lake County. The Seward Brothers settled here in 1843. The village was plotted in 1849 and incorporated as Markesan Village in 1853. Being situated in one of the finest agricultural regions of the state, it has become the home of many wealthy retired farmers.

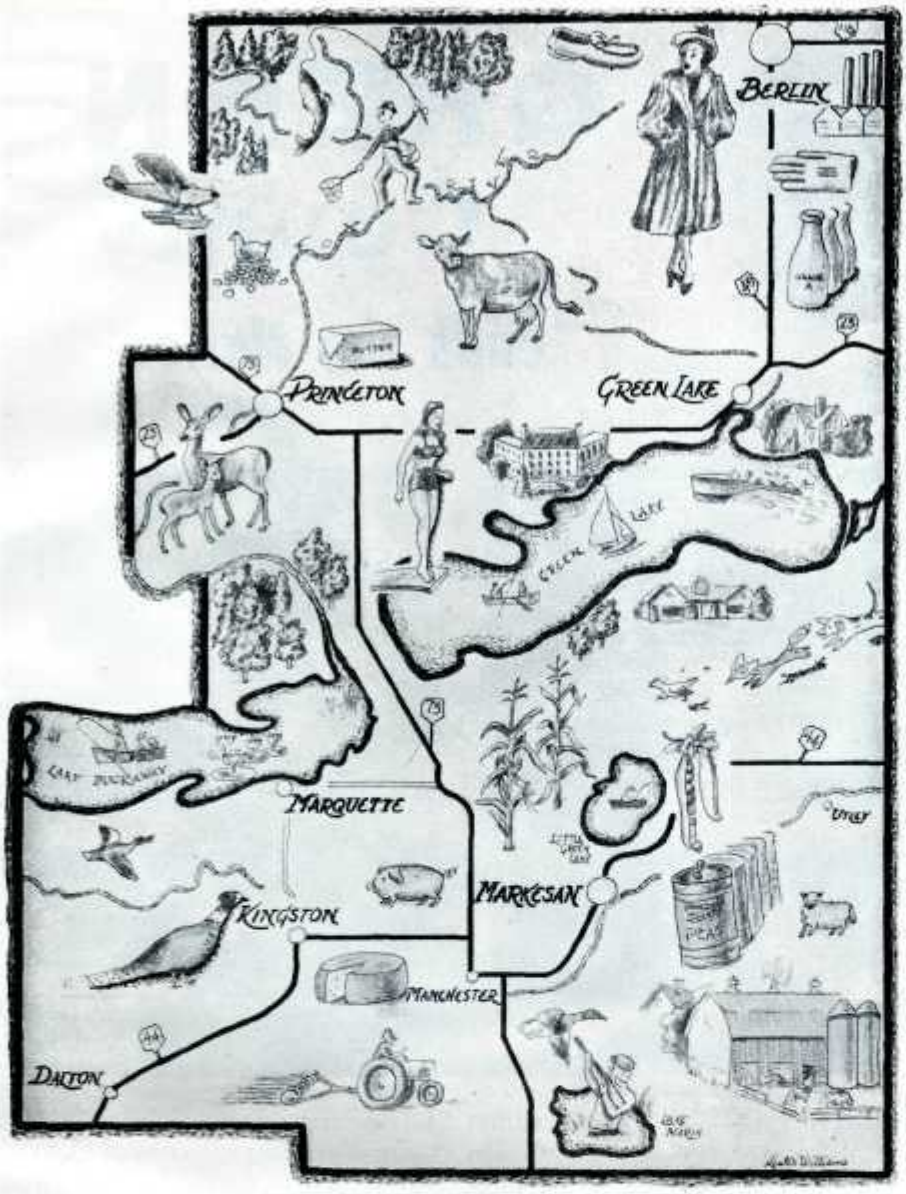
Three large corn and pea canneries and one hempmill provide employment for its people. Outsiders find plenty of employment there during the regular canning season. Markesan is proud of its new school building, public library and fine churches.

Green Lake: Population 700. This picturesque village is situated at the outlet of big Green Lake and is the county seat. The town plat was first laid out by John C. Sherwood and Putnam C. Dart as early as January 28, 1847. It was first called Dartford. Later the name was changed to Green Lake because of the many travelers and tourists who remembered the name of the lake rather than the name of the village.

People the world over pass and stop at this community when visiting their favorite cottage, camp, or religious center. It is known chiefly as a resort town.

Kingston: Population 300. It is located on the Grand Lake which is supplied with good water power furnished by the Grand River. A gristmill was first built here in 1848 by Drummond and Jewet. The mill, although remodeled and rebuilt, is still in operation.

Hamlets: There are several other settlements such as Marquette, Dalton Manchester, Centerhouse, Kollerville, Dayton, Utley and St. Marie.



The little county full of history, lakes, wealth and beauty

Education

Ever since William Bazeley started his little school, in 1842. Educational interests within the county have had serious attention. The number of high schools and the number of school busses attest that the county is abreast of modern educational needs.

Banking

The first bank in the county was organized in Berlin in 1876 under the name of Sacket, Fitch and Company. The Markesan State Bank came into existence in 1891 and the Princeton State Bank two years later. At present the county is served by seven banks, with total resources of over $20,000,000. The county has an assessed valuation of $33,906,000 with a total population under 15,000 persons. There is wealth in Green Lake County.

Agriculture

The farm business of the county is highly diversified and well balanced. That means stability and good living right through booms and depressions. Dairying is the main enterprise, but there is strong emphasis on sheep, hogs, cash crops, poultry, and beef cattle. Dairy cows account for 40 per cent of the farm income; hogs for 25 per cent.

The county leads the state in the quality of wool and lambs it produces. It ranks third in Wisconsin in the amount of wool sold. Some farms in the county are devoted solely to the production of beef cattle and hogs—other farmers buy and fatten feeder cattle. Practically every farm in Green Lake County has a poultry flock, which accounts for nearly 10 per cent of the farm income.

Corn, grain and hay are the main crops grown on the fertile fields of the county. These feed crops go to support the heavy livestock population. Almost every kind of grain, grass, and legume that grows in the North Central States is raised within county boundaries.

The county ranks within the first 100 counties in the U. S. in the production of canning peas and ranks forty-first among the counties in the U. S. in the production of sweet corn Hemp is also grown on the fertile prairie soils which make parts of Green Lake County a veritable garden spot.

The soils of the county are many and varied. Thirty-three different types have been mapped within its boundaries. These soils range from the finest prairie soils to the high and low water table sands. Peat and muck swamps are also included within its boundaries and some of these have been, and are being drained for vegetable and other crop production. A Soil Conservation District was organized in 1944 and already over one-sixth of the farms are under the program.

Industries

Much of the agricultural production of Green Lake County is processed within its borders. Nine milk plants, ranging from small neighborhood cheese factories to large creameries are located within the county. They process the largest part of the more than 100 million pounds of milk it produces annually.

Four canning factories within its borders take care of annual production from over 5,000 acres of peas and 3,000 acres of sweet corn. One hemp-mill located in the southern part of the county processes a large portion of the hemp produced in the area. Most of the agricultural manufacturing plants are locally owned.

Churches and Homes

Folks in the county believe in going to church. Twenty-nine churches of all denominations serve the area. Sunday morning finds houses of worship filled. Religion, along with close family ties, has a mighty influence on the way of life. Beautiful, well kept homes show the pride people have in home life.

Green Lake County invites you to see its fine livestock, its fields of green and gold. Visit its industries and marvel at its beautiful lakes and resorts. Nowhere else can you find so much of farming, industry, beauty wrapped up in so small a package.



GREEN County Leads the Nation

GREEN COUNTY – its rolling, green velvet hills punctuated with 100 picturesque cheese factories — is Wisconsin's dairyland paradise. Its farmland scenic beauty is unrivaled. With 75,000 superb dairy cows, GREEN COUNTY surpasses any other equal area in the United States in milk production. Here, the greater part of the country's fine Swiss, brick and limburger cheese is made. The principal shipping center is Monroe— the Swiss cheese capitol of the U.S.A.





GREEN COUNTY'S first settlers were the lead miners of 1828. The Swiss started immigrating in 1845 when the Canton of Glarus, Switzerland, colonized New Glarus. Their industry wrought the nation's leading cheese producing center, and the highest farm income in the State of Wisconsin. The distinctive Swiss characteristics of the county are reflected in the Chalet (above, and in the William Tell play produced annually by the people of New Glarus in a beautiful natural setting (below). The county's annual production of 11,000,000 pounds of Swiss cheese is cured in storage rooms like that above.

GREEN COUNTY also produces 4,000,000 pounds of limburger and 600,000 pounds of brick cheese each year. Four condenseries add evaporated milk and powdered milk to the county's dairy products. The Pet Plant in New Glarus, one of the nation's largest, receives as high as 450,000 pounds of milk a day.





JEFFERSON County • *"Dairy Capital of the World"*

"To him who loveth the cow, to him shall all other things be added—feed, ensilage, butter, more grasses, more prosperity, happier homes and greater wealth" —W. D. HOARD

WHEN Governor Hoard founded the publication that bears his name at Fort Atkinson in 1885, the farmers of the State of Wisconsin were on the verge of exhausting the fertility of their soil by continuous wheat raising, as was the custom in those days.

He steered them by means of his dairy publication from the plow, wisely, to the cow.

They turned from wheat growers to butter and cheese makers and by this act made Wisconsin the leading dairy state in the United States.

A County of Cows

Jefferson County is one of the nation's leading agricultural counties founded on the simple, homey dairy cow. Few counties have more cows than people. But such is the case in Jefferson County where 38,863 persons reap the benefits of the 47,600 cows within its borders.

There are more dairy cows per square mile in Jefferson County than in any similar area in the world.

In 1946 her 47,600 cows milked would stretch from Fort Atkinson to Chicago (about 100 miles) if they were lined up in single file. According to the Wisconsin Department of Agriculture, Jefferson County cows produced 337,960,000 pounds milk in 1946.

Jefferson County is proud of its two outstanding breeding associations—the Jefferson County Holstein-Friesian Association and the Jefferson County Guernsey Breeder's Association. Last year they sold over 3,000 of the county's genuine blue-blood cattle in all corners of the world.

Agricultural Industries

There is little doubt that the influence of the dairy cow has helped develop some of the world's largest agricultural industries in Jefferson County.

Included among these are the Creamery Package Manufacturing Company, world's largest producer of creamery and cheese factory equipment, Lake Mills and Fort Atkinson; the G. B. Lewis Manufacturing Company, world's largest bee keeper supplier, Watertown; James Manufacturing Company, world's largest barn equipment manufacturer, Fort Atkinson; Hoard's Dairyman, nationally known dairy farm magazine, Fort Atkinson; Jones Dairy Farm, producers of nationally famous Jones hams, sausages and bacon, Fort Atkinson; National Agricultural Supply Company, agricultural leader's supply house, Fort Atkinson; H. C. Christians Company, nationally known butter manufacturer, Johnsons Creek; Stoppenbach's sausage Company, Jefferson.

And Outdoor Fun

Strong in farming with many robust agricultural industrial plants, Jefferson County is also the summer playground of thousands of Americans. Situated in the center of the Southern Wisconsin Lakeland area and close to population centers its beautiful lakes and streams offer unsurpassed recreation and enjoyment. The meandering Rock River; beautiful Rock Lake, Lake Mills; Lake Koshkonong, Fort Atkinson; and Lake Ripley near Cambridge offer a vacationers paradise.



Colorful fall cranberry harvest in Juneau County

JUNEAU County

A COMBINATION of Wonderful Wisconsin and America's Dairyland —that's Juneau County.

Its backbone is the dairy industry, but vacation seekers are charmed by its scenic beauty and sportsmen are lured by its unsurpassed deer hunting and good fishing. Located in south central Wisconsin, this county, which is



Famous for Ladino clover seed

staid maid and glamour girl in one, will celebrate its own centennial in 1957. Its county seat is Mauston and among its chief assets are excellent transportation facilities—by rail, road and bus.

Mecca for Robin Hoods

Each fall Juneau County reigns as the undisputed Bow Hunting Capitol of the world. Juneau County offers archers top shooting in and around its 33,000-acre wild life refuge where its deer herd alone is estimated at 8,000.

Five thousand modern Robin Hoods, from more than 20 states, roamed Juneau County woods on the opening day of the 1947 season. In skill these bowmen, and women, too, range from experts, who could outshoot the ancients, to tyroes, who have trouble stringing their bows. In 1946, bow hunters took 129 deer out of Juneau County, more than half the total killed in Wisconsin, and Wisconsin led the nation in this sport.

A Seed Capital Too

Figuratively speaking, Juneau County is going to seed and enjoying it because the seed is from Ladino clover. Tests indicate that the county is better suited to the seed production of this clover, called the boss crop of the legumes, than any other county in the state. Already its fame is spreading as a source of Ladino seed.

Busy Cranberry Merchants

The most colorful industry in Juneau County is its cranberry marshes —nine of them. It has the largest privately owned cranberry marsh in the world, that of the Cutler Cranberry Co. Its 135 acres in actual vines seems almost lost in the 4,750-acre marsh including about 1,400 acres of water. Twenty-five miles of small ditches interlace this marsh.

Visitors are fascinated by the fall harvest when the cranberry beds are flooded and booted rakers scoop up the floating berries. Indians are usually employed as rakers and generally outdo white workers.

"One Big Dairy Farm"

The southern half of Juneau County can best be described as one vast dairy farm for it is this section of the county that specializes in dairying. A recent survey shows that 40 per cent of the land area in Juneau County is in pasture and that dairy cattle are the source of 47.4 per cent of the gross farm income. There are 20,000 producing dairy cows in Juneau County including many pure breds with Guernseys and Holsteins predominating.

Part of the county's huge dairy production is funneled into the $400,000 milk drying plant of the Wisconsin Cooperative Creamery Association at Union Center.

Juneau County believes in starting its dairymen and farmers young. 4-H Clubs in the county date back to 1921, and the county has produced its share of prize winners, many of whom are now prosperous farmers.

Bow hunting capitol of the world



KENOSHA County

GATEWAY TO WISCONSIN



Whether it's for a lifetime of enjoyable living or a vacation stop, no place in Wonderful Wisconsin offers more than Kenosha County. Rich in agriculture, important in industry, modern in retail merchandising, Kenosha County offers a variety of recreational opportunities ranging from inland lakes of surpassing beauty to the sandy beach-lined shores of Lake Michigan, from magnificent natural parks to modern golf clubs. There's everything worthwhile in Kenosha County, Gateway to Wisconsin.

KENOSHA County, despite its small area, contains a fabulous combination of recreational resources, agricultural development and industry that makes a spectacular gateway for the southeast corner of Wisconsin.

Kenosha offers a variety of facilities for working, playing and living. It can be considered an accurate facsimile of all of the good features in the state rolled into concentrated miniature. In addition, the county boasts such a long period of settlement that the record of Kenosha County makes a tremendous impact on the history of Wisconsin.

Historic Kenosha

In Kenosha, the first free school west of the Allegheny Mountains was established, the typewriter was invented, the state's only hanging occurred. Historic event upon historic event piling up through the years since the first settlers started making a community in 1835, provide a background of grassroots accomplishment.

Through the years of Wisconsin life, Kenosha has made history in her development as a center for steadily advancing agricultural enterprise and vastly expanding industry. Her many progressive traits are tempoed to modern living with recreational promotion that is unequaled in any other similarly-sized county of the nation.

Producer for the World

The City of Kenosha, county seat of the southeastern Wisconsin gateway, has a population of 55,000. It annually sends to the markets of the world industrial produce including automobiles, furniture, tools, machinery, textiles, and a host of other manufactured goods.

The rural population of the county, on the upswing since 1940, has now reached 17,740 persons. They pour a miscellanie of produce, including dairy products, truck crops, fruits, furs, poultry and general farm products, into the business channels of the nation.

Supplier of Fun

Recreation in Kenosha County is simply a matter of selection. Boating, swimming and fishing on more than a score of small lakes and Lake Michigan are available during the spring, summer, and fall months.

The City of Kenosha has 29 beautiful parks. It holds title to more than 70 per cent of the lake frontage which is utilized for recreational purposes.

For the specialized sports of golf, tennis and bowling, the county-owned Petrifying Springs Park course and the privately-owned Kenosha County Club offer two of the most scenic 18-hole layouts of the nation. There are four other golf courses in the county and in the city. Parks are equipped for tennis. Eight modern bowling establishments provide ample facilities for that sport.



Institutionally Mature

The City of Kenosha has a well developed transportation system. It has a modern school program, 61 churches and a main library with six branches Two nationally approved hospitals together with an isolation unit and a sanitorium are located in the city. Seven modern theatres, a Little Theatre organization, and a symphony orchestra offer entertainment of the finest nature.



Hotel accommodations are good There are three banks and two building and loans, a variety of club and fraternal organizations, 728 retail establishments, and 69 manufacturing plants.

Whether you're seeking a vacation spot, a site for a permanent home or an advantageous business location, consider Kenosha County, Gateway to Wisconsin.

