



## **Wisconsin: summer escape. [Supplement, Vol. 5, No. 3] [May-June 1981]**

[Madison, Wisconsin]: [Wisconsin Department of Natural Resources], [May-June 1981]

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# WISCONSIN

Summer Escape





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# Escape to Wisconsin

Plunge into a quiet lake, sun-warmed on top, nicely chilled at toe level. Swim and water ski until you're weary enough to spread out on a sandy beach, content and refreshed. Make waves with a happy scramble of tube-wrapped people. Ride the waves like bucking broncos. Swirl through rapids and drip-dry on shore.

Canoe down lazy winding rivers or test your skills on white water. Row your family across a moon-streaked pond, making silent ripples.

Watch your bobber sink, or see it dance with the nibble of a crappie, or challenge a musky to a one on one battle. The variety of your catch will amaze you. Large and smallmouth bass, northern pike, brown, rainbow and brook trout, walleyes and their equally tasty cousins, the perch. Cooked over a crackling campfire, the flavor becomes a memory to lure you back season after season.

See how nature carved Wisconsin to set a river free. Climb the rocks and cliffs. Picnic on a sandbar. Pitch your tent where crickets chirp you off to sleep and fireflies light the sky. Venture into the quiet majesty of a primeval forest. Relax at a resort or celebrate with a meal at a fine restaurant. Join the fun at a festival. Take a long look at remarkable collections of art in our museums.

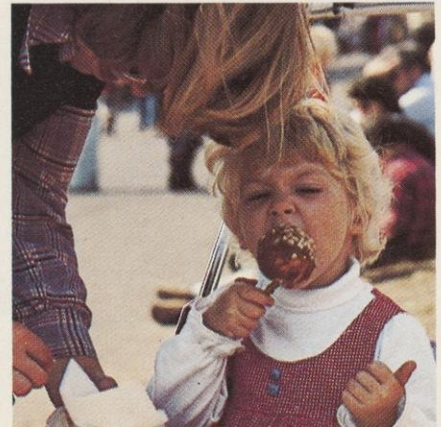
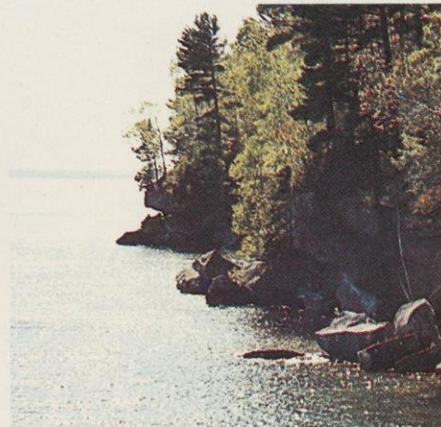
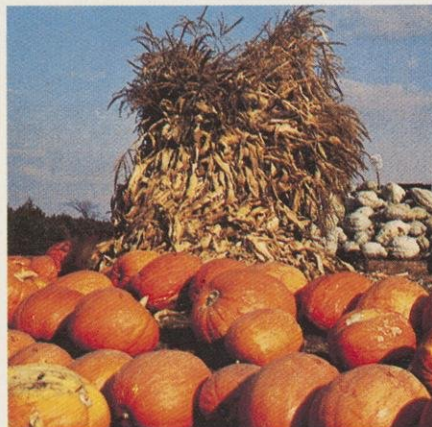
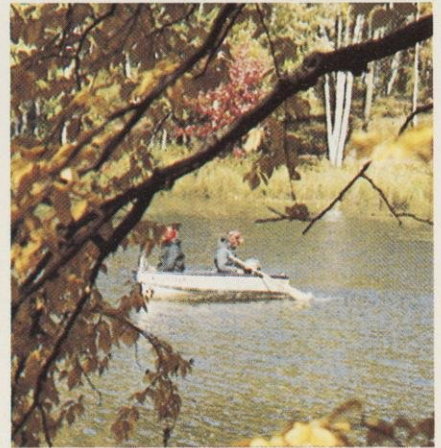
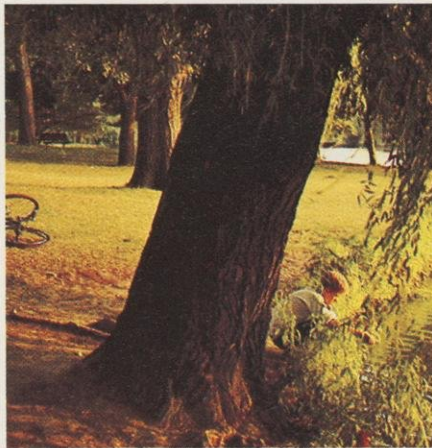
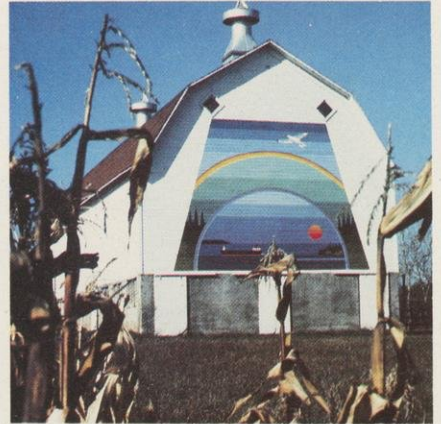
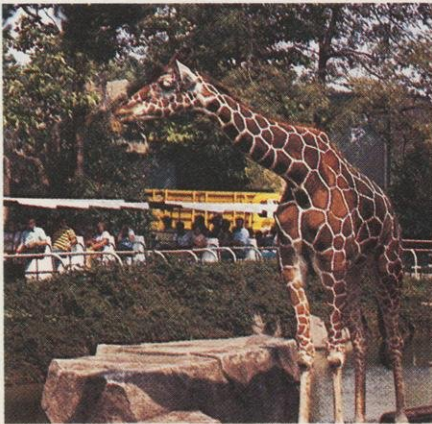
Come to watch the wildlife, to join in the nightlife, to live the good life. Whenever you come, Wisconsin has it all.

