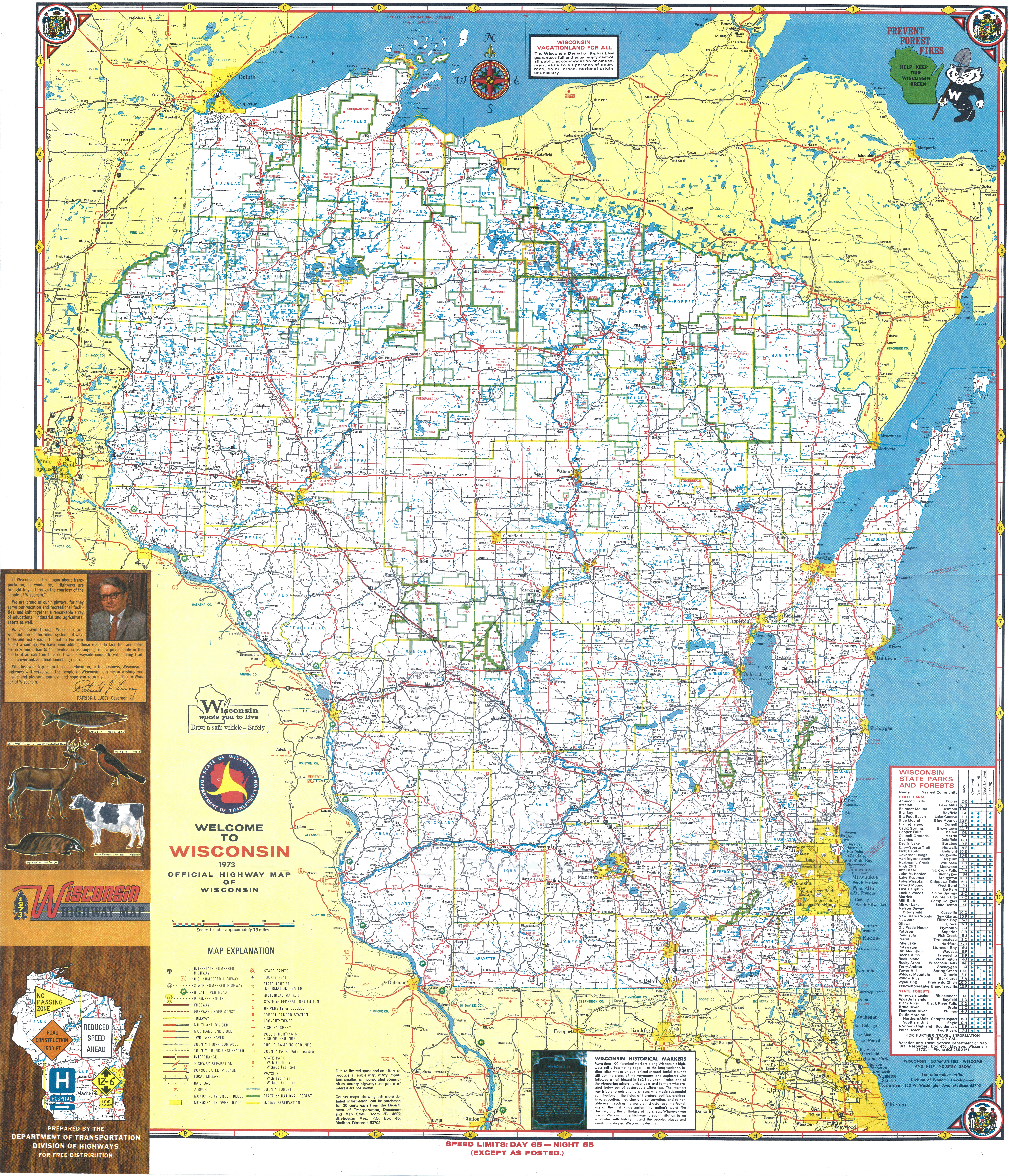
USE A LITTERBAG—KEEP WISCONSIN CLEAN AND BEAUTIFUL. STATE LAW PROVIDES A FINE OF $200.00 FOR LITTERING.



WISCONSIN VACATIONLAND FOR ALL

The Wisconsin Denial of Rights Law guarantees full and equal enjoyment of all public accommodation or amusement alike to all persons of every race, color, creed, national origin or ancestry.

PREVENT FOREST FIRES

HELP KEEP OUR WISCONSIN GREEN

If Wisconsin had a slogan about transportation, it would be, "Highways are brought to you through the courtesy of the people of Wisconsin."

We are proud of our highways, for they serve our vacation and recreational facilities, and knit together a remarkable array of educational, industrial and agricultural assets as well.

As you travel through Wisconsin, you will find one of the finest systems of waysides and rest areas in the nation. For over a half a century, we have been adding these roadside facilities and there are now more than 554 individual sites ranging from a picnic table in the shade of an oak tree to a northwoods wayside complete with hiking trail, scenic overlook and boat launching ramp.

Whether your trip is for fun and relaxation, or for business, Wisconsin's highways will serve you. The people of Wisconsin join me in wishing you a safe and pleasant journey, and hope you return soon and often to Wonderful Wisconsin.

Patrick J. Lucey

PATRICK J. LUCEY, Governor

State Fish — Muskellunge

State Wildlife Animal — White-Tailed Deer

State Bird — Robin

State Domestic Animal — Holstein

State Animal — Badger

1973 Wisconsin HIGHWAY MAP

NO PASSING ZONE

ROAD CONSTRUCTION 1500 FT

REDUCED SPEED AHEAD

HOSPITAL

12'-6" LOW CLEARANCE

PREPARED BY THE
DEPARTMENT OF TRANSPORTATION
DIVISION OF HIGHWAYS
FOR FREE DISTRIBUTION

Wisconsin wants you to live
Drive a safe vehicle – Safely

STATE OF WISCONSIN ★ DEPARTMENT OF TRANSPORTATION

WELCOME TO WISCONSIN

1973

OFFICIAL HIGHWAY MAP OF WISCONSIN

0 10 20 30 40
Scale: 1 inch = approximately 13 miles

MAP EXPLANATION

- INTERSTATE NUMBERED HIGHWAY
- U.S. NUMBERED HIGHWAY
- STATE NUMBERED HIGHWAY
- GREAT RIVER ROAD
- BUSINESS ROUTE
- FREEWAY
- FREEWAY UNDER CONST.
- TOLLWAY
- MULTILANE DIVIDED
- MULTILANE UNDIVIDED
- TWO LANE PAVED
- COUNTY TRUNK SURFACED
- COUNTY TRUNK UNSURFACED
- INTERCHANGE
- HIGHWAY SEPARATION
- CONSOLIDATED MILEAGE
- LOCAL MILEAGE
- RAILROAD
- AIRPORT
- MUNICIPALITY UNDER 10,000
- MUNICIPALITY OVER 10,000
- STATE CAPITOL
- COUNTY SEAT
- STATE TOURIST INFORMATION CENTER
- HISTORICAL MARKER
- STATE or FEDERAL INSTITUTION
- UNIVERSITY or COLLEGE
- FOREST RANGER STATION
- LOOKOUT-TOWER
- FISH HATCHERY
- PUBLIC HUNTING & FISHING GROUNDS
- PUBLIC CAMPING GROUNDS
- COUNTY PARK With Facilities
- STATE PARK
  - With Facilities
  - Without Facilities
- WAYSIDE
  - With Facilities
  - Without Facilities
- COUNTY FOREST
- STATE or NATIONAL FOREST
- INDIAN RESERVATION

Due to limited space and an effort to produce a legible map, many important smaller, unincorporated communities, county highways and points of interest are not shown.