LA CROSSE County



Design for living in the Coulee Region

EVER since the days of the early explorers and traders the land that is La Crosse County has been noted as one endowed by nature with fertile prairies and valleys, wooded hills, majestic bluffs and meandering watercourses.

Set almost in the heart of the driftless area which escaped the leveling process of the last glacial period, the Coulee Region offers magnificent vistas of ageless bluffs and valleys.

By river packet and the long, hard overland trail came the first farm settlers in 1844. Today many of their descendants still draw their living from fertile acres in Coulees and on ridge lands.

Agricultural Activities

The county's soil is adapted to every type of farming. Livestock, for which most of the feed is homegrown, milk and dairy products account for the major portion of farm income. Canning factories, cooperative creameries and cheese factories have a large annual output.

Activities of county 4-H and Homemakers clubs place them as leaders in the state. The federal soil conservation school has trained more men than any other such school in the world. Since 1943, 556 men have been graduated from the course, 49 of whom carried back to 12 foreign countries the practices observed in the county.

Big business in the region . . .
Fine Dairy Herds

City and County Meet

The county offers a pattern for living that preserves a nice balance between urban and rural ways of life.

The accessibility of its industrial and business center, the City of La Crosse, from all parts of the county makes it possible for some members of farm families and residents of the smaller communities to be employed there and still retain their home places. The same accessibility permits city dwellers to seek the repose of country living along river banks or near Coulee roads.

Those who prefer the closer social and economic contacts of the smaller community find them in the City of Onalaska, the villages of West Salem, Bangor, Holmen and Rockland and in little hamlets about the county.

Land of Enchantment

All around the year nature presents to the people of the Coulee Region and its visitors outdoor recreation in surroundings of unsurpassed beauty.

But perhaps the most satisfying pastime of all in this land of picturesque panoramas is the leisurely motor ride in and out of the Coulees, up and down the hills where each turn of the road brings new enchantment to the eyes.





LA CROSSE TRIBUNE PHOTOS



The heart of downtown La Crosse



Riverside Park on the Mississippi

Grandad Bluff: 1195 feet above sea level . . . States of Wisconsin, Minnesota and Iowa can be seen from its point overlooking the Mississippi River.

City of LA CROSSE

More than a century and a half elapsed between the time that Father Hennepin first observed the present site of La Crosse in 1680 and the building of its first permanent structure in 1842 by Nathan Myrick, 19 year old native of New York State.

During the passage of the years, the location came to be known to traders and explorers as Prairie La Crosse, from the name they gave the game that wandering bands of Indians played there. The game is similar to the French tennis game of la crosse.

Ideal Trade Site

Myrick chose well when he selected the prairie for his trading activities, because it has many natural advantages that have stimulated its growth through periods of changing transportation.

It is located at the confluence of three rivers with the Mississippi; it is the only spot on the river between Prairie du Chien and St. Paul where nature provided a gap that could be used for the laying of railroads from the east; and it is in the heart of the Coulee Region's rich agricultural acres.

With rail and water transportation convenient, La Crosse became the center of distribution of supplies to farmers and to small towns that grew up along the railroads. It also became the port for logs floated down the Black River from the great pine belt to the north.

Major Industrial Center

The great activity of the sawmill days soon came to an end; but the city, because of its location forged ahead to become the largest industrial, wholesale and jobbing center in western Wisconsin, serving an area within a radius of 100 miles in Wisconsin, eastern Minnesota and northeastern Iowa.

It has 235 manufacturers employing 12,000 persons, with gross sales of more than 85 million dollars; 199 wholesalers with gross sales of 51 million dollars; and 700 retailers with gross sales of 45 million dollars.

Leading manufactured products distributed nationally and internationally are air-conditioning and heating equipment, farm machinery, precision instruments, gauges, dials and panels, beer, and rubber footwear.

Few places have such superior transportation facilities for both passengers and goods. La Crosse has service by crack trains of three railroads; airliners from its Class 4 airport to the nation's metropolitan centers and abroad; barges and excursion steamers on the river and busses and trucks on its highways.

Pleasant Hometown

La Crosse is a city of comfortable homes, parks and trees. It has outstanding public and parochial school systems, three high schools and plans under way for a fourth, a State Teachers college ranking high in the country for its physical education course, a vocational school with a national reputation, and opportunities for cultural growth and recreation.

Its scenic beauty, especially the view from Grandad Bluff, is arresting and timeless. In the words of Gen. Zebulon Pike, who ascended the bluffs in 1805:

"It is altogether a prospect so variegated and romantic that a man may scarcely expect to enjoy such a one but twice or thrice in the course of his life."

La Crosse has all four: RAIL, AIR, WATER, HIGHWAY transportation









Wisconsin's first State Capitol, Belmont, built in 1836.

Lafayette County

LAFAYETTE County is located in the southwestern part of the state, close to the Illinois line and the Mississippi River. It is an area about 700 square miles—organized in 1847—and has a total population of about 18,500.

As early as 1818 Jesse W. Shull explored what is now Lafayette County The first permanent settlements, however, were made during the year 1824 and were due to the existence of the lead mines. Lead in large quantities was discovered near New Diggings and at Gratiot's Grove. Henry and J. P. B. Gratiot engaged in mining and smelting. Other settlers began prospecting at Belmont, Kendall, Wayne and Argyle.

Agriculture Most Important

When the mining "boom" began to dwindle, the settlers turned to agriculture, and Lafayette, one of the richest mining areas became one of the richest farming counties in Wisconsin.

According to the 1945 census of agriculture, Lafayette County has 2,215 farms, covering 97.7 per cent of the land. It has the distinction of being the only county in the state with more than one-half of its farms tenant operated — this figure is 51.5 per cent.

In Lafayette County the gross income per farm in 1944 was $7,572.00—the second highest figure reported for the 71 counties of the state. All livestock products combined contributed 96 per cent of this income—hogs were the leading source of the gross figure and milk a close second. The 38,400 milk cows of the county produce 185,640,000 pounds of milk annually, worth $2,376,000. Most of the crops grown in the county are used for livestock feed. The main crops are corn, alfalfa and oats.

As Lafayette County is predominantly an agricultural area there is very little industry in the county except that related to agriculture.

Hundreds of attractive creameries, condenseries and crossroad cheese factories produce quality products known all over the world. Over 67 per cent of the milk goes to cheese factories, 19 per cent to creameries and the rest to condenseries, into whole milk and other products.

First Capitol Here

Outstanding among Lafayette County's historic attractions is the building which housed Wisconsin's first state capitol. Located near Belmont, it has been restored in recent years and occupies a rightful place of honor in a lovely park on the southern slope of Belmont Mound.

Another significant spot is "Badger Hill," at Shullsburg, from which Wisconsin derived its sobriquet.

Recreation

Most cities and villages in the county have recreational parks. The largest and most complete park is located at Shullsburg, another at Darlington at the Lafayette County Fair grounds.

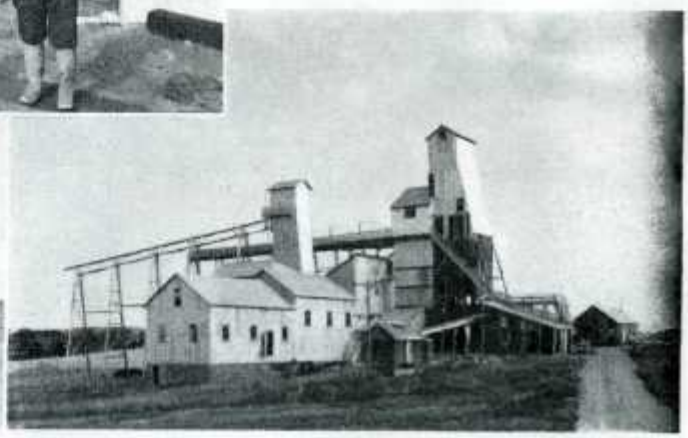
Hunting and fishing has increased in interest in the county during the past few years due to the organization and functioning of six active conservation clubs in the county. A joint state and federal plan for the creation of an artificial lake in the Pecatonica River near Argyle has been approved and the project will get under way next year.

(Right) Veteran Lafayette County miners. The men are (left) Dan Boyle, Shullsburg and Elmer Hamilton, Hazel Green
(Below) One of Lafayette County's many cheese factories





(Below) One of the newer Lafayette County lead and zinc mines, located in the most active lead and zinc area in the state. This mine, located near Shullsburg began operations in July, 1936







Potatoe fields and trout streams—Two celebrated scenes of the county

LANGLADE County

LANGLADE County, with Antigo its county seat, lies in the approximate longitude of Beloit, and rests in the latitude of St. Paul. Seventeen civil towns are within its area.

The county was created in 1879 under the name of New. In 1880 at the suggestion of historian Lyman C. Draper, the name was changed to Langlade for Charles de Langlade, leader of Wisconsin Indians in the defeat of General Braddock's army.

As created, Langlade County included parts of Oneida, Vilas and Forest counties. Boundary changes were made in 1881, 1883, and 1885—the last fixing the present borders. The county is drained principally by the Eau Claire and Wolf rivers and their tributaries.

Most of the topography is rolling. The principal agricultural area is a high level plateau known as the Antigo Flats, a fertile outwash plain from glacial moraines.

The first permanent settler was W. L. Ackley, who arrived in 1853 and engaged in trade with the Indians.

Lakes and Lumber

Langlade County leads all other counties in the state in mileage of trout streams, with over 1,000 miles of such waterways. There are scores of lakes. Post, the Bass Lake Chain, Summit, Muller's and Sawyer are the largest.

Systematic development of the county's once huge timber resources began with the organization of the Wolf River Improvement Company in 1870 by Philetus Sawyer and other Oshkosh men. In the succeeding 20 years, hundreds of millions of feet of white pine were floated down the Wolf River to the Fox River mills, and shipped to local or distant mills by railway.

By the early nineties white pine logging had declined, but the cutting of hardwoods was just beginning and reached its height soon after the first World War. It still continues.

People and Produce

The population of Langlade County in 1880, when the first census was taken, was 685. In 1940 it was 23,227, of which 13,732 was rural and 9,495 urban. Native-born residents predominate.

Langlade County ranks fourth in the state in percentage of farm income from crops, second in income from potatoes, and second in potato acreage. The last total available listed 7,950 acres in potatoes. Langlade County growers control over 50 per cent of the acreage of certified seed potatoes grown in Wisconsin.

Of farm income, 47 per cent is derived from the sale of milk. Potatoes provide 24.6 per cent; cattle and calves, 8.6 per cent; chickens and eggs 6 per cent; and hogs, 3 per cent. Other sources, 9.9 per cent. In addition, fur farming provides an estimated $2,000,000 income yearly. In 1944 milk production totalled 100,743,000 pounds; and canning pea production, 1,068,000 pounds.

Owners operated 80.5 per cent of Langlade County farms.

City of Antigo

The City of Antigo, founded in 1877 by F. A. Deleglise derives its name from the Chippewa name for "spring river," "Nequi-Antigo-Sebah." It is 1,500 feet above sea level and covers an area two miles square.

The Chicago & Northwestern Ry., with a division point and shops in Antigo, provides the city's largest single payroll. Twelve factories, employing a total of 1,350 workers, have payrolls totalling $2,594,000 yearly.

Industries manufacture shoes, shoe lasts, wooden heels, building material, beverages, dairy products, woodenware, boats, veneer, feeds, gloves, lumber, sporting goods, advertising specialties, and art goods.

Antigo is the principal potato shipping point in Wisconsin. It is also the center of a dairy industry with an income of $7,000,000 annually. The city's present population is estimated in excess of 10,000.

White Lake, the only incorporated village in the county, has a large flooring industry. Elcho, Bryant, Lily, Neva, Phlox, and Polar, are thriving rural trade centers.

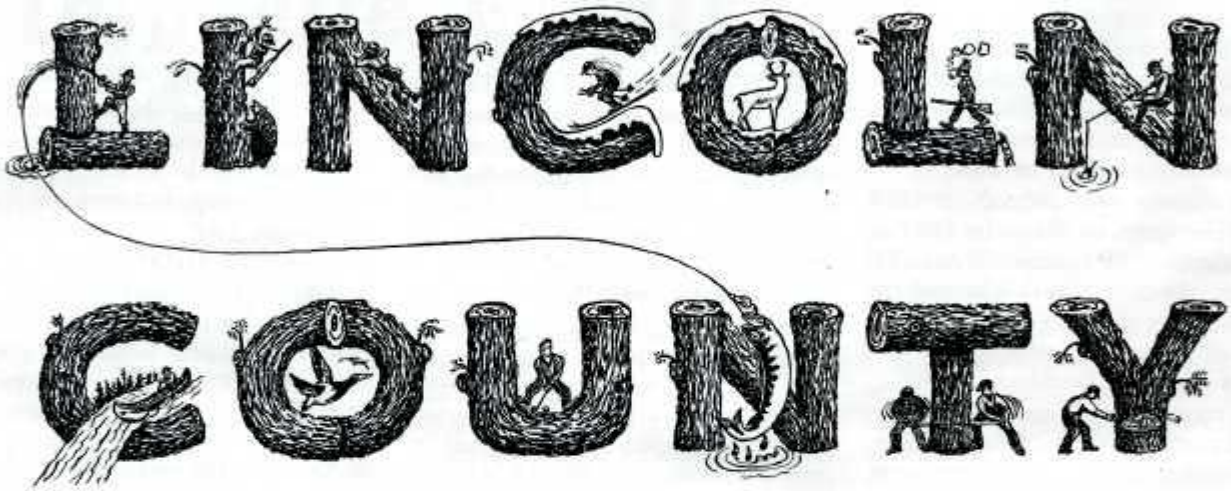


Twin representatives of the county's prosperous dairy industry

CREATED BY THE LEGISLATURE OF WISCONSIN IN 1874

NAMED IN HONOR OF ABRAHAM LINCOLN, 16th PRESIDENT OF THE UNITED STATES

It is likely that the early French fur traders, missionaries and explorers penetrated into Lincoln County during the French regime (1634-1760) since the Wisconsin River, which served as one of the major routes of travel, flows through the center of the county. A monument, erected on scenic State Highway 107 north of Merrill, marks the place where Pere Rene Menard, French missionary, was last seen by an Indian crossing the Wisconsin River in 1661; his fate a mystery never solved.



The earliest white settlers—who came shortly after the War of 1812—were engaged in either fur trading or lumbering. As lumbering operations expanded and as land was cleared for agriculture, there was a rapid increase in population—from 2,011 in 1880 to 22,536 in 1940.

Today dairying predominates in Lincoln County agriculture and in 1945 there were 1,829 farms—almost all dairy—with a total acreage of 258,444 acres.

There is a diversity of industry with over 50 manufacturing plants—located mostly in the cities.

Lincoln County offers many attractions for the visitor. It has facilities for summer and winter outdoor sports and recreation. Its many beautiful parks include Council Grounds State Forest at Merrill and Bradley Park at Tomahawk. Its rolling hills and numerous Lakes and rivers make it a region of much natural beauty.

GREETINGS FROM
THE CITIES OF MERRILL AND TOMAHAWK
AND THE TOWNSHIPS OF

BIRCH - BRADLEY - CORNING - HARDING - HARRISON - KING - MERRILL - PINE RIVER
ROCK FALLS - RUSSELL - SCHLEY - SCOTT - SKANAWAN - SOMO - TOMAHAWK - WILSON



Marinette Paper Co. — one of the three largest in the county. Others are at Peshtigo and Niagara.

MARINETTE County

HERE is the third largest county in area in the state. Located in northeastern Wisconsin, it is the gateway to the Northland and Upper Peninsula. The Menominee River is the natural boundary between Wisconsin and Michigan for the entire length of Marinette County for approximately 80 miles.

The City of Marinette, the county seat, located at the mouth of the Menominee River where it empties into the waters of Green Bay, is a live, aggressive community and forging ahead. The Ann Arbor carferry operating from Marinette to lower Michigan daily gives this city an all year around open port.

Historical

Louis Chappie was the first white settler in Marinette County. Chappie, a French Canadian established a British trading post at the site of the present City of Marinette in 1796. Marinette City and County are named after a queen of the Menominee Indian tribe. It is highly probable that Jean Nicolet and his voyagers stopped here before landing at what now is the City of Green Bay.

The early industry of Marinette County was lumbering. Millions of feet of white pine were floated down the Menominee River and its tributaries and also the Peshtigo River, to sawmills at Marinette and Peshtigo, there to be manufactured into lumber which found its way by boat and rail to the world's markets.

Agricultural

Although only 352,000 of a total of nearly a million acres is given over to agriculture, Marinette County's 2,650 farms produce bumper crops of corn, potatoes, oats, barley, rye, peas, and hay. There are 29 potato warehouses, 1 large canning factory, 10 pickle stations, 6 butter factories, 12 cheese factories (American and Italian) and 1 condensary which provides a steady market for the dairy farmer. There are many dairy farms stocked with high grade quality cows.

Industrial

Lumbering, once the county's outstanding industry continues, only on a much smaller scale.