Come with me—Escape to Wisconsin.

Donald A. Woodruff  
Executive Director  
Wisconsin Division of Tourism

Summer Escape cover photo courtesy of:  
OMC-Evinrude, Milwaukee, Wisconsin







# Wisconsin, A Well-Kept Secret



Wisconsin is a well-kept secret. Oh sure, you've heard we're America's Dairyland. And that we make a pretty good bottle of beer. But we'll bet there's a lot you don't know about us that will surprise and delight you. And once you've discovered us, chances are you'll be back to discover more.

That's the fun of Wisconsin. We have so many lakes, that we've only named fourteen thousand, nine hundred and forty-nine of them (too busy catching fish to name the others).

We have sandy beaches and endless bike trails; majestic bluffs and world-class ski jumps. You can dine your way through restaurants of every conceivable ethnic fare, or sample a bratwurst at a baseball game.

We have hustle and bustle, or peace and quiet. Our winters are winterier, our springs are springier, our summers, summerier and our autumns . . . well, our autumns are the stuff that dreams are made of.

Sit back, read, relax, and enjoy a preview of your Escape to Wisconsin. We hope to see you soon, for the real thing!



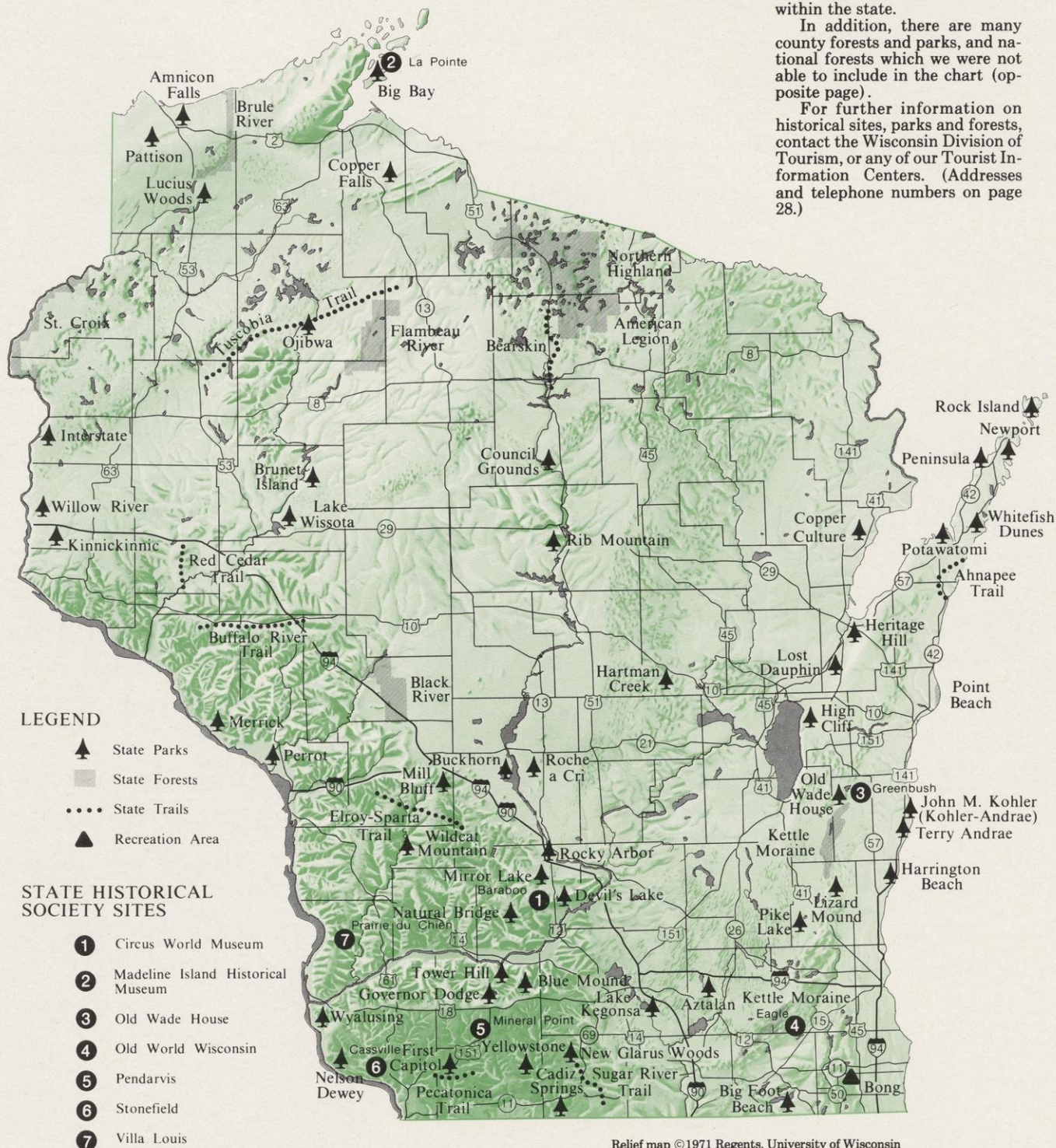


# Preserved for Your Pleasure State Parks and Forests

**Please Note:** Because of space restrictions, we have limited the historical site locations to the seven major State Historical Society sites. Wisconsin is rich in history, and there are hundreds of historical sites and attractions within the state.

In addition, there are many county forests and parks, and national forests which we were not able to include in the chart (opposite page).

For further information on historical sites, parks and forests, contact the Wisconsin Division of Tourism, or any of our Tourist Information Centers. (Addresses and telephone numbers on page 28.)