County maps, showing this more detailed information, can be purchased for 20 cents each from the Department of Transportation, Document and Map Sales, Room 2B, 4802 Sheboygan Ave., P.O. Box 40, Madison, Wisconsin 53702.

WISCONSIN HISTORICAL MARKERS

More than 100 historical markers along Wisconsin's highways tell a fascinating saga — of the long-vanished Indian tribe whose unique animal-shaped burial mounds still dot the state, of the voyageurs and explorers who followed a trail blazed in 1634 by Jean Nicolet, and of the pioneering miners, lumberjacks and farmers who created today out of yesterday's wilderness. The markers pay tribute to outstanding citizens who made substantial contributions in the fields of literature, politics, architecture, education, medicine and conservation, and to notable events such as the world's first auto race, the founding of the first kindergarten, the nation's worst fire disaster, and the birthplace of the circus. Wherever you are in Wisconsin, the highway is your invitation to an encounter with history . . . and the people, places and events that shaped Wisconsin's destiny.

WISCONSIN STATE PARKS AND FORESTS

Name	Nearest Community	Index	Camping	Swimming	Boat Landing	Fishing
STATE PARKS						
Amnicon Falls	Poplar	2-C	●			●
Aztalan	Lake Mills	10-G				●
Belmont Mound	Belmont	10-E				
Big Bay	Bayfield	1-E	●	●		●
Big Foot Beach	Lake Geneva	11-H	●	●		●
Blue Mound	Blue Mounds	10-F	●	●		
Brunet Island	Cornell	5-D	●	●	●	●
Cadiz Springs	Browntown	11-F		●	●	●
Copper Falls	Mellen	2-E	●	●		●
Council Grounds	Merrill	5-F	●	●	●	●
Cushing	Delafield	10-H				●
Devils Lake	Baraboo	9-F	●	●	●	●
Elroy-Sparta Trail	Norwalk	8-E	●			
First Capitol	Belmont	10-E				
Governor Dodge	Dodgeville	10-E	●	●	●	●
Harrington Beach	Belgium	9-I		●		●
Hartman's Creek	Waupaca	7-G	●	●		●
High Cliff	Sherwood	7-H	●	●	●	●
Interstate	St. Croix Falls	4-A	●	●	●	●
John M. Kohler	Sheboygan	8-I		●		●
Lake Kegonsa	Stoughton	10-G	●	●	●	●
Lake Wissota	Chippewa Falls	5-D	●	●	●	●
Lizard Mound	West Bend	9-I				
Lost Dauphin	De Pere	7-I				
Lucius Woods	Solon Springs	2-C	●	●		●
Merrick	Fountain City	7-C	●	●	●	●
Mill Bluff	Camp Douglas	8-E	●	●		
Mirror Lake	Lake Delton	9-F	●	●	●	●
Nelson Dewey (Stonefield	Cassville	10-D	●			●
New Glarus Woods	New Glarus	10-F	●			
Newport	Ellison Bay	5-J		●		●
Ojibwa	Ojibwa	3-D	●			●
Old Wade House	Plymouth	8-I				
Pattison	Superior	2-B	●	●		●
Peninsula	Fish Creek	5-J	●	●	●	●
Perrot	Trempealeau	8-C	●	●	●	●
Pike Lake	Hartford	9-H	●	●		●
Potawatomi	Sturgeon Bay	6-J	●			●
Rib Mountain	Wausau	6-F	●			
Roche A Cri	Friendship	8-F	●			●
Rock Island	Washington	4-J	●	●	●	●
Rocky Arbor	Wisconsin Dells	8-F	●			
Terry Andrae	Sheboygan	8-I	●	●		●
Tower Hill	Spring Green	10-E	●		●	●
Wildcat Mountain	Ontario	8-E	●			●
Willow River	Burkhardt	5-A	●	●	●	●
Wyalusing	Prairie du Chien	10-D	●		●	●
Yellowstone Lake	Blanchardville	10-F	●	●	●	●
STATE FORESTS						
American Legion	Rhinelander	3-F	●	●	●	●
Apostle Islands	Bayfield	1-D	●	●	●	●
Black River	Black River Falls	5-D	●	●	●	●
Brule River	Brule	2-C	●	●	●	●
Flambeau River	Phillips	4-D	●	●	●	●
Kettle Moraine						
Northern Unit	Campbellsport	8-H	●	●	●	●
Southern Unit	Eagle	10-H	●	●	●	●
Northern Highland	Boulder Jct.	3-F	●	●	●	●
Point Beach	Two Rivers	7-J	●	●		●

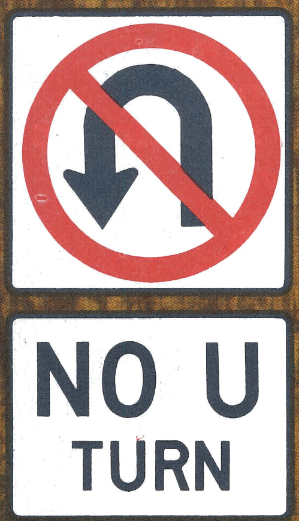
FOR FURTHER TRAVEL INFORMATION
WRITE OR CALL

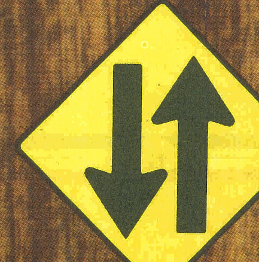
Vacation and Travel Service Department of Natural Resources, Box 450, Madison, Wisconsin 53701 — Phone 608-266-2161

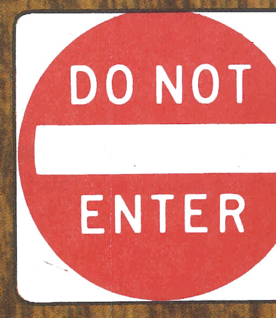
WISCONSIN COMMUNITIES WELCOME AND HELP INDUSTRY GROW

For information write:
Division of Economic Development
123 W. Washington Ave., Madison 53702

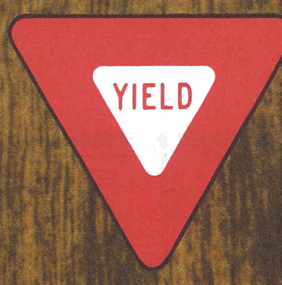
SPEED LIMITS: DAY 65 — NIGHT 55
(EXCEPT AS POSTED.)