Gloves, knitwear, chemicals, boats, wood products, sashes and doors, boxes, paper, furniture, monuments and excelsior are some of the products manufactured in the cities of Marinette and Peshtigo and in the villages of Niagra and Coleman.

A large plant in the Town of Pembine produces granulated roofing stone. Three large paper mills are located at Marinette, Peshtigo and Niagara.

Recreational

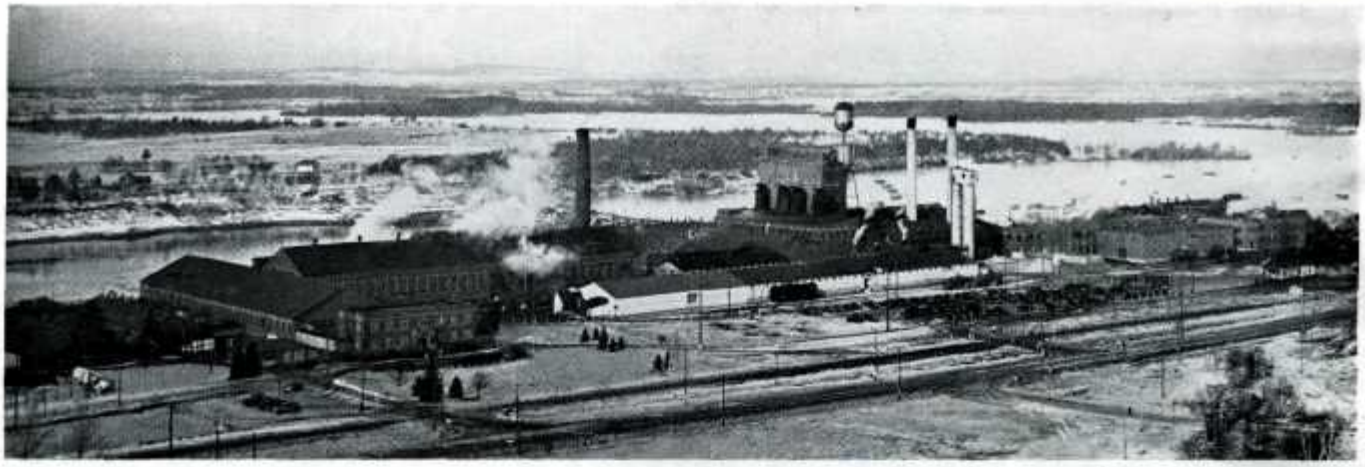
In an area of 1,800 square miles, approximately 60 per cent of the territory is wild land ideally suited for recreation. More than 200 lakes and miles of streams stocked with fish is a paradise for fishermen. There is fine wild fowl hunting in the fall, sports, swimming, sailing and power boating in the summer. Deer hunting in open season attracts thousands of hunters to this county.



Glorious scenery meets the eye of the vacationer. Many pleasure resorts, tourist parks, a yacht harbor and golf courses are available to the vacationists.

Marinette County has long been recognized as a leader in reforestation. To those who love Mother Nature and the great outdoors, Marinette County **is the answer.**





Thriving industries have made the county well-known for the number, variety, and quality of its manufactured products.

MARATHON County

Historical • Agricultural • Industrial • Recreational

MARATHON County, the largest county in the state, being one and one-half times the area of the State of Rhode Island, was carved out of the pine forests nearly 100 years ago. Named after the famed Greek Battlefield, it was created in 1850. As originally established, the northern boundary extended to the state line, but it was reduced to its present boundaries in 1875. It now contains 1,577 square miles, with a population of approximately 78,000, and comprising 3 cities, 13 villages and 42 townships. The first white men known to have been in Marathon County were the fur traders. With the coming of George Stevens, a lumberman from Pennsylvania, a new era began, that of logging and lumbering. Using the first and natural highway to the pine forests, the great Wisconsin River, which cuts the county into two, almost equal halves, the pioneers began cutting operations. At that time little thought was given to permanent residency or to farming, for everyone thought that neither the soil nor the climate was favorable for profitable farming.

Logging operations led to the establishment of sawmills, one of the first being built on the banks of the Wisconsin River at Big Bull Falls, now known as Wausau.

Lumber was the magic word in Marathon County's earlier days. By 1849 there were 14 sawmills in and near Wausau, the county seat, although the population did not exceed 350 persons. Men were paid in lumber, which they sold to each other or put together on a raft and sent down to market, waiting for cash until it was sold.

Rich Agricultural Area

German settlers arriving in 1856 proved the land excellent for agricultural purposes. They found that the soil was distinguished for its lasting productiveness, and that its capacity



for holding water prevented loss of crops. Marathon County has shown steady development in farming until today its cheese factories lead the world in the production of Cheddar, as more than 33 million pounds of this delectable cheese rolls out of the county every year, processed from part of the five billion pounds of milk produced. Its claim to being one of the leading dairy counties in the country is led by the fact that the home of the first 1,000-pound butter-producing cow in the world is Marathon County. Farms now claim almost 845,000 acres as compared to 184,000 in the late 19th century. It is now the third richest agricultural county in Wisconsin and its annual dairy income is $20,000,000. Livestock receipts amount to $10,000,000 annually.

Industries Vary

Marathon County is the nation's center of the silver fox industry, for the Fromm Brothers Fox Ranch is located in the Town of Hamburg. The story of their pioneering in the fox industry is interestingly told in the recent book, *"Bright With Silver,"* by Pinkerton. The headquarters for the American National Fur Breeders Association is located in Wausau, the county seat of Marathon County.

Marathon is the hub county of the state. Lying midway between Green Bay and Eau Claire, it is traversed by the principal arteries of traffic leading to the Northwoods playgrounds. Three railways, the Chicago & Northwestern, The Milwaukee Road, and the Soo Line carry heavy freight and passenger traffic. Daily bus, truck and airline schedules serve the public as well. It has 2,800 miles of well-kept roads, 176 miles of which are paved.

Among the county's natural resources are quartzite, feldspar and red granite. The granite, which takes a

high polish and is noted for its hardness, has been shipped to every state in the Union in monuments and markers. The quartzite was first mined for making abrasives, but now is used for roofing granules with 150 to 200 carloads being shipped out daily. Feldspar, a valuable mineral used in the manufacturer of glass, is found on both Rib Mountain and Mosinee Hill.

Industrially, the City of Wausau, as well as Marathon County enjoys prominence for the number and variety as well as quality of its manufactured products. Shoes, electric motors, snow plows, machinery, batteries, wood veneer, rubber clothing, mattresses, boxes, beverages, woodenware, sash doors and interior finish, flour and feed, sand and gravel products, toothpicks, brooms, and many other products are manufactured here. Paper and pulp are one of the leading industries of the area with three large paper mills located on the Wisconsin River within the boundaries of the county. Researchers at the Marathon Corporation mill have developed methods of reclaiming lignin from its waste sulphite liquor. Today, half the vanillin used in the nation is reclaimed from the former waste material, besides material for making plastics.

Scenic Recreation Region

Marathon County is not without beauty. Eighteen hundred acres of its land is dedicated to public parks. The largest and best known is the attractive Rib Mountain State Park, consisting of 400 acres on the top of the mountain. Not only do visitors thrill to the superb and commanding view from its summit, but miles of foot trails, many ski trails, as well as an open slope area, serviced by a ski tow, bring thousands of visitors into the county all year 'round.

Marathon Park, located in the City of Wausau is an 80-acre tract of virgin white pine, which contains the many buildings of the Marathon County Agricultural Association,



Thousands of visitors enjoy skiing on Rib Mountain every year

where the annual Wisconsin Valley Fair and Exposition is held. The grounds are public domain and are a popular place for picnics and gatherings of all sorts.

Lake Wausau, just south of Wausau, has a surface area of eight square miles, and is used for boating, bathing, etc. The lake is well stocked with fish. A municipal swimming pool, located in Riverside Park, is one of the finest of its kind in the state. There also is a wading pond for the juniors, which they enjoy while their elders are in for a swim in the pool.

Numerous other parks dot the county, among which is the Eau Claire Dalles Park, visited annually by hundreds of tourists. Here is a bit or virgin timber where red granite outcrops and the Eau Claire River negotiates a tortuous passage over a rocky bed and between precipitous palisades. Cascades and miniature waterfalls add to the beauty of the river scenery.

Within the borders of Marathon County, are many fine hunting lands and fishing waters. The Plover and Prairie rivers are widely known as trout waters.

A Progressive County

The American Legion Public golf course, located in the northeastern part of the City of Wausau, on Jim Moore Creek, is one of the beauty spots of this locality. The course is one of the sportiest in the state and very popular. At the Wausau Country Club, on the banks of the Wisconsin River, are excellent golf links, and one of the most attractive club houses in the state.

The United States Census of 1850 listed one "Scholar" in Marathon County and three years later the state superintendent of public instruction listed two school districts with 32 pupils and no schoolhouses. Today there are 237 schools in the county, with a population of 15,000 students, taught by more than 500 teachers. There are eight 4-year high schools and a fine vocational school. The University of Wisconsin has an extension center located in the City of Wausau, which offers a full two-year course of University work.

The county's first church service was probably held by the Rev. Father Dale at the home of Walter D. McIndoe in 1849.



Today churches of all denominations are located in Marathon County. There are 131 active congregations.

The first courthouse was built in 1854. The second in 1866 and the third and present courthouse in 1892. The square on which the county courthouse now stands was logged by Hon. W. D. McIndoe. He and his wife and Charles Shuter deeded the square to the county on December 6, 1853. The erection of a new courthouse is now being studied by the Marathon County Board of Supervisors.

In addition to the Marathon County Home and Hospital, County Asylum, a tuberculosis sanatorium and an isolation hospital, operated by the county, there are two large private hospitals located in the City of Wausau and several clinics located within the county.

Marathon County and Wausau join with the rest of the state in looking back on 100 years of statehood and progress and in heralding the future.





MONROE County

Lush, rolling pastures have been developed into prosperous dairy farms

MONROE County, midway between Prairie du Chien and Eau Claire and inland twenty miles from the Mississippi River, enjoys a diversity of topography, soil type and agriculture found nowhere else in Wisconsin.

The northeast area, that portion that you see when going through Monroe County on Highway 12, is typical of the central area of the state that was once covered with old Lake Wisconsin.

While modern dairy farms thrive in this area, a considerable acreage of light soil in this corner of the county has been returned to forests. Deer and smaller game animals and birds abound. Numerous cranberry marshes have been established.

Prosperous Dairy Region

Practically all that portion of Monroe County south of Highway 16 has a heavy soil. This rolling region has been developed into general dairy farms. Many of the farmers have adopted a system of soil conservation, including strip cropping, terracing, and rotations having much alfalfa and brome grass for hay and pasture. It is in this area of lush rolling pastures that eight of Monroe County's thirteen cooperative creameries developed shortly after the turn of the century.

Thriving Communities

Farm folks in this area being of European lineage have developed strong and prosperous rural communities. Our rural churches thrive. Over 65 per cent of the county's farms now are serviced with electricity. Our schools, farm organizations, farmer-townsmen gatherings and the many cooperatives in Monroe County have all served well to create a unanimity of thinking for the common good among town and country folks.

Most of the business and industry of Monroe County revolves around the farm folks. Sparta and Tomah, the two largest towns in the county, however, have been influenced much by Camp McCoy during World War II and the Veterans Hospital recently established north of Tomah.

A Natural Beauty

While Monroe County has not been developed as a tourist center it does have many natural beauties to offer. Rock formations of beauty and enchantment appear in every part of this unglaciated area. Three rivers, the Lemonwier that flows east to the Wisconsin; the Kickapoo that flows south through wooded valleys and the La Crosse that flows west to the Mississippi have their origin in this county.

Visit Monroe County. You'll find us friendly folks.

New REA office and headquarters building at Oakdale, on Highway 16, Monroe County



Indian cranberry raker



PRICE COUNTY

SPREADING its 1,300 square miles of commercially unspoiled vacation land, forests, lakes, modern, friendly communities, rolling, fertile farms, and advancing industrial development, Price County occupies the central position in Northern Wisconsin.

Logging Industry

The industrial awakening of the area followed the pattern of that of most of the Northland and the advent of the loggers and lumbering were responsible for the country's initial development. Wood products, today, provide the basis for a substantial share of the manufacturing and processing work of which the county boasts. Loggers, with modern efficiency, still fell the forests to feed the demanding saw and fiber mills which hum with activity, converting the fallen growth into the working materials of today's builders. No longer, however, is there cutting without thought of replanting. Thousands of seedlings and transplants, to grow into new forest giants, have been started since 1940.

Numbered among its foremost enterprises is the paper mill which grew from its modest pulp mill beginnings in 1895 to the industry which now produces 26,000 tons of paper on an annual pay-roll of more than a million dollars.

Recent years ushered in the manufacture of livestock feeds in the third largest plant in the state. Finished feeds flow over the nation and reach to foreign lands, building as they go, a reputation for service and values.

The largest contiguous cranberry plantation in the nation beside its protecting lake in the county's central region, is still expanding. From this remarkable development, there travel out products which reach tables the country over.

Thirty-thousand dairy cattle producing 100 million pounds of milk each year keep busy the dairy plants and cheese factories with their network of milk pick-up routes. These cattle supply milk for the annual production of a million pounds of butter and four million pounds of cheese, the manufacture of ice cream and raw and pasteurized milk. Sale of cattle and calves in the livestock markets contribute to the farm profits. A new kind of farming enterprise, the raising of mink and fox for fur, is also growing rapidly and attracting much attention as it adds to the county's development.

The growing rural electric co-operative services 1,500 farm families, helping to modernize farm homes and bringing to them all, the advantages of cheap electric power.

Nature's Offering

Its fine natural endowment, plus conservation efforts, make the district a delight to vacationers and summer residents. Retired folk from the congested cities find happiness as permanent residents in their new homes.

Accessable by air, by rail, by bus lines and auto over pleasant roadways, travel to and from the territory for enjoyment of its recreational facilities is a simple matter. The dry climate provides comfortable summers and a welcome winter relief from the biting dampness of the less fortunate regions.

Room for Growth

Notwithstanding the remarkable developments in its short history, the county is still a new land, offering a shining future to those who will grow with it. Its cities are comfortable and friendly with the atmosphere of the small town. Most of the national stocks have made some contribution. Most denominations will find a place of worship. Elementary and secondary education facilities are the equal of those of larger communities. The living and entertainment facilities are here to please its visitors. The labor market, the power sources and the transportation facilities for further industrial development await only being put to use.

Price County is proud of the progress it has made and of the progress its sister counties have made in Wisconsin's Century of Statehood.



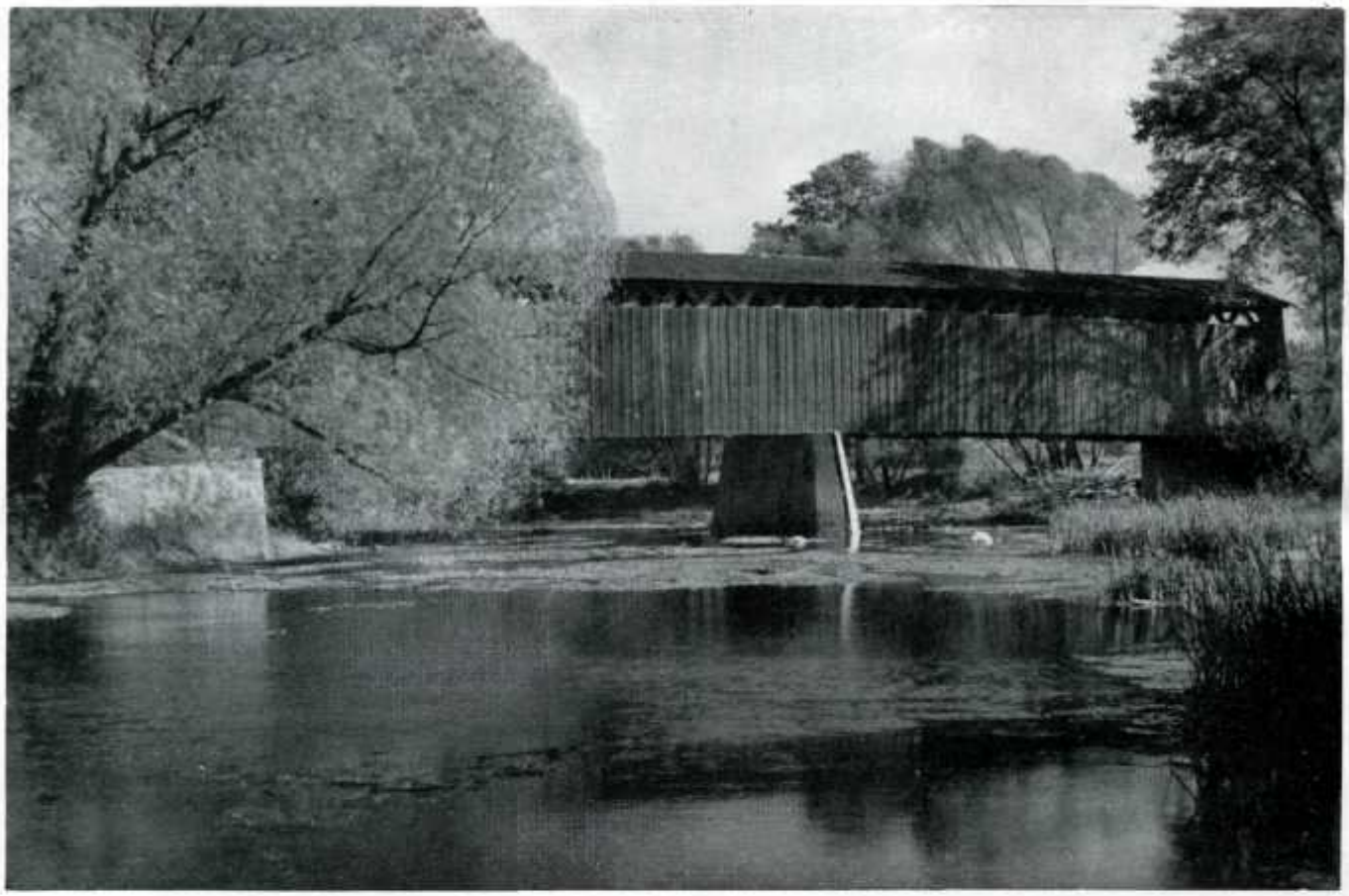
Forest Road



Lake of the Pines



On the Flambeau



The Old Covered Bridge in Ozaukee County—Only structure of its kind in Wisconsin

OZAUKEE COUNTY

By HERBERT H. PETERS

Interesting Highlights of the Early History

WHEN the white men first came to this land now known as Ozaukee County, they found the native Menomonee, Pottawatomi, Sac, and Fox Indian tribes of the Algonquin nation living peacefully in a land of outstanding natural beauty. Dense forests of hardwoods and evergreens covered the rolling hills. In the many valleys were streams of clear, cool, ever flowing water threading their way to the sandy shore of Lake Michigan.