# Preserved for Your Pleasure In Wisconsin

			CAMPING INFORMATION										FACILITIES PROVIDED					TRAILS				GENERAL					
			No. of Camping Units	Electric Outlets	Showers	Dumping Station	Backpacking	Reservations Accepted	Handicapped	Handicapped -- Picnic Area	Handicapped -- Camp Area	Concessions	Nature Center	Vistas/Lookout Towers	Nature Trails	Hiking (miles)	Horse (miles)	Bicycling	Yr.-Round Slicker Required	Swimming	Canoeing	Boating	Water Skiing	Fishing			
STATE PARK	POST OFFICE -- ZIP CODE	TELEPHONE**																							ACRES	DOMINANT FEATURES	
AMNICON FALLS	BRULE 54820	715-372-4866	40												1.0										825	Scenic waterfall	
AZTALAN	STOUGHTON 53589	608-873-9695													3.2					W					172	Ancient Indian village	
BIG BAY	WASHBURN 54891	715-373-2015	17												.5	4.0									2,204	Sandy beach	
BIG FOOT BEACH	LAKE GENEVA 53147	414-248-2528	100												.5										272	A beach park	
BLUE MOUND	BLUE MOUNDS 53517	608-437-5711	78										V/L	1.9	1.5										1,082	Scenic overlooks	
BRUNET ISLAND	CORNELL 54732	715-239-6888	69												.8	4.0									1,032	River island park	
BUCKHORN	NECEDAH 54646	608-565-2789																							2,484	Lake scenery	
CADIZ SPRINGS	MONROE 53566	608-966-3777													1.1										18	Spring fed lakes	
COPPER CULTURE	MARINETTE 54143	715-732-0101																							39	Indian burial grounds	
COPPER FALLS	MELLEN 54546	715-274-5123	56										V/L	1.3	3.7										2,279	Rivers, canyons, waterfalls	
COUNCIL GROUNDS	MERRILL 54452	715-536-2711	55												.7										322	River scenery	
DEVIL'S LAKE	BARABOO 53913	608-356-8301	459											V	1.5	15									7,215	Bluffs, mountain scenery	
FIRST CAPITOL	DODGEVILLE 53533	608-523-4427											L		.3										256	First territorial capitol	
GOVERNOR DODGE	DODGEVILLE 53533	608-935-2315	266										V	1.5	3.5	20									5,029	Rocky promontories	
HARRINGTON BEACH	BELGIUM 53004	414-285-3015													.8	1.0									636	Lake Michigan shoreline	
HARTMAN CREEK	WAUPACA 54981	715-258-2372	100												1.0	14									1,156	Lake scenery	
HERITAGE HILL	GREEN BAY 54303	414-497-4368																							40	Living history museum	
HIGH CLIFF	MENASHA 54952	414-989-1106	54										V	.3	7.5										1,140	Wooded bluffs	
INTERSTATE	ST. CROIX FALLS 54024	715-483-3747	85										V	1.1	4.5										1,340	River gorge	
KINNICKINNIE	HUDSON 54016	715-386-5931																							1,004	River scenery	
KOHLER-ANDRAE	SHEBOYGAN 53081	414-452-3457	105												1.0	7.0	1.0								750	Lake Michigan sand dunes	
LAKE KEGONSA	STOUGHTON 53589	608-873-9695	72												1.3	2.7									343	Prairie park	
LAKE WISSOTA	CHIPPEWA FALLS 54729	715-382-4574	76										V	1.0	7.5										1,044	Lake scenery	
LIZARD MOUND	HARTFORD 53027	414-644-5248													.8	.5									31	Indian mounds	
LUCIUS WOODS	GORDON 54838	715-376-2299													1.0										41	Virgin pine timber, lake scenery	
MERRICK	FOUNTAIN CITY 54629	608-687-4936	76												.4										325	A river park	
MILL BLUFF	ONTARIO 54651	608-427-6692	21										V		.3										1,130	Rocky bluffs	
MIRROR LAKE	BARABOO 53913	608-254-2333	87												5	9.5									2,033	Lake scenery	
NATURAL BRIDGE	BARABOO 53913	608-356-8301													1.1	2.5									530	Natural rock bridge	
NELSON DEWEY	CASSVILLE 53806	608-725-5374	31										V		2.8					B	B				744	Home of 1st governor	
NEW GLARUS WOODS	NEW GLARUS 53574	608-527-2335	18												1.2										106	Wooded valleys	