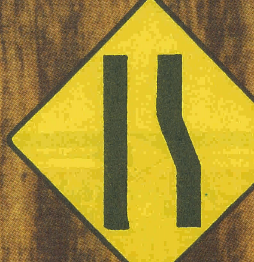


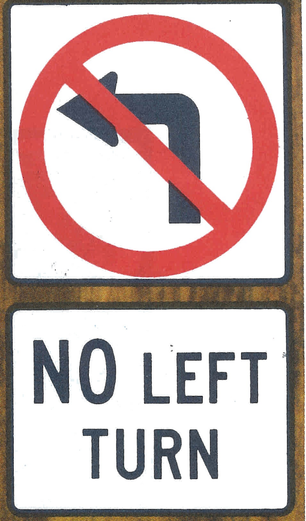


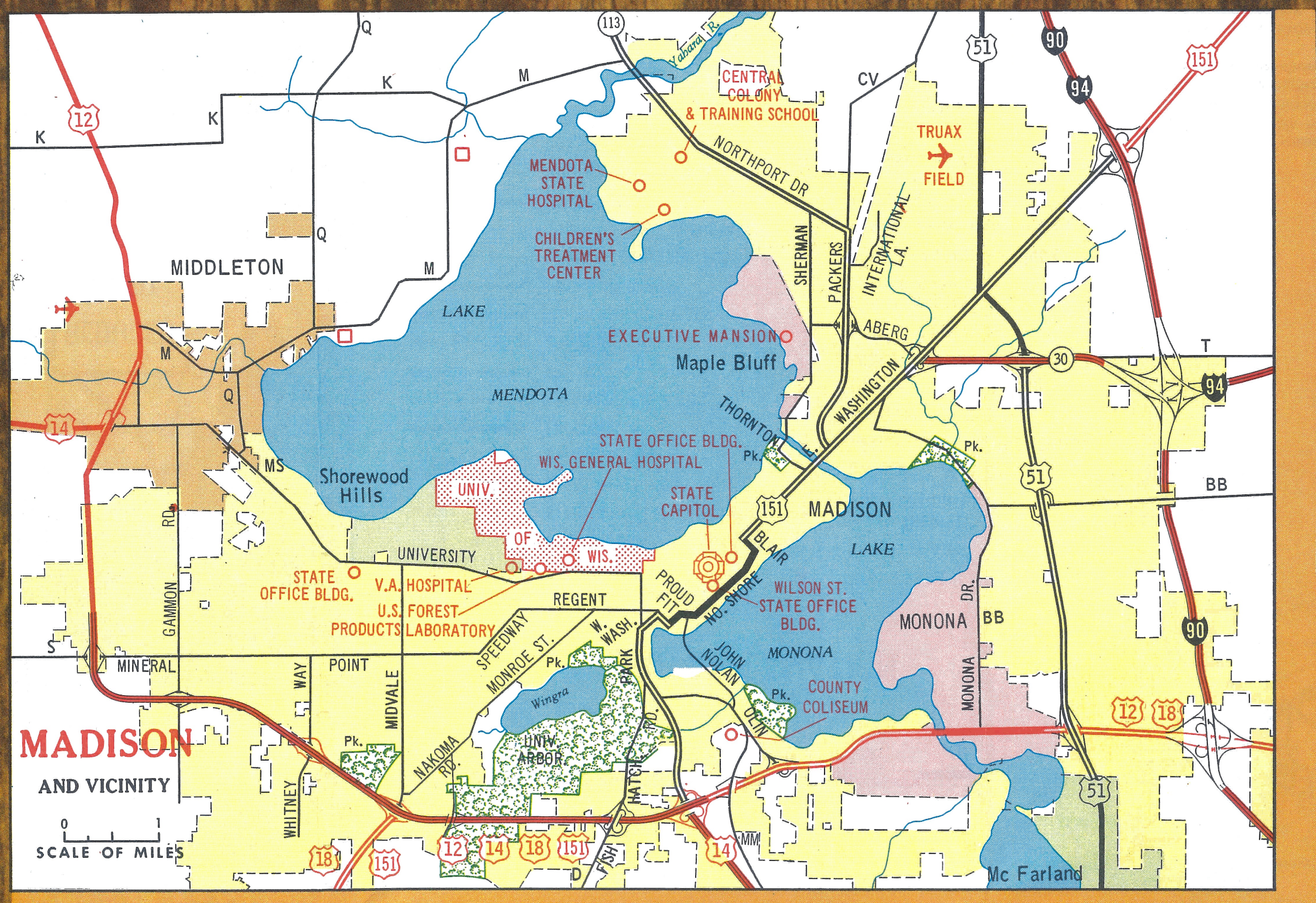


WISCONSIN
SIGNS UP FOR SAFETY

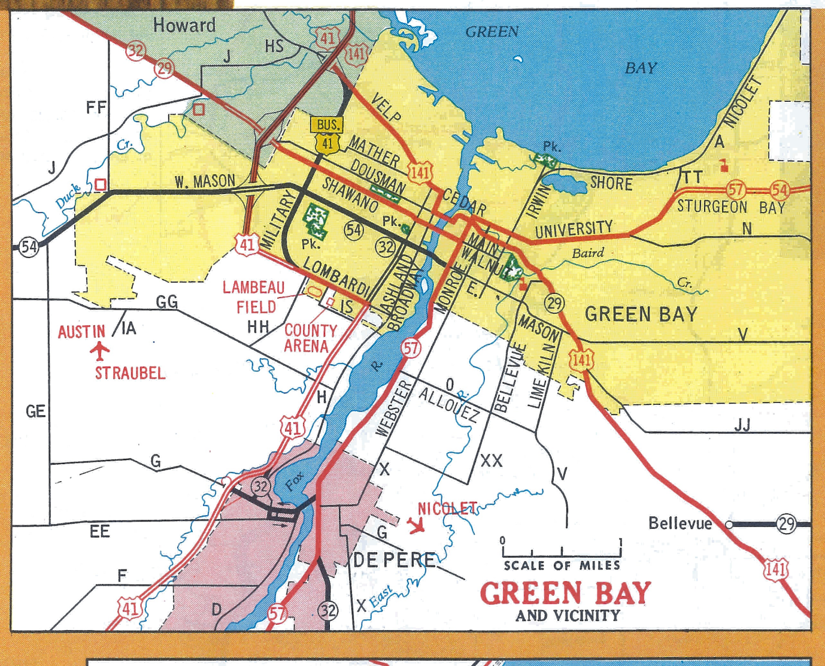




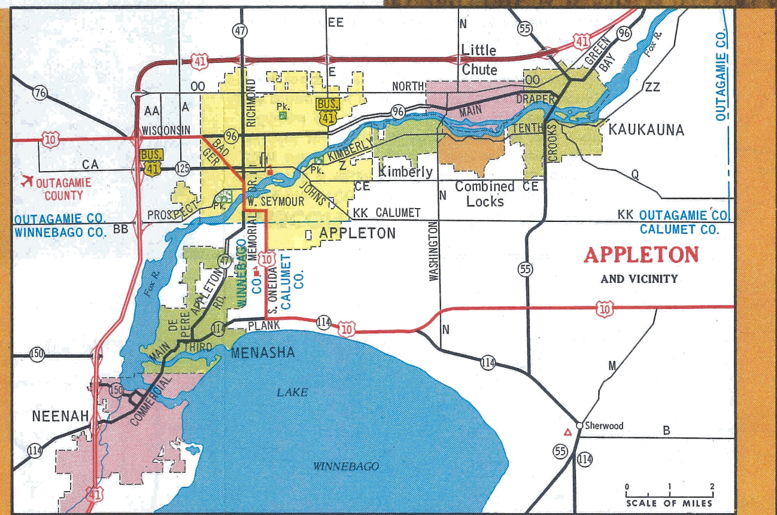




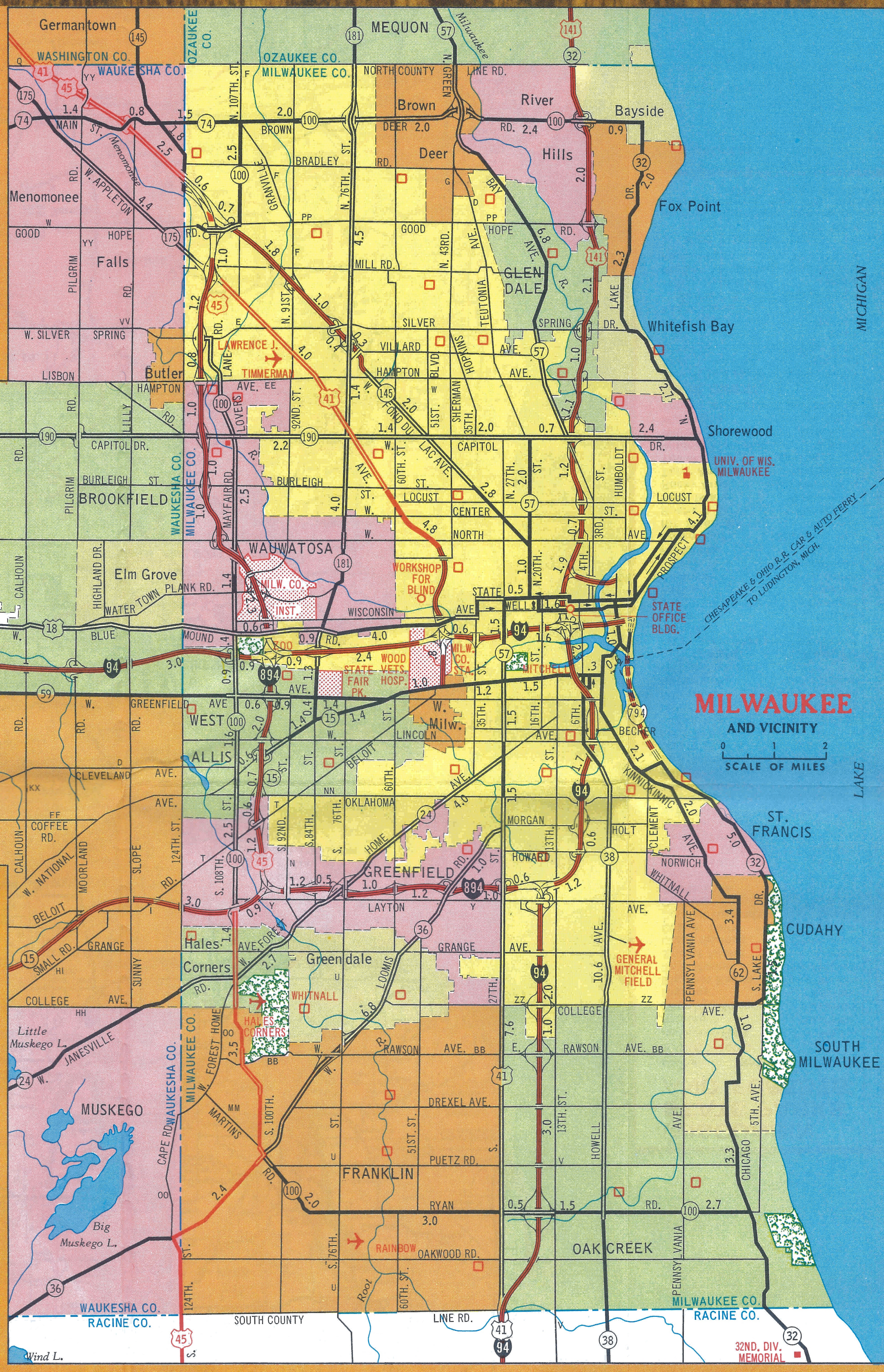
MADISON
AND VICINITY



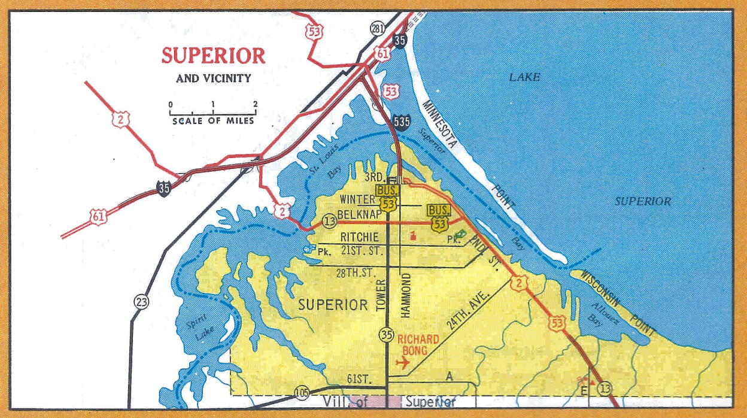
GREEN BAY
AND VICINITY



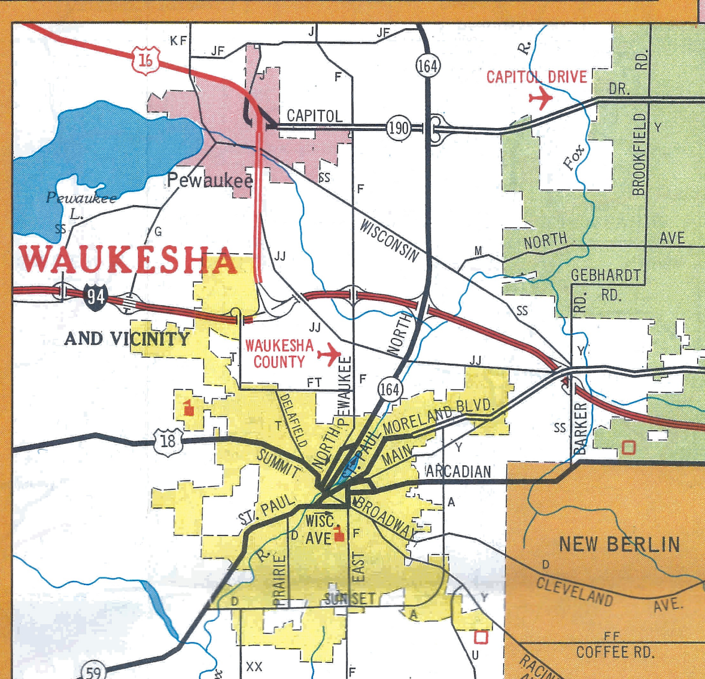
APPLETON
AND VICINITY



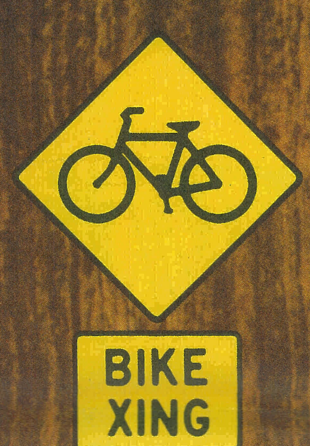
MILWAUKEE
AND VICINITY

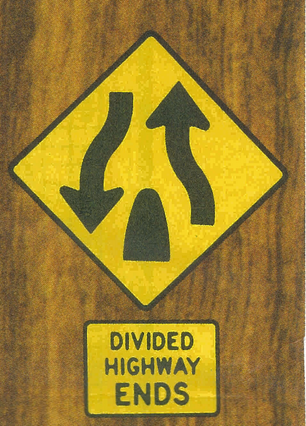


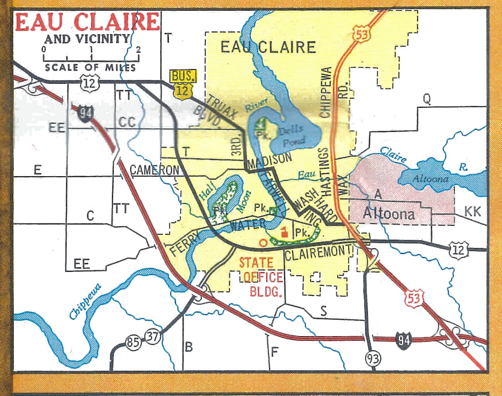
SUPERIOR
AND VICINITY



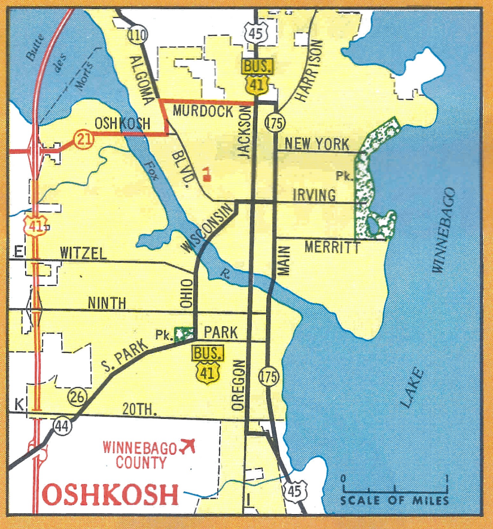
WAUKESHA
AND VICINITY



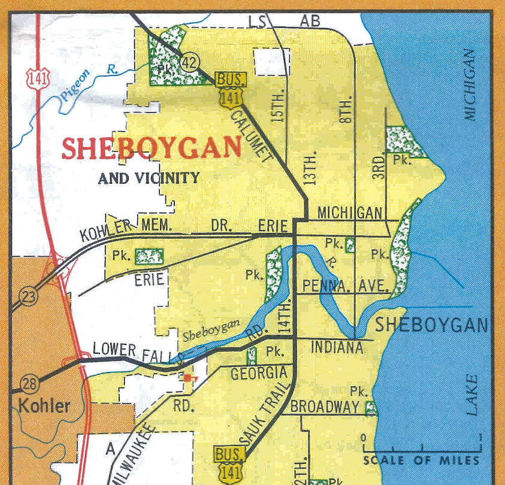




EAU CLAIRE
AND VICINITY



OSHKOSH



SHEBOYGAN
AND VICINITY

INFORMATION FOR MOTORISTS

THE WISCONSIN STATE PATROL stands ready to help you. If you need assistance or information, you may call any of the seven district offices located around the state. The addresses and phone numbers are shown in blue on the map below.

Wisconsin is proud of its elite force of highly trained State Patrol officers and troopers, whose primary duty is to maintain the safe and orderly flow of traffic.

WISCONSIN'S TRAFFIC LAWS are similar to those in other states. However, there are minor variations from state to state. Use your turn signals, dim your lights when meeting or overtaking another vehicle on both divided and two-lane roads, observe the no passing zones marked on the roadway, and please keep to the right except when passing another vehicle.