Between 1670 and 1680, the first white men to visit this land were the French traders, La Salle and Joliet. They came down the west shore of Lake Michigan to establish trading and military posts in the name of France, and the Jesuits — Allouenz, Hennepin and Marquette — to bring Christianity to the native red men. No definite settlement of the territory was made by France, however, and in 1761 she yielded her rights to the English who claimed possession until after the Revolutionary War.

By the Treaty of 1835, the Indian tribes gave up their homeland and were moved to the county west of the Mississippi.

The first sale of lands by the government in Ozaukee County was made at Green Bay on November 24, 1835 to Wooster Harrison and Associates. They acquired the lands at the mouth of Sauk Creek, platted it and called it Wisconsin City. Later, the name was changed to Washington City and now is known as Port Washington.

Creating the County

The land making up Ozaukee County was originally part of Milwaukee County which made up the entire southeast section of Wisconsin. In 1830 the first Wisconsin Territorial Legislature set off from Milwaukee County a portion of this land and called it Washington County.

Because of the continued great dissension between several of the communities, principally Port Washington, Cedarburg, Grafton and West Bend, concerning the location of the county seat, the people finally caused the division of Washington County into the two present Ozaukee and Washington counties.

Early Settlers

The organization of Ozaukee County was affected by an act of the Legislature passed March 7, 1853. The county contains an area of only 233 square miles, the smallest in the state, and is made up of seven townships. They are Belgium, Cedarburg, Fredonia, Grafton, Mequon, Port Washington and Saukville.

The name Ozaukee is of Indian derivation. It means "yellow earth" and is descriptive of the sand and clay soil of the county.

Among the early settlers who came into the county were the Yankees from the east who came into the settled communities to established business, to practice their professions, and to become the early political leaders. Abraham Lincoln, as a young lawyer looking for a suitable location to establish an office, visited this territory and stopped at Port Washington for a short time.

Leland Stanford, a lawyer, practiced his profession here between 1848 and 1852. After being defeated for the office of district attorney, he became discouraged and left for California where he became governor of the state, and with his wealth founded Stanford University.

However, the real pioneers into the county were the hardy and thrifty people from Germany, Luxembourg, Belgium and Ireland who went into the wild forest lands to develop agriculture, build homes, churches, and schools. Each people preferred certain sections of the county and settled in groups so that even today we know the Luxembourgers are from the Town of Belgium, the Germans from Cedarburg, and the Irish from Fredonia and Mequon.

Farms and Mills

The glaciers which passed over the land thousands of years ago left a comparatively flat land surface. They also deposited a heavy coat of rich soil which is ideal for the raising of all grains, grasses, and garden crops. As early as 1858 the pioneer farmers began the raising of horses, cattle, hogs, and sheep.

Ozaukee County is credited with originating the custom of having a market day or fair once each month. The first such fair was held in the Village of Saukville and the custom spread rapidly to all other sections.

The first real industries established in this new land were the gristmills built near the Milwaukee River, Cedar Creek and Sauk Creek because they afforded excellent water power. Today, evidence remains of such early mills and dams built for the grinding of grains. The best example of such a site can be found near the Village of Saukville on present C.T.H "O" and the Milwaukee River.

Some of the very earliest of these mills using natural water power are still in operation today. They are located in Thiensville, Cedarburg, and Grafton. The mill at Thiensville and one at Cedarburg are still used as flour mills, others at Cedarburg and Grafton remain as woolen mills and produce some of the finest woolen yarns in the country. Several very old structures originally used as mills in Cedarburg and Hamilton still stand as originally built but are used for other purposes.

Industries Develop

The coming of railroads in 1870 opened the possibility of the development of other industries in this territory. Within the same year the Milwaukee and Northern Railroad, which ran through the central part of the county, and the Milwaukee, Manitowoc and Green Bay Railroad, which was to go through the eastern section, were given charters to build and operate railway lines.

The improvement of the harbor Port Washington in the year 1870 also aided greatly in the exporting of farm and industrial products and in the importing of essential goods needed throughout Ozaukee County.

The timber which was cut during land clearing operations was cut up in the many sawmills which sprang up throughout the county. The lumber was used to build homes and barns, for railroad ties, and in cooper shops which built barrels and made shake shingles.

Other natural resources which developed local industries were the niagra limestone, and a high quality clay and sand used in the manufacture of building materials such as brick and tile. The most prominent of the quarries which were operated were the Lake Shore Quarry near Lake Church, Druecker Quarry near Port Washington, and Groths at Cedarburg and Grafton.

All of the old mills and large structures as well as small homes, schools and churches were built of this native limestone. Probably the most prominent of such structures are the County Court House and St. Mary's Church at Port Washington.

Draft Riot

The population of the county in 1860 was about 14,000. The varied industries which were developed between 1854 and 1861 brought in many people from foreign lands. These were people who left their home country to escape the demands of military service so common there, and to establish a new life in this land of peace and good will.

It is therefore understandable that they would develop a strong feeling of opposition to the draft for the army, as the North and the South went to war. The resistance grew very bitter until on November 10, 1862 there occured the historic Draft Riot in Port Washington.

Troops sent from Milwaukee had little difficulty in stopping the riot. After the situation was properly explained to the people, most of whom could neither read or write English, the draft could have been abolished; for men, young and old, flocked to enlist. The record of Ozaukee men and women in the Civil War, and in the wars that followed can be better nowhere in the nation.

Indian Scare

During the month of September, 1862, the people of the county were thrown into a state of utter confusion by what is known as the "Great Indian Scare." Without any foundation, a report was circulated throughout this section of the state declaring that Indians in great numbers were coming, killing everyone and destroying all property.

The story, coming as it did when the people were in a great state of excitement due to the war, could not have spread faster and created a greater panic. When not a single hostile Indian was found by searching parties and the militia from Milwaukee, everyone returned to their homes realizing they had been caught by a false story.

Construct Roads

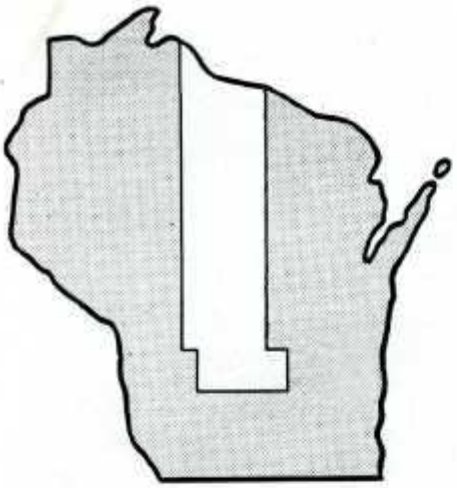
The earliest and only roads in the county up to 1844 were the Green Bay Road running north and south through the county and the Dekorra Road running east and west. They were military roads surveyed and cleared by the government.

Later several private road companies were given permission to establish and build private roads and collect toll from those using them. Among such roads were the Cedarburg Plank Road, the Fond du Lac Road, the Ulao Road and the Saukville Grafton Road.

Because highway transportation was demanding then as now, a thorough system of highways was developed through the years by the help of local and federal funds. Ozaukee County today has one of the best systems of County Trunk Highways in the state. No person lives more than two miles from a hard surfaced asphalt road.

Today

It is inconceivable to be able to record here in such small space a complete narration of all things of historical value. Therefore, only the highlights of the early history is given, and the advancements in agriculture, industry and general mode of life must be left as a future epic in the annals of Ozaukee County.



A SHORT HISTORICAL SKETCH OF

Portage County

PRIOR to 1790 all of the territory that is the Portage County of today was an untamed wilderness occupied by animals and a few roving tribes of Indians.

In 1790, Louis DuBay, the father of John B. DuBay, made a journey up the Fox River from Green Bay to the Portage and from there came up the Wisconsin River and spent the winter of 1790-91 on the east bank of the Wisconsin River about one-half mile south of the Portage-Marathon County line. No doubt but what he was the first white man in Portage County.

The Portage County of today is a very small part of the original Portage County which included a large part of central western Wisconsin and extended from the upper boundary of Wisconsin down to the City of Portage and from the Fox River to the Wisconsin River. It covered an area of 10,000 square miles and the population in 1842 was 658.

The word "Portage" means "To carry". During the early days the settlers carried their canoes from the Fox to the Wisconsin rivers and this area over which they traveled was named Portage. From time to time Portage County was cut down to its present size.

Early Settlements

In 1839 Abraham Brawley built the first sawmill in Portage County on Mill Creek. In 1839 George Stevens arrived with two ox-team loads of merchandise to a point near the foot of Main Street in Stevens Point. He built canoes from pine trees cut near the mouth of the Big Plover hauled them to the foot of Main Street, loaded them and had them poled to Wausau and built the first sawmill in the City of Wausau. Mr. Stevens gave Stevens Point its name.

Nine years before Stevens came, Fort Winnebago had been completed and shortly after it was finished, John DuBay, son of Louis DuBay, left the fort in a canoe and came up the Wisconsin River to the spot where his father had spent the winter of 1790. He built a house there which was the first house built in the present Portage County. For many years after, Mr. DuBay operated a trading post there.

On February 18, 1841, the greater Portage County was created. A year later the present Columbia County was taken out of greater Portage County, in 1848 Adams County, in 1850 Marathon County, and in 1856 Wood County. That left Portage County with 22 townships containing 506,880 acres.

At present the area of Portage County is 812 square miles and the population is 35,800. It consists of 17 townships, 8 villages and one city, Stevens Point, with a population of 15,777, is the county seat.

The People

The first pioneers to settle in Portage County came from the northeastern fringe of states and most of them went into the lumbering business. They were followed by Canadian-French who worked at lumbering. Then came the Germans, Irish, Norwegians and Polish. Many of these went on the land as farmers.

Today, over one-third of the county's population are people of Polish descent. The first Polish family to arrive in the county was the family of Michael J. Koziczkowski, arriving in the county in 1857.

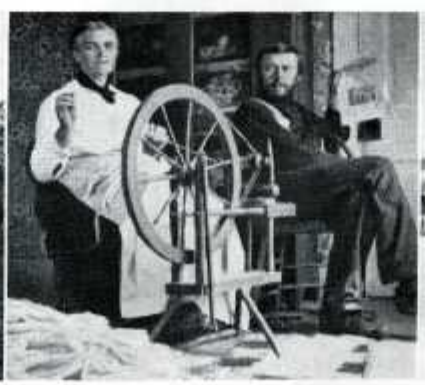
Lumber Industry

In 1856 lumbering was going strong along the upper Wisconsin and 3,000 men were employed in the woods, log driving and lumber rafting and sawmill work. That year 120,000,000 feet of pine was cut in Portage County.

In 1874 there were 23 sawmills in Portage County that cut 79,900,000

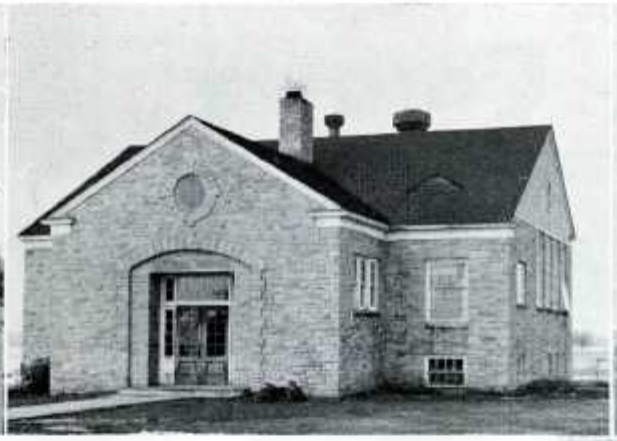
LEFT TO RIGHT: Early Settlers—depicting life on the farm. Early day household occupation. Present day modern farm—Tn. Eau Pleine.













feet of pine. Today the principal industry is that of paper making and furniture making. There are four paper mills in and around Stevens Point and four furniture factories located in the city.

Crops and Hops

In the early days corn, rye, wild hay and potatoes were the principal crops grown along with hops. In 1874 there were 135,659 pounds of hops grown in Portage County which at that time were worth $54,263.

Today diversified farming is carried on by most of the farmers. Many farmers today have large dairy herds even in parts of the county where the soil is sandy. Formerly, Portage County ranked very high in the production of potatoes.

Stevens Point

Stevens Point, being the center of all activities of Portage County, boasts of having the Home Office of the Hardware Mutual Insurance Company, three major hotels, two banks, two theatres, a U. S. Post Office, Central State Teachers College, P. J. Jacobs High School, Emerson Junior High School, four Catholic Parochial Schools and a number of graded public schools.

Besides a large number of business places throughout the county, there are three municipal buildings housing the offices of county and city officials; Court House, Court House Annex and City Hall.

There are several parks throughout the county, such as DuBay, Collins, Lake Emily and a few wayside parks. In the City of Stevens Point, we have the Bukolt Park on the bank of the Wisconsin River and Iverson Park just east of Stevens Point where the natural waterworks are located. Because of the latter, the City of Stevens Point is known as the "City of Wonderful Water."

Portage County also has a municipal airport. During World War II it was the scene of an extensive training program.







TOP LEFT TO BOTTOM LEFT: First County Rural School—Heffron School, Stockton. Most Modern Rural School—Edison School, built 1938, Sharon. First Methodist Episcopal Church built 1861, Plover. Latest built—St. Adalbert's Catholic Church, built 1935, Alban. Sawmill built in 1885, Village of Rosholt. Present day paper mill, Village of Whiting. Scenic Beauty in Portage County, Tomorrow River. Photo taken May 29, 1947, after freak snowstorm. Present Portage County Courthouse, Stevens Point. Photo taken March 1, 1948. Farmers Co-op Dairy Assn. Plant, Village of Nelsonville.







RUSK County



Ladysmith, Rusk County seat, is surrounded by modern farms

RUSK, youngest of Wisconsin's 71 counties, was created in 1901 from the division of Chippewa County. First known as Gates County, after John L. Gates, Milwaukee lumberman, it was renamed Rusk in 1905 in honor of Jeremiah Rusk, Governor of Wisconsin from 1882 to 1889.

Originally the home of the Chippewa (Ojibwa) Indians, its earliest settlers were largely Canadian hunters and trappers. Its recorded history goes back to the 17th century, to such early missionaries as Father Rene Menard, who traveled one of its great rivers, the Chippewa, in 1660.

Its pine forests attracted lumbermen in the 1830's and for the next 75 years or more lumbering and kindred industries were the dominant activities. First settlements were along Indian trails beside the Chippewa and Flambeau rivers. Some of the routes now are modern paved highways and the settlements thriving cities and villages.

Immigrants followed the loggers, the first influx of Polish settlers coming in 1895. These settlers worked in the woods and sawmills, many of them taking up homesteads or buying cut-over lands. Then followed the transition period, when these hardy pioneers developed farms from wastelands.

Its county seat, Ladysmith, a bustling little city of 4,000 population, was originally a logging camp called Flambeau Falls. Its eight villages—Bruce, Conrath, Glen Flore, Ingram, Hawkins, Sheldon, Tony and Weyerhaeuser—all are former mill towns that now depend for the most part upon the rural trade around them.

Agriculture Is Predominant

Agriculturally, Rusk County is making the transition from timberland to well-tilled, prosperous farms.

The emphasis is on dairying, and the number of cattle has nearly tripled during the past 30 years. In 1946, the cattle population of the county was 42,900—more than the number of horses, mules, hogs and sheep combined. No other county in Wisconsin derives as large a percentage of its income from milk. Rusk County cows produce a milk stream that accounts for two-thirds of the farm income.

Merchantable timber makes up 80 per cent of the woodland of the county, which constitutes about 49 per cent of the total land area. The mighty pine forests of the early logging days have given way to commercially valuable aspen and upland hardwoods, now the two chief sources of timber income.

Industries Stem from the Land

Rusk County industry naturally utilizes the products of the land. The processing of milk is of primary importance, while the utilization of the county's woodland is a close second.

The Ladysmith Milk Producers Co-operative Association manufactures 17 products, several of which have had a world-wide distribution. Abbotts Dairies at Bruce markets cream, condensed milk and milk powder. Butter and milk powder are produced at the Sheldon Creamery, while cheese is produced in five plants—the Hawkins Cheese Company, Grow Co-op. Dairy, Conrath Co-op. Dairy, Marshall Co-operative and Ingram Dairy. Gustafson's Ice Cream and Dairy Company is a manufacturer of ice cream.

Tissues are the chief product of the Peavey Paper Mills, Inc., another of Ladysmith's large manufacturing enterprises, while a number of smaller industries are engaged in the processing of wood products and plastics.

A Paradise for Outdoor Lovers

Rusk County is fortunate in having two of the state's most beautiful rivers, the Flambeau and Chippewa, which unite in the Town of Washington. These streams, along with such tributaries as the Jump and Thornapple rivers, provide an almost limitless source of pleasure for the angler and lover of the outdoors.

Dozens of large and small lakes make Rusk County truly a "land of lakes and streams." Two mammoth hydro-electric projects proposed in 1947 upon completion will give Rusk County two man-made lakes, adding immeasurably to the resort possibilities of the area.

Rusk County is an area of beautiful hardwood and evergreen timberland, too, a refuge for upland game birds and animals, and its thickets are a stamping ground for white-tail deer.

Paved highways, beautiful parks, modern resort facilities, golf course and tennis courts, luxurious theatres—all are a part of the Rusk County story.



One of Rusk County's huge modern milk processing plants



Boating, bathing, fishing facilities Abound in Rusk County



The Badger Breeders' Cooperative, one of the world's largest artificial insemination rings in the world. Famous for the breeding of fine dairy cattle

SHAWANO County

SHAWANO County lies northwest of Green Bay and 146 miles north of Milwaukee. It has 25 townships, 10 villages, 1 city and a population of 35,378. Seven townships of the Menominee Indian Reservation also lie in the county. The Wolf, Red and Embarrass are the principal rivers. Shawano Lake is the largest of the many lakes in the county.

Charles D. Wescott was the first settler in Shawano, in 1843. Ten years later when the county was incorporated, on February 16, 1853, the first election was held in Wescott's home. The population of the county at that time was 254.

Large stands of pine, hemlock and hardwoods brought early settlers up the Wolf River. As they cleared the land, saw logs were floated down the Red, Wolf and Embarrass to New London or Oshkosh mills. Other logs soon found new stopping places as more mills were built in the county. The last "drive" went down the Embarrass in the spring of 1917.

When the land was cleared, and the people turned to working the land, they found the soil excellent for general farming.

Dairy Income Large

Cheese factories and creameries began to dot the countryside until today dairying brings the largest income to the farms. The Consolidated Badger Cooperative (farmer owned and operated), Western Condensing Company and the Golden State, as well as powdered milk plants, independent creameries, cheese factories, ice cream plants, the Kraft Phenix and the Chicago market serve as milk outlets for the farmers of the county. The Badger Breeders' Cooperative is recognized as one of the largest artificial insemination rings in the world for the breeding of finer dairy cattle.

Industries, Schools

A paper mill, sawmills, box factories, veneer mills, furniture factory, garment factory, welding plants, a brewery and soft drink factories are important industries of the county. Mink farms and fox ranches are numerous and growing. Banks are numerous. Schools and churches were established early. Today, a large number of parochial schools, and 78 one room rural schools, 16 graded schools and 8 high schools serve the children of the county.

Paradise Spot

Shawano County was cut over many years ago. Today, mature second growth timber covers large areas. Lakes and streams teem with trout, pan fish, bass, wall eyes and northern pike. Large and small game animals and game birds are plentiful.

The 35-acre park on Shawano Lake is a popular recreational spot for home folks and tourists. This park, which is operated by the county, has safe, sand beaches, a modern comfort station, sanitary wells, a large natural stone recreational hall, electric current and other modern facilities. Across the highway from the park is an 18-hole golf course, and adjacent to the lake, an airport gives Shawano County a modern world outlet.

Many resort hotels, cottages and cabins, night clubs, riding academies, bowling alleys, and other places of amusement add to the opportunities for fun in Shawano County.

In the Indian Reservation—a dream book in itself—virgin forests are still common. Selective logging feeds the Indian owned and operated sawmill at Neopit.

Shawano County is a paradise spot in the state. All the north has to offer may be found here. Why go farther for less?

Scene and Pavilion in the popular, 35-acre county park on Shawano Lake







RACINE is a French name meaning "root". It was first applied to this region when a party of French explorers entered the harbor seeking shelter from a lake storm, in the late 1600's. Their diary relates that the mouth of the river was choked with tangled roots.

In the fall of 1834, Captain Knapp came overland from Chicago and built his cabin in the dense forest. This was the first white man's habitation in what now comprises Racine County. He filed claim to 140 acres, and founded Port Gilbert, later renamed Racine.

Boats on Lake Michigan offered the chief means of travel in early years. The first artificial harbor on Lake Michigan was dredged here, and by the 1850's, Racine was known far and wide by the proud title of "Belle City of the Lakes."

Incorporated as a village in 1841, and as a city in 1848, it shares with the state this Centennial observance of 1948.

Rumors of the great fertility of these lake shore lands attracted settlers in great numbers, particularly from New York and New England. Following these easterners, came the groups of foreign immigrants. Among them were the Norwegians in the Town of Norway; the Bohemians in Caledonia; the English in Dover; the Welsh in Mt. Pleasant; and the Danes in the Racine area.

Productive Land

These adventurous pioneers carved from the wilderness the productive farms which now rank Racine County 3rd in the value of its farm lands and buildings per acre, and 24th in total farm value among the state's 71 counties, although it ranks only 66th in total acreage. Today dairying produces approximately 41 per cent of the county's gross farm income.

There are nine civil towns in Racine County — Waterford, Norway, Raymond, Caledonia, Rochester, Dover, Yorkville, Mt. Pleasant and Burlington; two cities, Racine and Burlington; and four villages, Waterford, Rochester, Union Grove and Sturtevant.

Heg Memorial Park, located northeast of Waterford on Highway 36, directly opposite the site of the first Norwegian Lutheran Chuch in America, is of national historic interest.

Racine County is well privileged in the field of higher education. The Dominican College, and a branch of the University of Wisconsin are located in Racine; a Teacher-Training School at Union Grove; an Agricultural School at Rochester, and two Catholic seminaries, near Sturtevant and Burlington. Sunny Rest Sanatorium provides free care for the tuberculous.

Both County and City of Racine present opportunities for practically every type of relaxation, recreation and sport. Lake Michigan beaches, and seven inland lakes offer fishing, swimming, boating and resort and camp life. The Wustum Museum of Fine Arts at Racine is one of the most active art centers in the Middle West. The famous Hoy Bird Collection, and the County Historical Room are in the courthouse.

Reasons to Boast

Names of products manufactured by Racine's 236 industrial plants are famous throughout the world. Some date back over a hundred years, many over half a century. Their annual industrial pay roll tops $50,000,000. The variety of its industries is one of the city's greatest assets.

Racine has 80 churches, 24 grade schools, 4 junior high schools, and 4 senior high schools. Its enlightened special education program provides training for deaf, physically handicapped, mentally retarded, and brain-injured children. Its 30 lovely parks cover nearly 800 acres. There are three hospitals, with a well-planned expansion program.

Because of the modern Municipal Sewage Disposal Plant, no sewage enters the lake at Racine. The Health Department, outstanding in the nation, helps make Racine "A Name to Remember"—one of the best places in the world to work and live.



Racine's model Municipal Water Works on Lake Michigan has pumping capacity of 20 million gallons daily, servicing 166 miles of mains



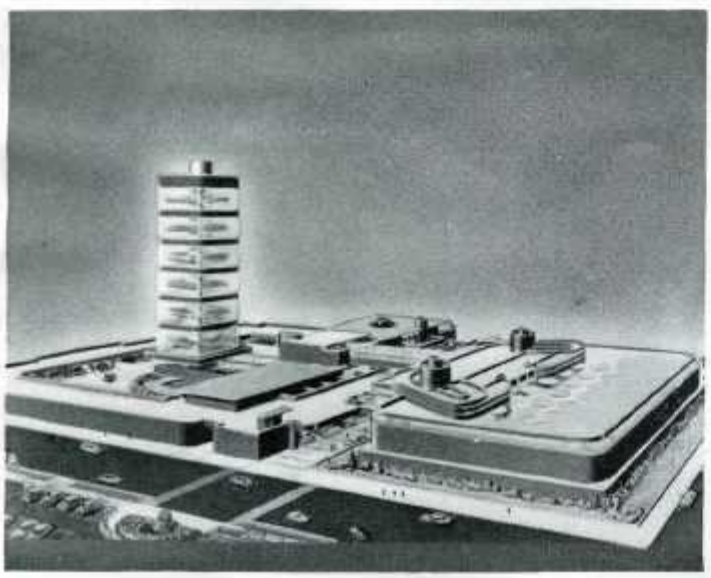
County Court House, Racine, is renowned for clean lines and simplicity of design



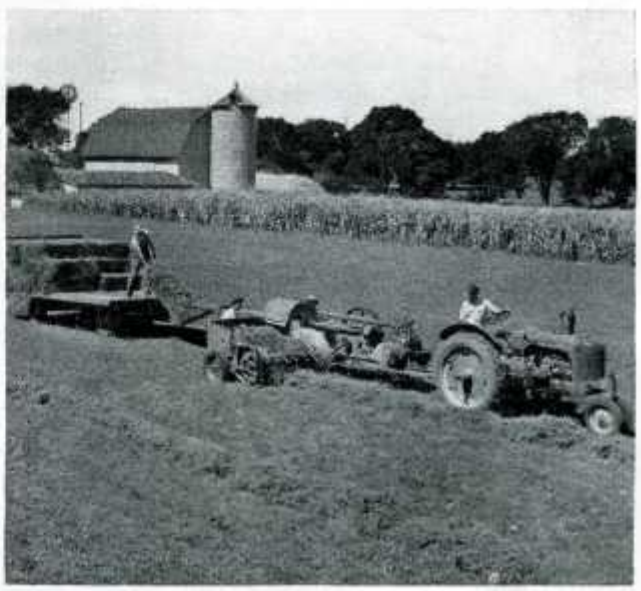
Heg Memorial Park and Museum near Waterford is storehouse of Norwegian-American lore



Aerial view of downtown section and lake shore of Racine, looking north from County Court House (right) to mouth of Root River (left)



Johnson Wax Administration Building, Racine, is mecca for admirers of Wisconsin architect, Frank Lloyd Wright



Almost 85 percent of Racine County's 215,680 acres is in farmland, with dairying by far the major activity



ROCK COUNTY

From the small shops of home manufacturers have grown the large industries of the county as the Fairbanks Morse Plant, Beloit (above).

THE fertility of rolling meadows, fine hardwood forests and useful water courses attracted pioneers to Rock County even while roving Indian bands still camped on the shores of the Rock River in 1835. Here they visualized natural wealth that would allow a man to prosper with rich land to till, water power for grist mills and freedom to worship and to live their lives in peace.

First claim to land here was made by Joseph Thiebeau, a French Canadian trader, who built his first log cabin near the City of Beloit and began trading with the Indians. Other settlers, called "squatters," first to build a cabin at the present site of Janesville, were John Inman and William Holmes.

Staked Land Claims

Under "border law" the settler, by doing a day's work on the land, could enter a claim to a maximum of 320 acres, mark off his land and build his log cabin. Rock County filled up quickly, cities were planned. Caleb Blodgett came from New England and bought four sections of land from Thiebeau at Beloit.

Henry Janes arrived in 1836 to stake his claim and build a cabin. He opened a tract which encouraged travel to Rock River, then to the lead mines. The city, Janesville, was named for him. Henry Spencer came in 1837 and settled at Evansville in 1844. Joseph Goodrich in 1838 made plans for the Village of Milton and opened a trading store and hotel, the historic Milton House, which still stands.

The Stone brothers chose the land where the Yahara flows into the Rock River at Fulton. Others rapidly settled and registered their claims, the St. Johns at Janesville and Isaac Smith in Milton Township.

In 1845 Levi Alden founded the Janesville Gazette, now the second oldest newspaper in the state. In 1848 the new state legislature granted a charter to build a railroad from Beloit to Janesville and thence to Madison, which became the pioneering Chicago and Northwestern road, now celebrating its 100th year.

Center of Transportation

Rock County was the center of transportation development and has always remained an important railroad hub. Travel on the river gave way to travel by rail. Prosperity then depended upon the railroad and soon the Chicago, Milwaukee and St. Paul line extended tracks through Janesville.

Instead of taking the long trip by oxen and wagon to haul their grain to Milwaukee or Chicago mills, the farmer could ship his wheat by rail. Meanwhile inns had helped in the development of highway travel and cross country routes soon became thoroughfares of importance. Today these are well-paved and marked and are heavily traveled by through bus, truck and freight lines.

Wheat Farmers

Twenty villages and towns sprouted in the new, rich countryside, and grew with the teaming trade of wheat farmers and small industries. As immigration swelled the population there came Norwegians to Luther Valley, Cooksville and Jefferson Prairie; Germans, Irish and Scotch-Irish, English

and other nationalities, bringing with them a broad range of religious belief, but imbued with the desire for freedom.

Edgerton, Evansville, Footville, Orfordville, Clinton, Milton and Milton Junction soon became thriving towns. While wheat and timber gradually gave way to diversified farming the towns prospered with new manufacturing industries. Wagons, plows, machine shops, and light equipment makers developed.

Towns Flourish

The Baker Manufacturing Company in Evansville was a pioneer in profit sharing plans, and still makes farm equipment and engines. Edgerton became the center of southern Wisconsin's tobacco industry and later the Highway Trailer Company and the Edgerton Shoe Company.

Schools flourished in these new communities and Milton Academy was established in 1844, later to become Milton College with an enrollment of 350.

Beloit developed rapidly after the railroad was established there and manufacturing plants expanded. Thaddeus Fairbanks' ambition to make machines eventually led him to making gasoline-oil engines to replace steam power. Today the Fairbanks-Morse plants in Beloit producing diesel motors, locomotives and heavy equipment form the largest of the county's industries, employing several thousand.

Cultural Growth

Beloit College, founded in 1847, has grown to be one of the nation's outstanding co-educational institutions for liberal arts training.

Such outstanding figures as Carrie Jacobs Bond, composer of "A Perfect Day," Frances Willard, famous for her work with Women's Christian Temperance Union, and the poet, Ella Wheeler Wilcox, were natives of Rock County.

The City of Janesville developed out of the pioneer-envisioned cities of Rockport and Wisconsin City. In 1840 it was re-platted and made the county seat. It was the crossroads of the western pioneer, headquarters of grain and lumber industries, with its Hyatt House the largest hotel west of Buffalo.

Large Industries

From the shops of cabinet makers, shoe makers, flour mills, soap, candle, harness and brick makers have grown such industries as the Lewis Knitting Company, the Rock River Woolen Mills, Blodgett Milling Company, the Parker Pen Company. Out of the old Janesville Machine Company grew the vast plants now housing the Chevrolet and Fisher Body Company assembly lines manned by 3,000 workers.

Janesville's industries are varied in products. Skilled labor is required for such plants as the Ossit Church Furniture Company, Hough Shade Corporation, Gilman Engineering and Manufacturing Company.



Rock County Airport, midway between Janesville and Beloit, is the largest field in Wisconsin

Center of Dairyland

Rock County farmers followed the ideas of those pioneering dairymen such as W. D. Hoard of Fort Atkinson. Fast transportation made possible shipment of fluid milk. Cheese and milk processing plants developed as these progressive rural folk turned to the dairy cow and dropped wheat raising. Dairy plants soon dotted the landscape and added to the growing income of the farmer.

Wealth Makes a Record

Rock County ranks third in the state in most indices of trade and wealth. Traditionally, it ranks fourth in volume of new car sales; first in shipments of cream; third in number of students attending the University of Wisconsin.