APPROPRIATE SPEED LIMITS are posted for your safety and convenience. Generally, there is a daytime speed limit of 65 m.p.h. and 55 m.p.h. at night on most rural state trunk highways, and a 70 m.p.h. daytime and a 60 m.p.h. nighttime limit on the Interstate. Areas where such speeds are not safe are posted for the appropriate speed.

Because excessive speeding is a factor in many highway accidents, the State Patrol uses radar, aircraft, speed computers . . . plus unmarked patrol cars . . . to enforce the speed laws.

SCHOOL BUS LAWS in Wisconsin give special protection to our school children. When a school bus is displaying flashing red warning lights, indicating it is loading or unloading passengers, you must stop at least 20 feet away when approaching from either direction and remain stopped until the lights are turned off. The only exception to this law is that traffic moving in the opposite direction on a divided highway need not stop.

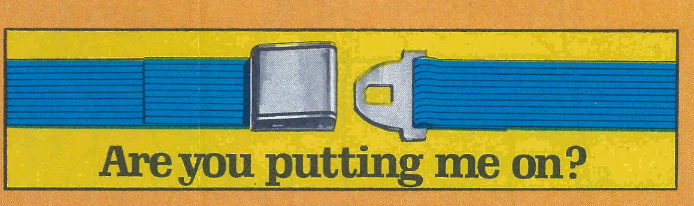
MOST TRAILERS AND MOBILE HOMES must be equipped with brakes and one or more safety chains. Because a trailer alters the driving characteristics of the towing vehicle, the State Patrol recommends that you drive at a somewhat slower speed and be alert at all times to such dangers as wet and slippery pavement, and gusting winds. Check the trailer hitch, lights, turn signals, and tires on the trailer frequently.

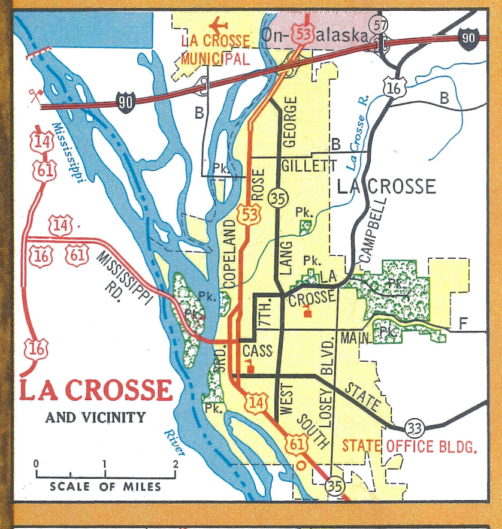