According to data in the County Data Book, Bureau of the Census, and the magazine, "Sales Management, 1948," "Retail Sales and Effective Buying Power," Rock County statistics again reflect its important standing in the state:

Population: Total, 80,173; 51,623 urban; 28,550 rural. Housing: 74 per cent of farms are electrified; 47 per cent have refrigerators; 94 per cent have radios. Employment: 10,716 employed in manufacturing. Manufacturing: $140,000,000 value of manufactured products. Agricultural: 3,443 farms averaging 123.8 acres.

Retail Sales: $95,376,000 in 1947. Effective Buying Income: $118,495,000 total; $4,039 per family; $21,547,000 farm dollars.

Rock County is in the very heart of the Swiss cheese and dairy center of the United States.



Janesville's historic Tallman Home—the place where Lincoln stayed

SHEBOYGAN County

By GUSTAVE W. BUCHEN

SHEBOYGAN County, with an area of 515 square miles and a population of over 76,000, borders on the central shore of Lake Michigan. Although one of the smaller counties in Wisconsin, it has always been one of the most prosperous and favored sections of the state. Interestingly, its centennial antedates Wisconsin's centennial by twelve years. It was set up as a separate county in 1836, when the state was as yet a territory.

Settlement of the county achieved its start in 1834. Its rise from early pioneer conditions is a fascinating chapter in Wisconsin history.

Dairying

Situated in the heart of the heavily-forested hardwood area of the state, Sheboygan County was densely covered with timber. The first task of its settlers was to clear the land for farms and cultivation.

Grain farming, especially wheat raising, was the earliest agricultural occupation. As this eventually exhausted the soil, dairying, which had the value of restoring the fertility of the land, was introduced at an early period. Once started, dairying rapidly became the county's leading agricultural pursuit.

The myriads of cattle grazing in the lush pastures, or resting peacefully beside meadow brooks, is an enchanting feature of the landscape. As one journeys through the county, he is reminded of the lines in Grey's famous Elegy,

"The curfew tolls the knell of parting day,
The lowing herd winds slowly o'er the lea."

The county has 3,200 farms. They average 90 acres in size, and support about 15 milk cows per farm.

Sheboygan County's renown as a dairy center chiefly rests upon its output of cheese, particularly Cheddar or American cheese. Listed as fourth among the state's 71 counties in the production of cheese, it actually stands first when one considers its comparatively small area.

Sheboygan County is the greatest cheese county in the greatest cheese state in the greatest cheese nation in the world. It is with good reason that Plymouth, its hub city, and the home of the Wisconsin Cheese Exchange, is known as "The Cheese Center of the World."

Industry

Sheboygan County holds a high position as an industrial center. Endowed by nature with a wealth of potential water power, at one time it could boast of more than fifty mill-sites. The first mills were sawmills, but as the forest dwindled and grain raising increased, most of them were changed over to flour mills. Later, wood-working plants started up.

Sheboygan, Sheboygan Falls, Kohler and Plymouth are the leading manufacturing towns. Nearly every village has a factory or two.

For many years, the principal manufactured product of the county was furniture, mainly chairs. Sheboygan was widely known as the "Chair City." Recent years, however, have witnessed the development of more diversified industries, which now far outrank the wood-working plants.

According to the last census, there are at present well over 200 manufacturing plants in the county. Built upon a firm foundation, Sheboygan County's prominence in manufacturing presages a thrifty growth in the future.

Scenic Beauty

Scenically, Sheboygan County is a land of fascinating beauty and charm. Whether it be its unique, glacier-formed Kettle Moraine hills; its broad expanse of fat, gently-rolling farming land; or its picturesque sand dunes region, it leaves a never-to-be-forgotten impression that holds allure for increasing thousands of visitors every year.

Within its confines lie three of the foremost conservation areas in the state: Terry Andrae State Park, Kettle Moraine State Forest, and the Sheboygan Marsh.

The landscape is not on a grand or majestic scale. Rather, it is smooth, graceful and rounded, rising and falling in gentle hills and valleys.

The People

More than geography, soil, and climate, it is the character of the people that has made Sheboygan County distinctive. No other county in the state has such a variety of racial groups. Eleven or more of such groups all told have settled in the county:

First, the Yankees from down east. Then the first wave of immigrants from Europe—the Germans, Hollanders and Irish, and a few Norwegians. And then the second migration from abroad—the Slovenes, Croats, Lithuanians, a new influx of Hollanders, the Luxemburgers, Volga Germans, Greeks and Jews. Now — Americans all!

Attractive, enterprising and thriving, the county stands as a crowning achievement to the vision, sturdiness, perseverance and frugality of its early settlers and those who followed them.

Sheboygan County enters the second century of its history with justifiable pride, hope, and faith.





Tobogganing in Perkinstown Sports Area

TAYLOR County

TAYLOR County, at the north edge of Wisconsin's finest dairy district and at the south edge of the state's greatest recreation region, has many of the best features of both. In addition, it is becoming known as a favorable location for small industries.

The county was one of the original large pine areas. It was established in 1875 and was named for the man who headed the state government at that time, William R. Taylor.

In the Finest Dairy District

Its county seat, Medford, is the home of one of the state's largest cooperative dairy institutions, whose 1947 milk intake was almost 100 million pounds. This would have made five million pounds if it had all been sold in the form of the institution's original product—butter. However, a large portion of it went into dried milk. Some also was sold in liquid form and some was made into cheese.

Another institution operating at Rib Lake manufactured 800,000 pounds of cheese. Through its Taylor County sales organization and warehouse it handled 12 million pounds of cheese in 1947.

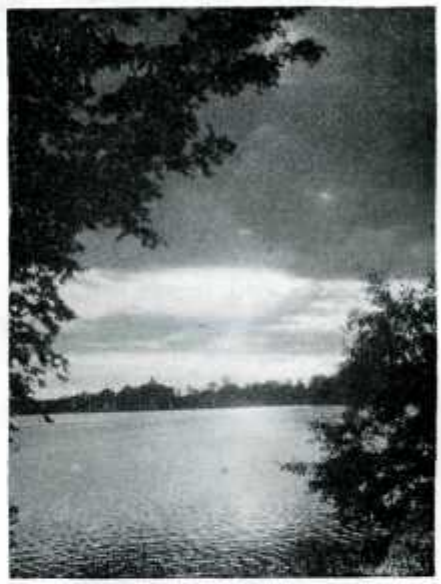
In the Greatest Recreation Region

One of the units of Chequamegon National Forest, 167,000 acres, lies wholly within Taylor County. Its Mondeaux flowage is an attractive summer vacationing area, with facilities for camping, trailer house living, swimming, hiking, and boating.

Near Perkinstown is the state's finest winter sports area for those who wish toboganning and downhill, trail, and slalom skiing. The federal forest has supplied numerous spots for shelter and for both indoor and outdoor fireplace cooking.

The county has become the home of several industries, including sash and door plants, an acoustic tile manufacturing institution, and a new shoe factory. There is room here for new small industries, particularly those using wood products.

The principal communities of Taylor County are: Medford, Rib Lake, Gilman, Lublin, Goodrich, Whittlesey, Stetsonville, Westboro, Chelsea, Hannibal, Perkinstown and Jump River.



Rib Lake

PHOTO BY DOYLE



Medford Cooperative Creamery, Medford, Wisconsin



VERNON COUNTY

VERNON County is properly considered one of the large counties of Wisconsin, ranking 31st among the 71 counties in land area. Beautifully located in the southwestern part of the state on the Mississippi River, it holds the enviable position of having some of the most awe-inspiring scenery in the Mid-West. Hills, bluffs, heavily wooded areas, moving streams, deep coulees, wide valleys, and rolling farm land all combine to give the county a variety of scenes and an expansive landscape.

History

The earliest records to be found of the occupation of Vernon County and surrounding territory show that the Indians, the Sioux, the Sacs, and Foxes, as well as Winnebagoes used this region as their hunting ground. Today the county is historically famous as being the scene of the battle in which the Indian, Blackhawk, was defeated.

It was in 1844 that John McCullough settled near Liberty Pole and became the first permanent white settler. From here the usual civilization process followed, and with the establishment of homes came churches, schools and government.

Vernon County was detached from Crawford County in 1851 and was called Bad Ax County. A legislative act in 1862 changed the name to Vernon, a name more descriptive of the greeness and fertility of the area.

Agriculture

Geography and soil have largely determined the occupation of the county. The land is predominately of timber origin. In 1945 the average size farm in the county was made up of 126 acres, with approximately 40 per cent of the land under cultivation. Vernon ranks sixth in the state among the counties in the number of farms. In 1944 the county ranked fourth with other counties of the state in having a gross income of 18 million dollars derived from agriculture.

A total of 261,187,000 pounds of milk was produced in Vernon County in 1944, which, according to the census of Agriculture placed Vernon 36th among all counties of the United States in milk production.

Tobacco is the county's great cash crop, and its binder tobacco is an important factor in the nation's entire tobacco business. Vernon County is one of the 100 biggest tobacco producing counties in the United States, an honor shared with Dane County, although Vernon ranks first in the gross income received from the crop.

Industry

The county is not an industrial county, although, within its environs are to be found several large, modern creameries, a large condensery, and 26 cheese factories. In 1945 over four million pounds of butter were produced and approximately eight million pounds of cheese. At Viroqua is located the largest and one of the oldest tobacco cooperatives, the Northern Wisconsin Co-operative Tobacco Pool. Practically 30 per cent of northern tobacco goes through this pool, amounting to about six million pounds of tobacco at a valuation of two and one-half million dollars.

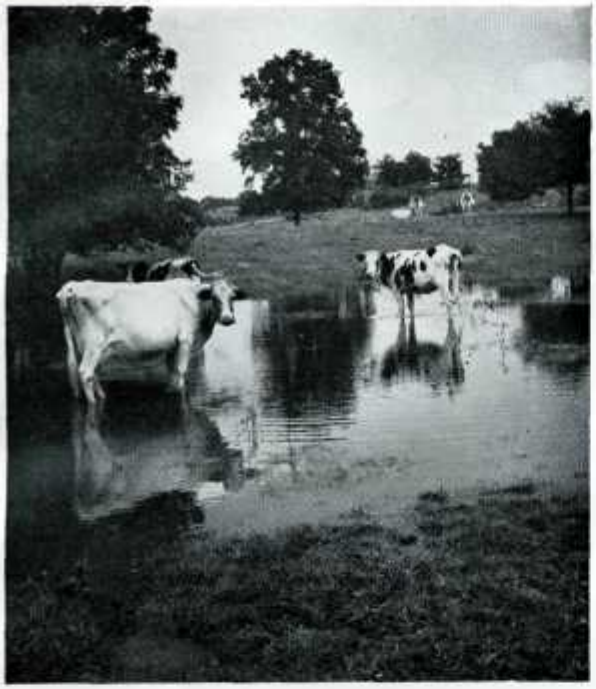
Scenery

A suggested trip of the Southwest Wisconsin Scenic Association which would give anyone an opportunity to see the real beauty of the county, would be to start on Highway 35 on the county's western border, stopping to see such items of interest as the Federal Fish Hatchery, the REA plant, and the government dam, all at Genoa. And, if you like a bit of history, you may see the famous battlefield at Victory, and you may even trace Blackhawk's trail from Retreat, to Battle Hollow, Battle Island, and Victory. Then, near Viroqua are the Three Chimneys, a weird rock formation. In Viroqua, you may see the Court House Rock, with its legendary story of the leap to death of the Indian princess. Don't neglect the most photographed rock in Wisconsin, Monument Rock, near Liberty Pole. A delightful trip would be to follow the Kickapoo River from Readstown to Ontario. Then from Ontario travel east over Wild Cat Mountain and see the wonders of the new state park area recently created by a legislative act.

Important

Two of the counties great men are Jeremiah Rusk, governor from 1882-1889, and first Secretary of the U. S. Department of Agriculture; and Admiral Marc Mitscher who played a tremendous part in naval operations during World War II.

The people of Vernon have not been neglected or unmindful of education, and over the county are to be found fine elementary and secondary city schools and rural schools. At present Vernon has the largest rural teachers training school in the state.



WALWORTH County

AGRICULTURE • MANUFACTURING • VACATIONLAND

WALWORTH County, located on the Illinois border, 25 miles west of Lake Michigan, has three principal sources of income—agriculture, manufacturing and summer resorts.

It's population of 35,000 is doubled in the summer because of the vacation area. Every year thousands of visitors relax at the 24 lakes in the county. These lakes include Geneva, Delavan, Beulah, Lauderdale, Como, Wandawega, Pell, Loraine, Honey, Whitewater. On the shores are thousands of summer homes, ranging from the marble mansions of Geneva Lake to modest cottages.

Agricultural Area

Walworth County is primarily an agricultural district where all crops are produced on farms that are the second most valuable in the state.

Walworth County has a total of 75,000 head of cattle, of which 47,000 are milk producers. The county produces more than 304,000,000 pounds of milk every year and sells it for a total revenue of $13,500,000. The milk goes to the Chicago and Milwaukee markets as well as being processed into powdered milk, condensed milk, ice cream mix and other allied products. At the present time there are a total of 13 milk plants located in the county. They may be found at Elkhorn, East Troy, Delavan, Springfield, Lyons, Lake Geneva, Darien, Genoa City, Troy Center with two at Sharon and two at Whitewater.

Varied Industry

Industry accounts for the employment of thousands of men and women in the manufacture of a variety of outstanding products. Some of these products are milking machines, clocks, band instruments, pottery, precision instruments, water pumps and raincoats.

The largest chicken farm in the world produces dressed chickens for market.

The valuation fixed by the state for taxation purposes is $120,000,000. It is the wealthiest per capita county in the state and has no bonded indebtedness.

Points of Interest

Of particular interest in the county are Yerkes Observatory with its 42-inch telescope at Williams Bay, the State Teachers College at Whitewater, the Wisconsin State School for the Deaf at Delavan, Northwestern Military Academy on Geneva Lake, the home of the late Joseph P. Webster, composer of "The Sweet Bye and Bye," and the Octagon house in Elkhorn.



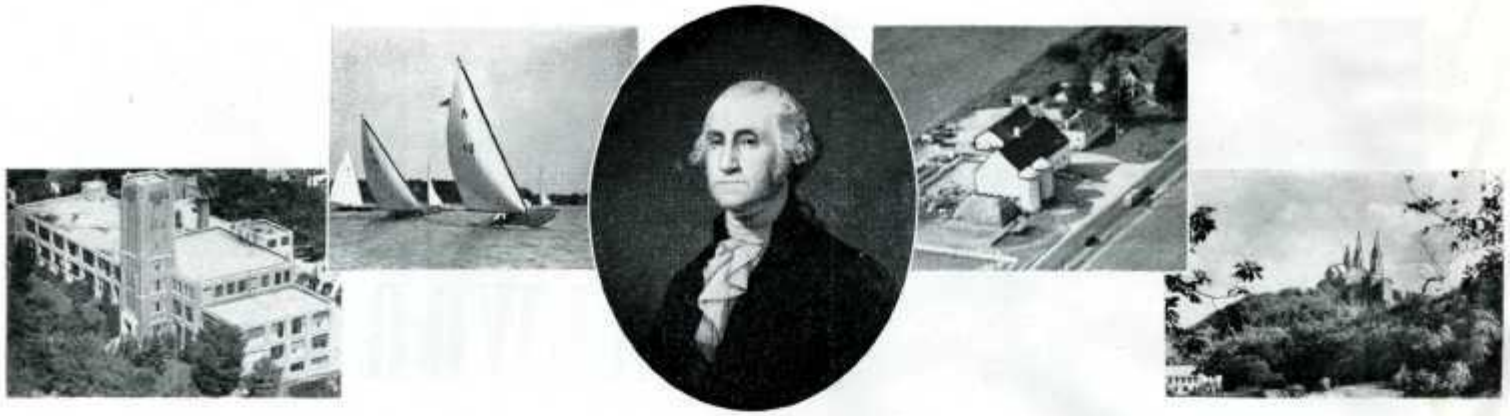
Yerkes Observatory at Williams Bay has a 42-inch telescope



Popular summer resorts draw thousands of visitors every year

The county maintains a new, modern 100-bed hospital known as Lakeland Hospital near Elkhorn. The Walworth County fair with an annual attendance of 70,000 and a total revenue of over $100,000 is one of the largest county fairs in the nation.

You are always welcome in Walworth County whether you wish to work or relax.



WASHINGTON County

WASHINGTON County was laid out by the Territorial Legislature in 1836. Not until 1840 was it organized for government, and it was 1845 before courts were established. A long and bitter struggle for the location of the county seat resulted in its division by the State Legislature, in 1853, into Ozaukee and Washington counties, with a county seat for each.

Early Settlement

Settlement began in 1839. Hard working and thrifty pioneers were attracted to the county by its hardwood forests and limestone soils. The first to come were the Yankees. After 1842, Germans came in great numbers and soon became dominant throughout the county, except for Hartford and Erin where Yankees and Irish respectively kept the lead for many years. By 1850 most of the desirable land had been purchased. General farming was the rule, but pioneering in the testing for butterfat and keeping individual records for each cow began in 1883. Dairying rapidly became the county's major farm interest. Approximately 95 per cent of the land area is in farms.

Varied Industries

Individual enterprise, competent management, local capital, and efficient labor have teamed to establish diversified home-grown modern industrial plants. Outside corporations have also located here. The varied industries surrounded by a prosperous farming community have resulted in a well-balanced economy.

For the Public

However, smoke stacks alone do not make Washington County. It approximates the present recommended standards for adequate care of the sick. "The Washington County Plan of Teaching" for rural schools ranks high in the state. A deep appreciation of fine music is evident throughout the county. Churches, schools, libraries, health-building and recreation facilities all contribute to making it a good place in which to live.

Washington County Today

Ranks first in the Middle West for production of personal leather goods, such as ladies' and men's bill folds, key cases, and pocket secretaries.

Has a nation-wide and international market for pedigreed cattle.

Is the top county in the state for production of white clover seed.

Has the largest independent stamped aluminum cooking utensil industry in the United States.

Ranks among the highest in the state in the production of evaporated milk and powdered milk products.

Is outstanding in the state in the raising of green peas for canning, the county's major cash crop.

Ranks high in the canning of sweet corn, table beets, carrots, string beans, and cucumbers.

Manufactures automobile accessories, agricultural machinery, beverages, canned vegetables, cheese boxes, fibre conduit materials, outboard motors, material handling equipment, stokers, washing machines, leather garments and accessories, for national or international markets.

In Washington County . . .

The first completely rural electric power line in the United States was built in 1919 through the townships of West Bend, Barton, Addison, and Wayne.

Is the home of Charles D. Stewart, distinguished writer and Shakesperian commentator; the home of Carl Quickert, local historian and journalist; the birthplace of Glenway Wescott and the locale of his book "The Grandmothers."

Are the Jaeger Farm Indian Mounds, an unusually beautiful group of 31 well-preserved effigy mounds.

Is the High School Historical Museum and Library established in 1937 at West Bend, the county seat.

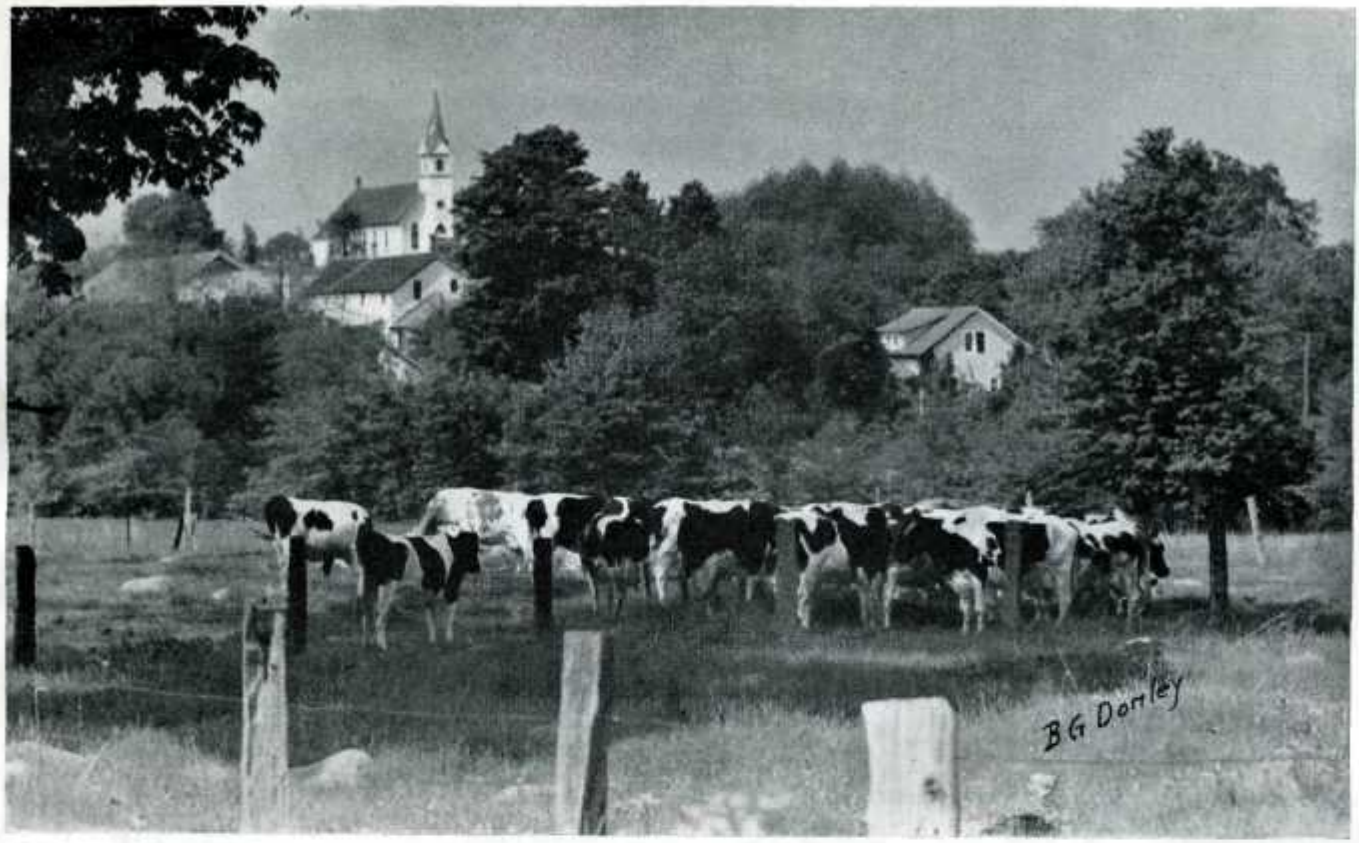
Is Kirchhayn, a colony founded in 1843 by a North German group seeking religious freedom, one of the oldest Lutheran congregations in the state.

Is Holy Hill, one of the largest centers of Catholic pilgrimage in the United States.

There are two cities: Hartford and West Bend; and five incorporated villages: Barton, Germantown, Jackson, Kewaskum, and Slinger.

Every incorporated community has developed natural parks where supervised winter and summer sports abound.

The lake-spangled Kettle Moraine runs like a backbone through its full length. It is a scenic asset which makes Washington County a favorite summering place for city dwellers.



A Typical Waupaca County Dairy Herd

WAUPACA County

By LETTIE B. RITCHIE

WAUPACA County was organized February 17, 1851, by the legislature with the first county seat at Mukwa, now Northport. This had been the site of an Indian trading post since 1838. "Waupaca" is Indian meaning "tomorrow".

In 1843 Alphus Hicks and his wife, the first white woman to come up Wolf River, were the first permanent white settlers. The "Plymouth Rocks" of Waupaca County followed, debarking at river ports on forest-covered shores of pine, oak, and maple. These people were predominately English, Scotch, Dane, Irish, German, Norwegian and Scandinavian.

As the county was cleared of timber, the natural streams carried the logs to markets. The rivers are the Wolf, Little Wolf, Embarrass, Pigeon, Waupaca, and Crystal. Largest lakes of the county are Partridge, White and Bear. The 23 Waupaca Chain O'Lakes have marvelous beauty.

Streams and woods, resorts, camps, fishing and hunting draw summer vacationists, and in winter, lovers of outdoor sports.

Industry

Waupaca County has 84 manufacturing plants. Sixty-four of these process foods and include dairy plants and canneries. The manufacture of lumber products is another important industry in the county. Trucks from the Four Wheel Drive Plant in Clintonville circle the globe.

Other plants that have foreign markets are Bordens Condensary, Hamilton's Kraut, Plywood Products, Edison Wood Products in New London; Nestle's Milk Products in Weyauwega.

Famous Sons

Mentioned among eminent people of the world are some of Waupaca County's sons. They are Col. John Hicks who was U. S. minister to Peru and Chile, S. A. and Edgar Tibbets, translator of languages, Washington, D. C. O. W. Smith, "Out-Door Smith," minister, naturalist, and author was a native of this county. Of international fame in the agricultural and dairy field were John Erickson, Holstein breeder, and Phillip Kasper, cheesemaker.

In the variety of soils in Waupaca County a diversity of crops is grown. Major cash crops are potatoes, peas, grain, cucumbers, sweet corn, cabbage, fruits, seeds and hay. There are extensive marl beds and lime quarries. Registered cattle, and other livestock and their products is over 80 per cent of the farm income.

Transportation

About 90 per cent of all highways in the county are surfaced. Three railroads cross the county—the Soo, Green Bay and Western, and Chicago and Northwestern. The county has two airports, at Waupaca and Clintonville.

The population of incorporated cities are Clintonville, 4,134; New London, 3,671; Waupaca, 3,458; Weyauwega, 1,173; Marion, 1,034. Villages include Manawa, Fremont, Iola, Embarrass, Scandinavia, Ogdensburg, and Big Falls.

Waupaca County has 58 churches of several denominations, 7 public libraries, 7 newspapers, 86 rural schools, 18 graded schools, 6 high schools, and several parochial schools, 8 hospitals, a mental hospital, Grand Army Home and County Home.



WAUSHARA County

- **AGRICULTURAL**
- **INDUSTRIAL**
- **RECREATIONAL**

18th-CENTURY LOCALE OF THE FOX (Iroquois and Sioux) CONFEDERATION; 20th-CENTURY LINK CONNECTING CHICAGO WITH THE TWIN CITIES

1848 - - - - One Hundred Years of Transition - - - - 1948

FIRST PHASE: Col. John Shaw, who built the first steamboat to operate on the Mississippi north of St. Louis, and who eventually settled in old St. Marie, the first known white American to explore the country north of Fox River, 1848. William and Isaac Warwick, veterans of the Mexican War, first permanent settlers on threshold of "the Indian Land," 1848. Menominee cession at Lake Poygan, the last Indian grant in Wisconsin, 1848. Early roads and hostelries opened. Settlers, largely from New England, New York and Pennsylvania, and some natives of the British Isles, arrive, 1849. Welsh settle Aurora and Springwater-Rose, 1849. Germans settle Bloomfield and Norwegians settle Mt. Morris, 1850. Stage lines, business and industries (largely grist and sawmills) established widely. Opening of the Little Pinery northwest of Plainfield. Waushara County erected from the northern three tiers of towns in Marquette County, 1851. County seat established at Sacramento, the metropolis, on Fox River.

SECOND PHASE: County seat removed to Wautoma, 1854. First county fair held at Wautoma, 1857. Waushara County Bank opened, 1859.

THIRD PHASE: Waushara County marks crest of Golden Harvest of wheat, 1860. Waushara banner Wisconsin county for Lincoln, 1860. Capt. Edward Saxe, native of historic Plattsburg and Milwaukee sailing captain, who founded Saxeville, 1850, raises company of infantry and is first to fall at Shiloh, 1862. W. D. Mosier, 57, and his three workmen at Potteryville enlist, 1862. Waushara County supplies most of its able-bodied men and 18 captains of infantry to the Union.

FOURTH PHASE: Hop vines planted throughout Waushara County, 1868. Germans settle Dakota and Richford after land-skimmers move west. Colebrook carding mill supplies woolen mill at Neshkoro, (Marquette County). Wautoma retains county seat over Pine River, 1870. Vast harvest in Aurora, cranberry center of America, 1872. Rye and beans become important crops.

FIFTH PHASE: County fair reorganized, 1875. Dry beds of marl utilized, 1875. Tustin established as a lake port in the hardwood belt, 1875. Railroad traverses three western towns, 1876. Plainfield, the metropolis. First brook trout planted in Waushara streams, 1877. Blueberries depress the market for Lo, the Poor Indian, 1883. Enormous stand of clover, 1883. Large-scale potato raising begun. Last-known nesting attempted by passenger pigeons northeast of Wautoma, 1887. Waushara County's first high school established at Plainfield, and first summer homes erected on Big Silver Lake, in the 1890's.

SIXTH PHASE: Railroad traverses central towns including Wild Rose, (established 1874). Wautoma, rebuilt after its big fire of that year, becomes county metropolis, 1901.

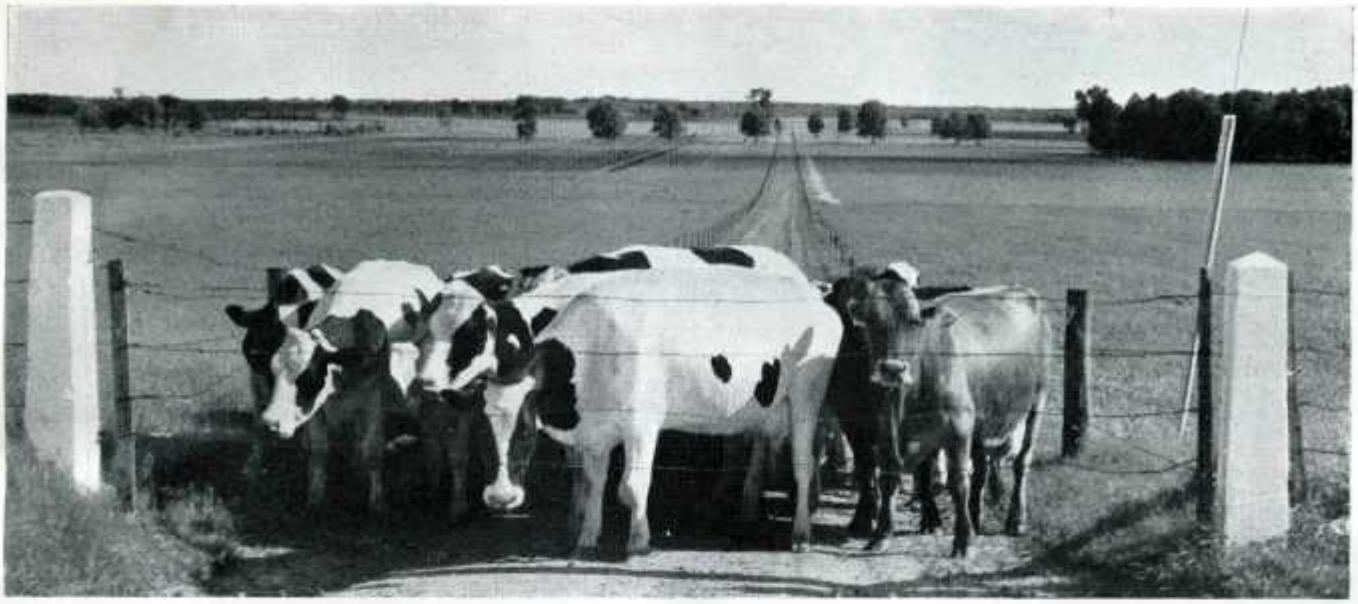
SEVENTH PHASE: Waushara County harvests 2¼-million-bushel potato crop, 1910. Alfalfa exhibit at Wautoma, 1910. Quarries in Warren, opened in 1888, have monthly payrolls of $70,000. Redgranite, the county metropolis until the 1920's. State trout hatchery opened at Wild Rose, and state experimental farm established at Hancock, (ca. 1912). Lake bottoms mined for White Gold (marl).

EIGHTH PHASE: Many Waushara County boys imperiled and some lost on sinking of the Tuscania, only American transport lost during World War I. Wide development of Waushara County's numerous sandy-beach lakes for resorts and summer homes. Waushara County's 260 miles of trout stream abundantly stocked with German Browns. Waushara County becomes an important dairying center with attendant decline of sheep raising in eastern towns. County-wide reforestration program started, 1930. Pickling cucumbers become an important cash crop. Village of Coloma incorporated, 1938. Hospital establishment at Wild Rose, 1941. Long-established Poy Sippi nursery expands, 1946. Wildlife refuges, and numerous summer camps and dude ranches established. Waushara County's production of a nationally-advertised product begins in branch plant at Wautoma, 1947.





LEFT Barlow Seelig Co. manufacturers of Speed Queen Washers, Wautoma
RIGHT Farm Scene, Waushara County



WOOD County

The Heart of America's Dairyland

By E. W. HELLER

SITUATED in the heart of America's Dairyland—occupying the exact geographical center of Wisconsin—Wood County boasts a diversified agricultural and industrial economy which has given it uniformly sound and thriving rural and urban communities. The products of its soil and its factories are noteworthy for their high standards of quality.

Ranking 31st among Wisconsin's counties in size but 17th in population, Wood County derived its name from that of Joseph Wood, a pioneer settler who came from Illinois in the first year of statehood — 1848. As a member of the Wisconsin Legislature he sponsored the bill enacted in 1856, establishing the county's boundaries, and he served as the first county judge.

Dairy farming is a major agricultural enterprise of Wood County. Its 3,000 farms and 55,000 head of cattle produce the raw material for a dairy manufacturing industry which converts it into condensed and evaporated milk, butter, natural and processed cheese, and dried milk products and by-products.

The county's farms also produce peas, beans, and other vegetables which are processed in Wood County canneries. Wood County beer is still another product of locally grown crops.

Paper Prime Product

Paper is the principal product of Wood County's manufacturing industry. The Wisconsin River provides water power for paper mills located at Wisconsin Rapids, Nekoosa, Port Edwards, and Biron, which are among the leading producers of coated and bond papers in the state.