IN CASE OF CAR TROUBLE, drive as far as possible off the driving lanes and onto the shoulder, turn on your emergency flashers, exit from the passenger side and raise the hood of your car. You may also tie a cloth to the antenna or door handle. Walking is strictly forbidden on the Interstate, so the Patrol asks you to remain in your vehicle until a patrol car arrives. If you are unable to get your car safely out of the traffic lanes, you and your family would be safer standing or sitting as far away as possible along the outside edge of the right-of-way.

IN CASE OF AN ACCIDENT, you must immediately notify a law enforcement officer if apparent total property damage exceeds $200, or if there are injuries or deaths. You must also give assistance to injured people. Within 10 days, you must submit a written report of the accident to the Division of Motor Vehicles in Madison. Report forms are available at local police departments, sheriffs, county or state traffic officers.

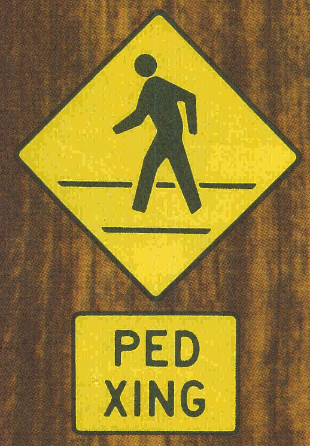
EMERGENCY MEDICAL AID can be obtained most quickly by calling or going to a general hospital in one of the cities marked on the "Index to Incorporated Cities and Villages."

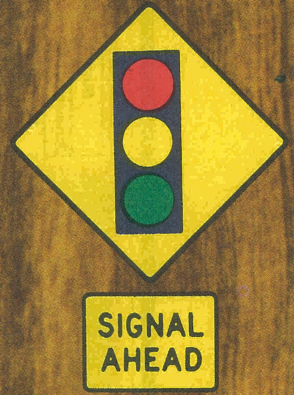
WISCONSIN'S WAYSIDES AND REST AREAS are spaced at regular intervals along the highway to make your trip safer and more pleasant. Be our guest, but please help us keep them clean. Use the trash receptacles to empty your car litter bag as well. Please do not throw trash from your car window, since state law assesses a penalty of a $200 fine, and an optional jail sentence.

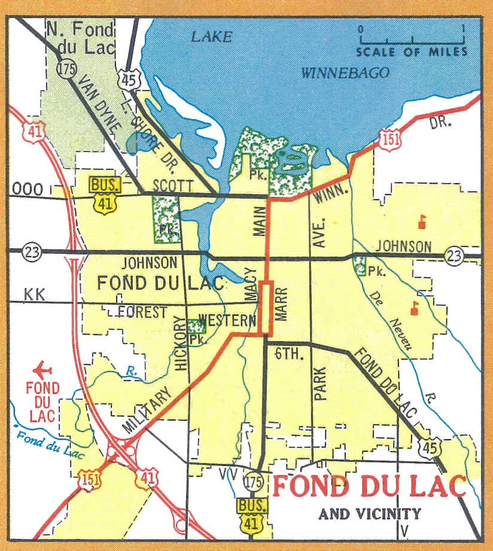

Are you putting me on?



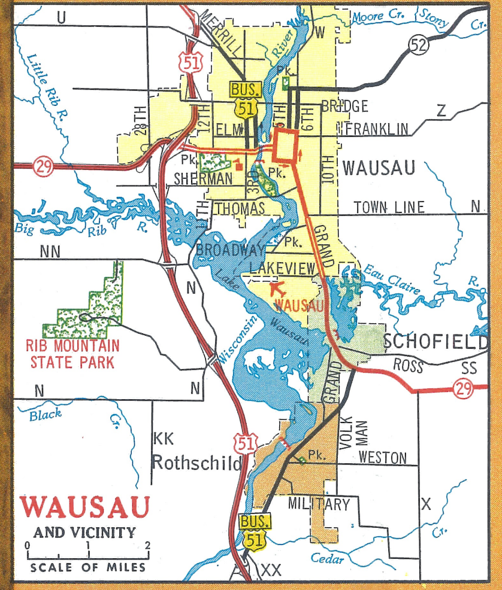
LA CROSSE
AND VICINITY



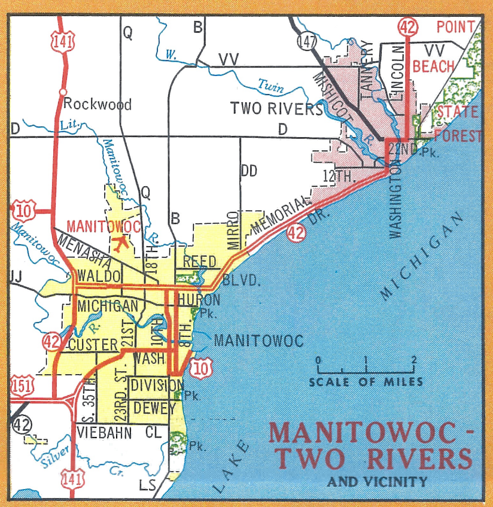




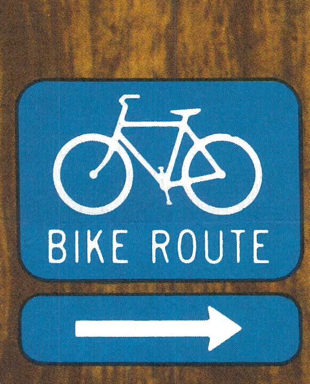
FOND DU LAC
AND VICINITY

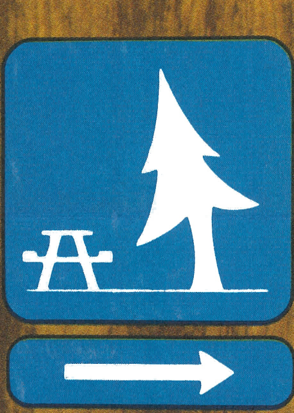


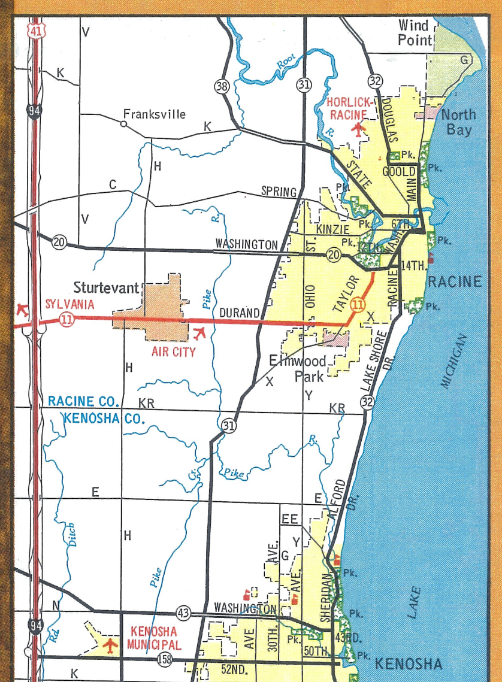
WAUSAU
AND VICINITY



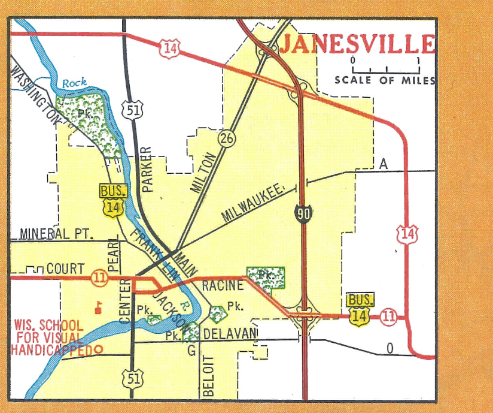
MANITOWOC-
TWO RIVERS
AND VICINITY