A substantial amount of the paper requirements for Life Magazine is produced at the Wisconsin Rapids and Biron divisions of the Consolidated Water Power and Paper Company, while the Nekoosa-Edwards Paper Company plants at Port Edwards and Nekoosa manufacture bond and kraft papers used in the business world.

The largest hardwood veneer mill in the world is located in Marshfield, and its products are shipped to various parts of the world, as well as being used by ships and planes that travel the world's sea lanes and airways. Marshfield is also one of the world's great cheese distribution centers, shipping out more than a million pounds of Wisconsin cheese each week.

Other Wood County manufactured products having wide distribution are paperboard containers, plastics, gasoline stoves and oil burners, men's suits and overcoats, raincoats, sportwear, metal tanks and other steel and foundry products, store, restaurant, and bar fixtures, beekeeper's supplies, barn equipment, construction blocks and bricks, feeds, and cheese boxes.

Chief Cranberry County

Wood County leads Wisconsin in cranberry production, contributing materially to the state's position as the second largest cranberry-producing area in the nation. Marshes in the county have approximately 1,200 acres planted to vines, yielding an average annual 60,000 barrels over the past five years, or more than a third of the entire average crop in the nation.

Wisconsin Rapids, the county seat, is headquarters for the Wisconsin Cranberry Sales Company, the Midwest Cranberry Cooperative, and the Wisconsin Cranberry Growers' Association.

Wood County is the site of Griffith State Nursery, largest such project in Wisconsin, and also has large forest plantations developed by the paper industry. Nearly 20,000 acres of its non-agricultural lands are leased to the Wisconsin Conservation Commission as public hunting grounds, where deer, small game, and game birds abound.

Fine for Fun

The county's recreational facilities also include three conveniently located public parks embracing 572 acres. Two of these have supervised bathing beaches as well as extensive picnic and playground equipment and the third, in addition to being a summer playground, is to become a winter sports area.

The Wisconsin College of Agriculture maintains an experiment station farm in Wood County, near Marshfield, where research of importance to the state's extensive silt loam farming area is carried on.



The new and the old in the county —Courthouse at Oshkosh in 1937 (center) in 1859 (right), in 1849 (left.)

WINNEBAGO COUNTY

WINNEBAGO County is one of the smallest counties in the state ranking 62nd in area among the 71 counties. In both population and industries it ranks fifth and in density of population it ranks fourth.

The geographical situation of the county is unique. Its six lakes and two navigable rivers give it the largest water area of any county. The Wolf River, entering at the northwest corner, and the Fox River, entering at the southwest corner, unite at the center of the county to flow into the Big Butte des Morts. Their combined waters leave Lake Winnebago at the northeast corner over the rapids at Neenah and Menasha.

That this area was densely populated by Indians before the coming of the white man is evidenced by the location of their village sites on practically every elevation along its lakes and streams and the hundreds of acres of ancient corn fields.

Pioneers

For two centuries before the permanent settlement of the state began, Winnebago County was the scene of continuous activities by white men. Nicolet, Radisson and Grosielliers, Allouez, Joliet and Marquette, Perrot and scores of other explorers, traders, missionaries and military expeditions of the French, British and Americans travelled its water-ways.

Until 1843, this area was a part of Brown County. In that year the county was organized with the Town of Winnebago embracing the whole county and the town supervisors acting also as a county board. This dual arrangement continued until 1847.

The permanent settlement of the county began in 1818 when Augustin Grignon and Jacques Porlier established a ferry and a trading post near Butte des Morts and a similar business was set up by James Knaggs at the foot of Lake Butte des Morts in 1835.

In 1842 the population of the county was 143. In 1846 it was 732. During the next year it had increased to 2,787 and by 1850 was over 10,000. Every decade has shown a steady growth and by 1940 the number reached 80,507. The early settlers were mostly from New York and New England and came with their ox teams and covered wagons. After 1850 a migration from Europe set in and the county soon contained a mixture of nationalities.

Agriculture

The typography of this county and the variety of its soil has resulted in a high percentage of land cultivation and a wide diversity of crops. Although one of the smaller counties, intensive farming on its 2,485 farms has brought it to high rank in gross farm income, milk production, and pea canning. The flat to gently undulating surface permits an extensive use of farm machinery while the 26 types of soil encourage diversity of crops.

The pioneers devoted their efforts almost entirely to wheat raising. A crop of winter wheat raised in 1837 was the first in the county. The following third of a century was to see this grow into a great industry.

Eleven flour mills operated at one time at Neenah. It was in this city that the roller process of making flour was first inaugurated, displacing the old process of grinding with mill stones. There were two flour mills at Waukau and altogether this was a multi-million dollar business.

In the early seventies, disaster struck the wheat raising. Drought, rust, chinch bugs and western competition spelled its doom and the farmers were compelled to turn their attention to other crops. Many of the pioneer families left the county and immigrants from western Europe took their places.

The newcomers from Europe were dairy minded and cheese factories sprang up around the county. The Agriculture Department of the University was emphasizing dairying as a means of maintaining soil fertility.

By the close of the century, dairying was established as the paramount farm industry.

The farmers of Winnebago County have always been at the forefront in agricultural progress. In 1856 the County Agricultural Society was formed and held fairs for several years until the organization of the Northern Wisconsin Agricultural and Mechanical Association. A Stock Growers Association held annual exhibits until absorbed by the Northern State Fair.

Farmers' Institute and Extension Courses marked the turn of the century. A county school of agriculture was located at Winneconne in 1907. At this village, the first group testing for bovine tuberculosis to take place in the United States.

Future progress in agriculture is assured through the activities of young people's organizations. Boys' and girls' club work was started in the Omro High School in 1916-17. Calf Club work was started on a county wide basis in 1918. Canning clubs, 4H Clubs and Future Farmers of America are all strong and active organizations.

Industry

In the value of its industries this county ranks fifth among the counties of the state.

The earliest industries were developed to meet the needs of the pioneers and to make use of the natural re-

sources. They served their purpose and made way for other and more stable types.

Sawmills, gristmills, blacksmith shops and flour mills were erected in every city, village and hamlet.

The demand for lumber was tremendous and the pineries along the Wolf River were more than adequate to meet the local demands. To convert lumber into finished products, sash and door, shingle and furniture factories were built in great numbers. Oshkosh became the center of this industry, its sash and door production being, for a time, the greatest in the country.

The vanishing of the forests, cutting off the supply of raw materials, resulted in the almost complete disappearance of the wood working industries. Their place was taken by the metal industries, which have required a more skilled and better paid class of labor.

The rapids at the outlets of Lake Winnebago furnish a water power that made this locality an early manufacturing center. The grist and sawmills of the government project in 1835 were mere symbols of the great industries that were to develop on both sides of Doty Island.

With the decline of wheat raising, Neenah lost her position as a great flour milling center and was obliged to find other uses for her water power. Paper mills in Neenah and wooden ware factories in Menasha were soon making full use of this power and taking front rank in the country in the manufacturing of these products.

A lesser but very important industry that has sprung up county-wide is the canning business.

Today, Winnebago County has nearly 500 industries employing 13,000 people.

For two centuries before the permanent settlement of the county by white men an extensive traffic was carried on across Winnebago County.

Missionaries, explorers and traders travelled by canoes in summer and over trails in winter. As trade increased, the French batteau was brought into use and, later, the English introduced the Durham boat, capable of carrying several tons.

Transportation

The first road was laid out in 1843 connecting Oshkosh and Neenah. This and all later roads, for many years, were dirt roads and entirely impassable during many weeks of the year. During the sixties and seventies the principal highways were surfaced with gravel and year-round travel was possible. Stage coaches connected all parts of the county on regular schedules.

Gravel roads were inadequate for auto traffic and were replaced by McAdam surfacing and this in turn by concrete and black top. Today, the state and county roads have 142 miles of concrete and 188 miles of black top.

Water transportation has always played an important part in the county's transportation. Beginning in 1854 with the first steam boat, the next half century was to see a great fleet of side wheelers and stern wheelers loaded with freight and passengers, operating on Lake Winnebago and its connecting waters.

The coming of the railroads in 1859 at first stimulated the steam boat business, but as their lines extended to all cities and villages, river traffic decreased and completely vanished about 1920 except for a few tugs and barges.

Today motor boats by the hundreds have taken the place of the steamers.

Air transportation is assuming an important place as daily scheduled flights now connect the county airport with the Twin Cities and Chicago.

Recreation

Winnebago County has always been a sports-minded community on a year-round basis. Today, it retains its preeminence as a recreational center for an infinite variety of sports.

The Indians regarded this area as among their best hunting and fishing places. Today, sportsmen seek water fowl in the marshes, rivers and lakes and upland birds in the fields and woods. There are fish to satisfy every whim, from perch and crapies through bass and pike to muskellunge and sturgeon.

Civilization has broadened organized recreation from the aboriginal la crosse to include facilities for golf, tennis, archery, rifle and trap shooting, bowling, baseball, basketball, hurling and many others. For example, there are four fine golf courses, both public and private, within the county limits. The Oshkosh All-Star basketball team has repeatedly won professional league championships. Our bowlers are always among prize winners at state and national tournaments.

But when all is said and done, Winnebago's greatest recreational asset is its outdoors. Hundreds of miles of paved highway, other hundreds of miles of trails, with a hundred miles of navigable water-ways connecting with Lake Michigan and three fine airports if you choose to see it from the air.

Whether one seeks to explore the mysteries of archeology or thrill to races for the Stuart trophy, emblem of world championship ice boaters, it is well fulfilled: swimming, gardens and yacht races in summer; hunting, picnicking or music in the fall; art, bowling, ice boating or basketball in the winter, and fishing, yachting or museums in the spring. Here one finds the ultimate in enjoyable living, so whether afoot, on wheels, afloat or in the air, it is Winnebagoland for recreation.









Waukesha County is dotted with hundreds of modern dairy farms with pure bred herds



Food processing often starts in the field. Power driven pea vinery feeds county's many canneries



Tons of iron and non-ferrous metals pour daily from Waukesha County foundries



Waukesha County's largest industry builds the engines to produce world wide power

WAUKESHA

In what other Wisconsin county are both agriculture and industry so well developed and the products as widely and favorably known? What county offers more in educational and recreational advantages?

Established under the territorial government, the present Waukesha County dates from June 8, 1846, two years before Wisconsin was a state.

Farm crops range from fancy melons and legumes to alfalfa and feeds for the world renowned herds of pure bred dairy cattle.

Dairies, condenseries, and factories produce such nationally known brands as Carnation, Pet and Borden's milk products, cheese and the finest canned foods.

Lannon stone known to builders everywhere comes from Waukesha County quarries.

Waukesha's health giving mineral springs made it the "Saratoga of the West" in the elegant eighties. Today all of these bottled spring waters are well known; and White Rock



Recreation in 1892—a coaching party from Chicago arrives at Draper Hall, Oconomowoc, after two days enroute



Recreation in 1948—scene at one of the popular camp resorts of Waukesha County's forty-nine lakes



Carrier Memorial Library on Campus of Carroll College, chartered in 1846, Waukesha, Wisconsin



Modern rural multiple-room graded school built of Lannon stone





The single room rural school has almost disappeared in Waukesha County

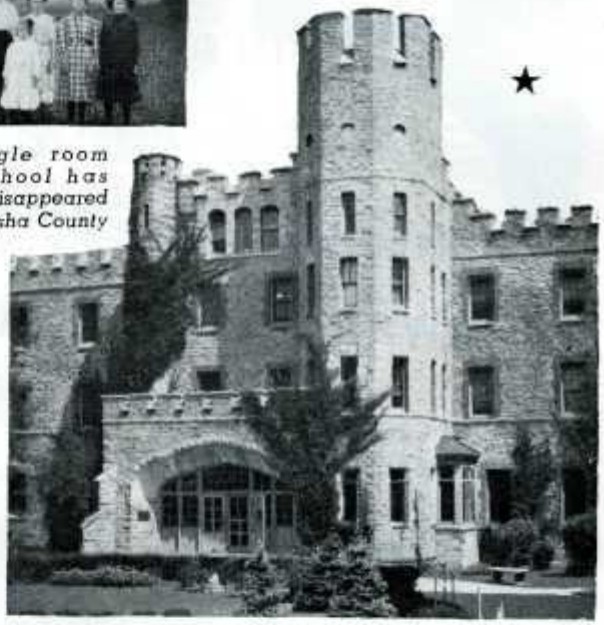
COUNTY

carbonated water is famed internationally. Weber Waukesha and Fox Head beverages too, enjoy a wide distribution.

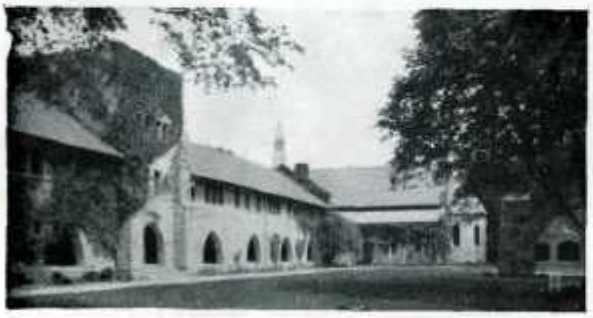
Manufacturing plants include one of the largest makers of agricultural, truck and industrial gasoline and diesel engines; iron and non-ferrous metal foundries; industrial machines; bottling equipment, church furniture; dairy machinery; rock-wool insulation.

Waukesha County's educational system is broad and comprehensive. Here too are Carroll College, first chartered in 1846; St. John's, one of the nation's outstanding military prep schools; Nashotah Mission, theological seminary established over a hundred years ago; and the seminary for training home and foreign missionaries of the Redemptorist Fathers at Oconomowoc.

Natural charm of lakes and picturesque terrain, the genuine hospitality of its unique resorts with their complete winter and summer sports programs make Waukesha County a favorite vacationland.



DeKoven Hall, the Administration Building of St. John's Military Academy, Delafield, Wis.



Cloister and Chapel, Nashotah House, Episcopal Seminary founded in 1842, Nashotah, Wis.



Redemptorist Fathers Seminary for training home and foreign missionaries at Oconomowoc, Wis.

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Concurrent with Wisconsin's Centennial Anniversary, the Milwaukee Lace Paper Company, one of Milwaukee's oldest industries, is celebrating its 50th birthday.

Largely instrumental in establishing the lace paper industry in this country, the products made today by the company are a far cry from those first introduced back in 1898. At that time just a few items were made—notably laces for candy and fruit boxes. Steady improvement in quality, in variety of products, plus consistent promotion has gradually brought the company's line to a point where it is almost universally used and recognized.

Milapaco products today include a large and varied assortment of lace paper, place mats and doilies for both home as well as restaurant and institutional use. Paper cups for drinking, baking and portion serving of butter, jelly and numerous other side dishes also constitute an important part of the line. Napkins of a considerable variety, specially printed tray covers and numerous novelties make up the balance of the products manufactured.

Distribution is affected by a large and aggressive group of jobbers who sell Milapaco products to restaurants, hotels, institutions and to a considerable variety of retail outlets throughout the United States and in many foreign countries. A substantial portion of sales are made in bulk form for commercial use, but consumer sales have by no means been neglected. An attractive variety of lace paper place mats and matching doilies are packaged for consumer use in a unit known as "Handy Pak". This attractive retail package has done much to popularize the use of lace paper products in homes throughout the nation. Future plans include an increased variety of consumer products packaged in ever more colorful eye-appealing retail units.



Modern plant of the Milwaukee Lace Paper Co.—one of the largest and most complete of its kind in the world.

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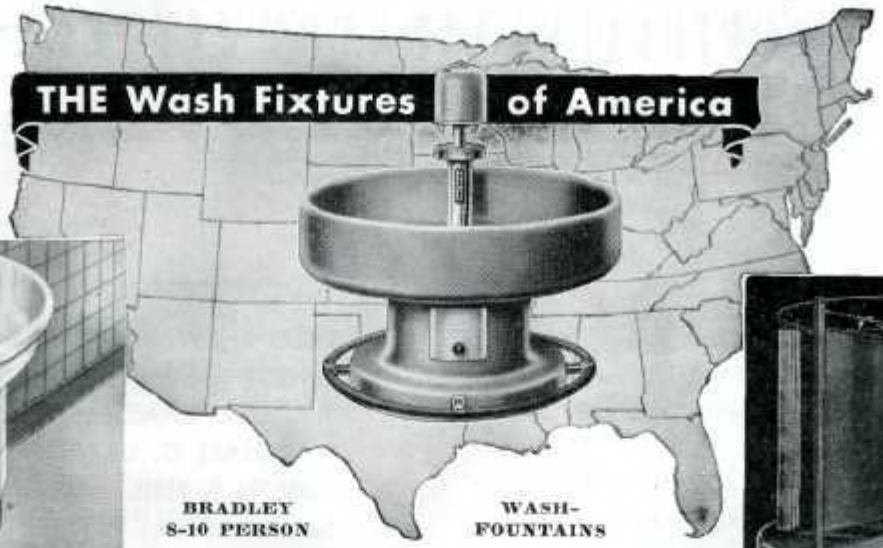
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