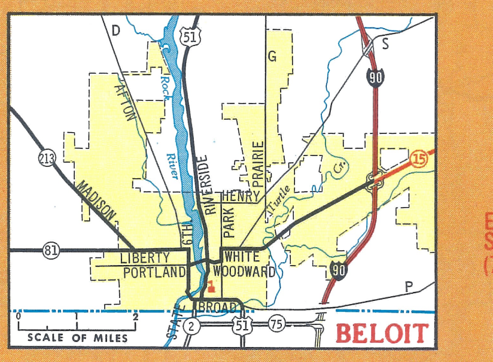




RACINE
KENOSHA
AND VICINITY

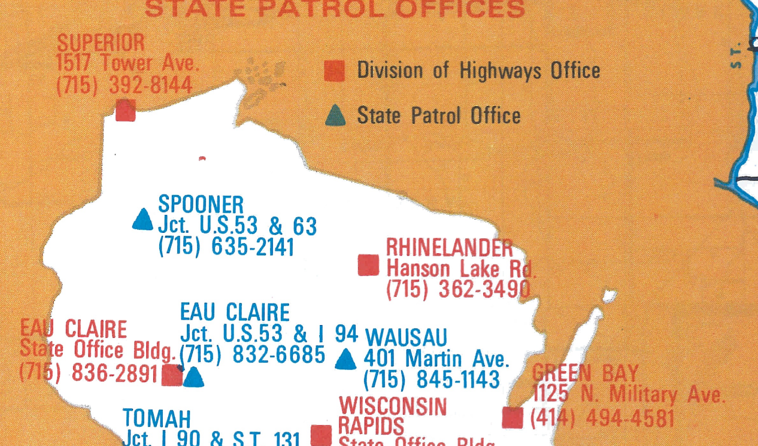


JANESVILLE

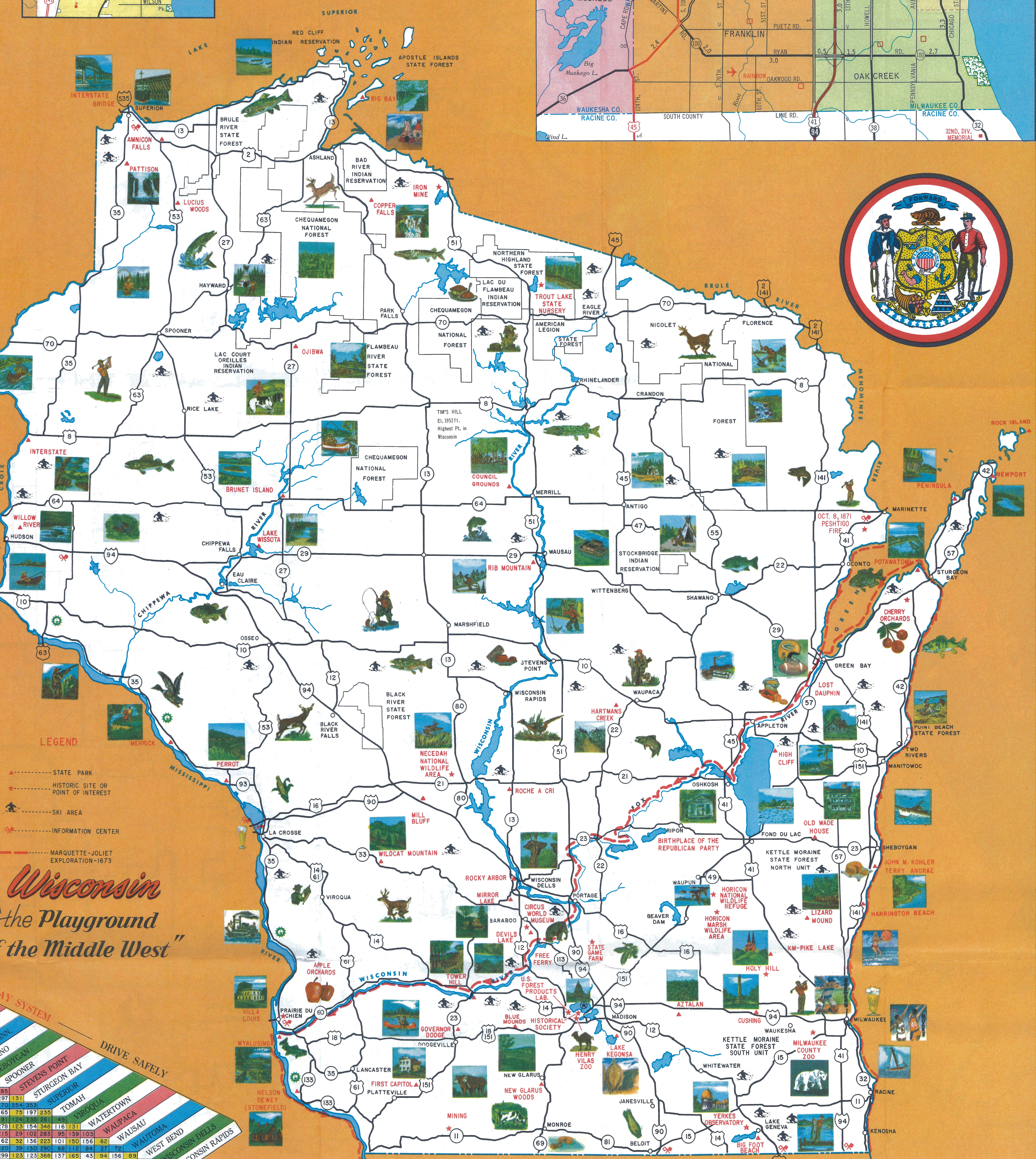


BELOIT

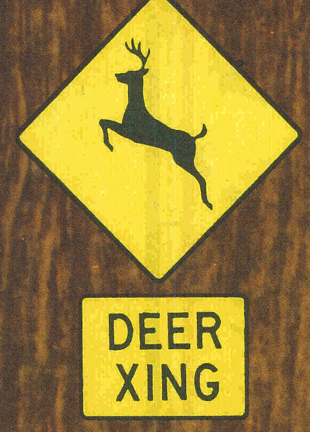
DIVISION OF HIGHWAYS AND STATE PATROL OFFICES

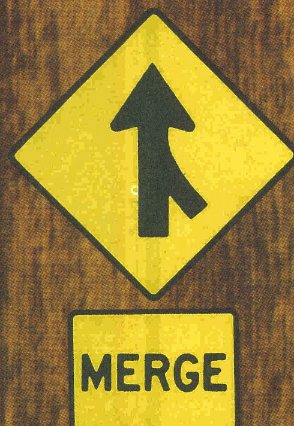


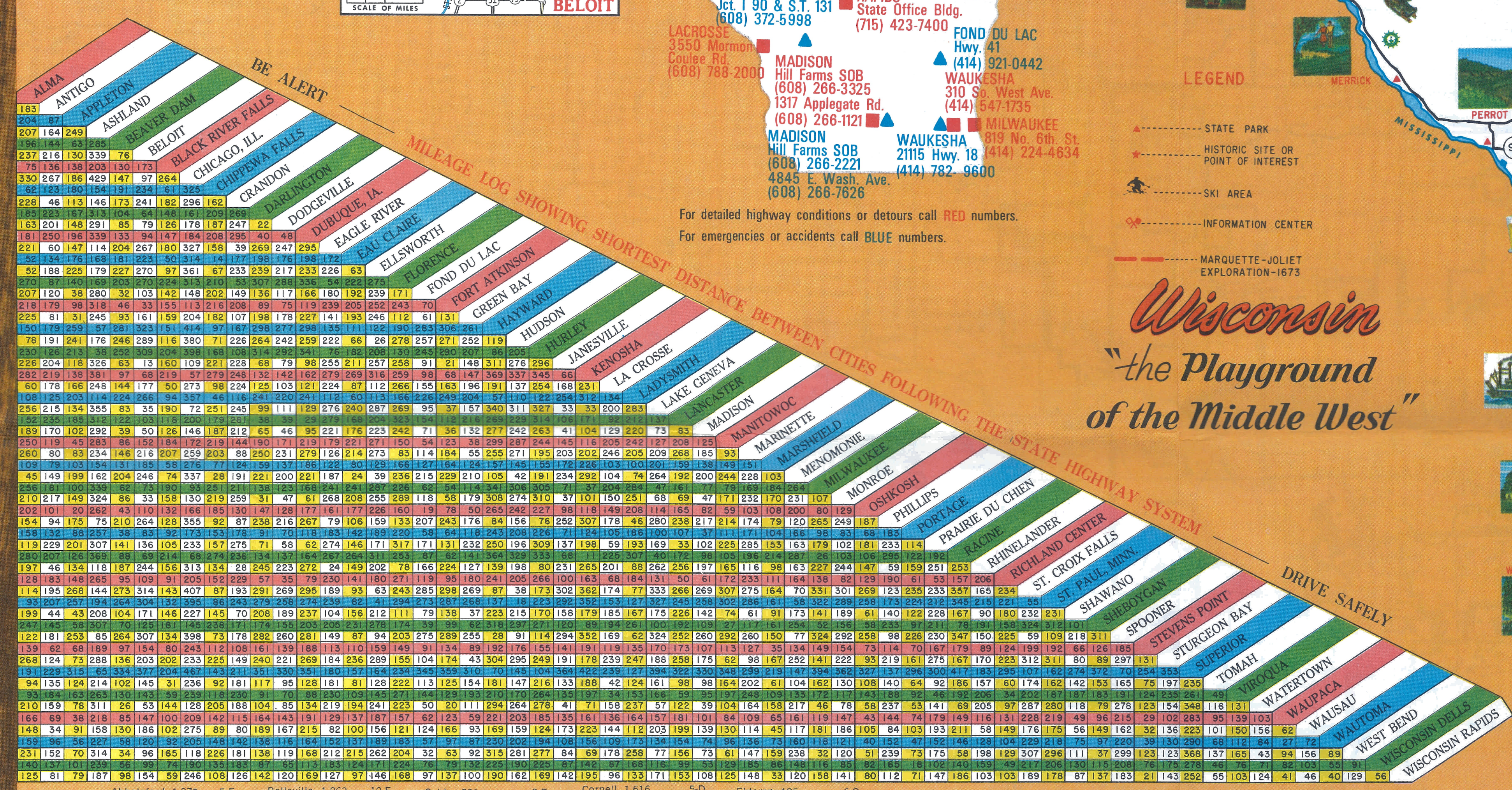
For detailed highway conditions or detours call RED numbers.
For emergencies or accidents call BLUE numbers.


LEGEND
STATE PARK
HISTORIC SITE OR POINT OF INTEREST
SKI AREA
INFORMATION CENTER
MARQUETTE-JOLIET EXPLORATION-1673
APOSTLE ISLANDS STATE FOREST
CHEQUAMEGON NATIONAL FOREST
NICOLET NATIONAL FOREST
TIM'S HILL El. 1952 ft. Highest Pt. in Wisconsin
KETTLE MORAINE STATE FOREST NORTH UNIT
KETTLE MORAINE STATE FOREST SOUTH UNIT

Wisconsin
"the Playground of the Middle West"

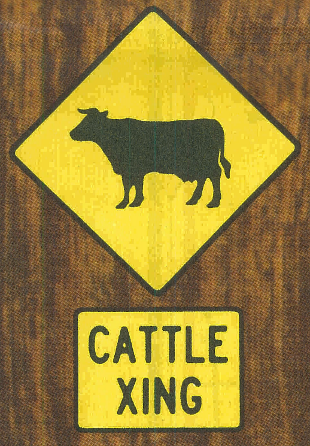


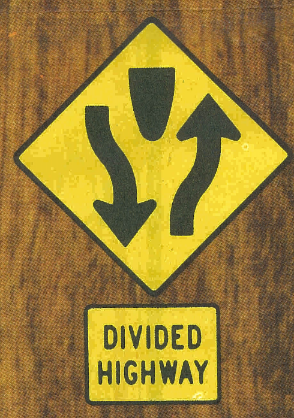




BE ALERT — MILEAGE LOG SHOWING SHORTEST DISTANCE BETWEEN CITIES FOLLOWING THE STATE HIGHWAY SYSTEM — DRIVE SAFELY

ALMA · ANTIGO · APPLETON · ASHLAND · BEAVER DAM · BELOIT · BLACK RIVER FALLS · CHICAGO, ILL. · CHIPPEWA FALLS · CRANDON · DARLINGTON · DODGEVILLE · DUBUQUE, IA. · EAGLE RIVER · EAU CLAIRE · ELLSWORTH · FLORENCE · FOND DU LAC · FORT ATKINSON · GREEN BAY · HAYWARD · HUDSON · HURLEY · JANESVILLE · KENOSHA · LA CROSSE · LADYSMITH · LAKE GENEVA · LANCASTER · MADISON · MANITOWOC · MARINETTE · MARSHFIELD · MENOMONIE · MILWAUKEE · MONROE · OSHKOSH · PHILLIPS · PORTAGE · PRAIRIE DU CHIEN · RACINE · RHINELANDER · RICHLAND CENTER · ST. CROIX FALLS · ST. PAUL, MINN. · SHAWANO · SHEBOYGAN · SPOONER · STEVENS POINT · STURGEON BAY · SUPERIOR · TOMAH · VIROQUA · WATERTOWN · WAUPACA · WAUSAU · WAUTOMA · WEST BEND · WISCONSIN DELLS · WISCONSIN RAPIDS





INDEX TO INCORPORATED VILLAGES AND CITIES

Names Printed in Red are County Seats   Population (1970 Census)   Wisconsin Population — 4,418,083   Area in Square Miles — 56,154

• Indicates location of general hospital where first aid and medical attention are available.

Abbotsford, 1,375 . . . 5-E
Adams, 1,440 . . . 8-F
Adell, 380 . . . 8-I
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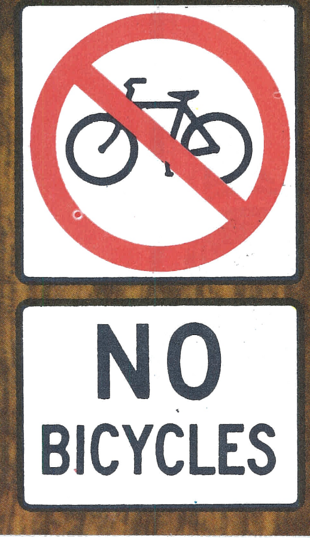
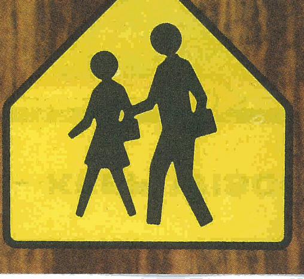
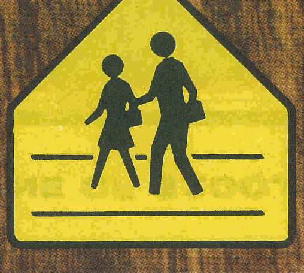
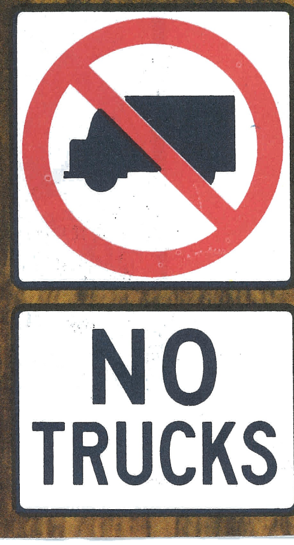


This is all part of a nationwide program to make all high highway marking and signing uniform, as well as more understandable, so we all may have an even better opportunity to travel safely in Wisconsin and the other 49 states.



Right now, the new signs are just here and there around the state. The new signs are being installed as the old ones wear out. By 1976, however, all signs on the State Trunk Highways will be converted to the new designs. When the signs now being installed need replacement, the words that now accompany them will be eliminated.



There are some special points to remember about these signs. Most important, perhaps, is the "no-no" family characteristic with red diagonal slash marks. The red slash means "no" and the activity depicted behind the slash tells what is forbidden.