NEWPORT	ELLISON BAY 54210	414-854-2500	13												23.5										2,186	Lake scenery	
OJIBWA	WINTER 54896	715-266-3511	6																						366	River scenery	
OLD WADE HOUSE	GREENBUSH 53026	414-526-3551																							254	Restored early American inn	
PATTISON	SUPERIOR 54880	715-399-8073	59										V	2.0	1.5										1,370	Highest waterfall in state	
PENINSULA	FISH CREEK 54212	414-868-3258	466										V/L	.3	15										3,763	Lake scenery, bluffs	
PERROT	TREMPEALEAU 54661	608-534-6409	97										V	.6	5.2										1,393	River scenery, bluffs	
PIKE LAKE	HARTFORD 53027	414-644-5248	32												1.0	5.5									678	Glacial lake	
POTAWATOMI	STURGEON BAY 54235	414-743-5123	125										V/L		9										1,126	Limestone bluffs	
RIB MOUNTAIN	MOSINEE 54455	715-693-2345	30										V/L	.6	2.5										859	Scenic overlooks	
ROCHE A CRI	FRIENDSHIP 53934	608-339-3385	45										V		3.5										411	Woodlands, rocky bluffs	
ROCK ISLAND	WASHINGTON ISLAND 54246	414-847-2235	40												1.0	9.5									783	Island scenery	
ROCKY ARBOR	BARABOO 53913	608-254-2333	89												1.0										225	Rocky ledges, wooded	
TOWER HILL	SPRING GREEN 53588	608-588-2116	22										V		1.5										108	Historic shot tower	
WHITEFISH DUNES	STURGEON BAY 54235	414-823-2400																							766	Lake scenery	
WILDCAT MOUNTAIN	ONTARIO 54651	608-387-4775	38										V	1.3	4.0	12									3,305	Bluff lands	
WILLOW RIVER	HUDSON 54016	715-386-5931	72										V	7	8.0										2,599	River scenes, 3 dams	
WYALUSING	BAGLEY 53801	608-996-2261	132										V	2.1	8.4				S						2,597	Junction of Wis. & Miss. Rivers	
YELLOWSTONE	BLANCHARDVILLE 53516	608-523-4427	129												4.0										373	Lake scenery	
RECREATION AREA																											
BONG	BURLINGTON 53105	414-763-7076											V	.5	10.0	11				W					4,515	Prairie and woodland	
STATE FOREST																											
BLACK RIVER	BLACK RIVER FALLS 54615	715-284-5301	102										V/L	2.4	50.5										65,021	Wildlife and scenery	
BRULE RIVER	BRULE 54820	715-372-4866	37												3.7										38,447	Fishing and canoeing	
FLAMBEAU RIVER	WINTER 54896	715-332-5271	60												1.0	1.5									87,744	Outstanding canoeing river	
KETTLE MORaine--N.	CAMPBELLSPORT 53010	414-626-2116	391										L	3.0	51.8	33									27,017	Glacial formations	
KETTLE MORaine--S.	EAGLE 53119	414-594-2135	225										L	2.7	74.5	27									16,274	Glacial topography	
N. HIGHLAND-AMERICAN LEG.	BOULDER JUNCTION 54512	715-385-2727	886										V	6.3	3.5										213,809	Scenic forests and lakes	
POINT BEACH	TWO RIVERS 54241	414-794-7480	149												1.0	6									2,838	Sand beach	
ST. CROIX	GRANTSBURG 54840	715-463-2325													46	22									14,776	River scenery	
STATE TRAIL																											
AHNAPEE TRAIL	STURGEON BAY 54235	414-743-5123													15		15								208	Old railroad grade	
BUFFALO RIVER TRAIL	MONDOVI 54755	715-334-2771																							420	Old railroad grade	
PECATONICA TRAIL	PLATTEVILLE 53818																								196	Old railroad grade	
ELROY-SPARTA TRAIL	ONTARIO 54651	608-387-4775	30												33		33								638	Old railroad grade	
BEARSKIN TRAIL	RHINELANDER 54501	7																									

W—Walk-in canoe launch only

B—Boat/canoe ramp available in area

\*\*Some telephones are disconnected during off-season

S—Swimming beach available in area



# Preserved for Your Pleasure Historical Sites



## Old Wade House—Greenbush

(Left)

Faithfully restored by the Kohler Foundation, this old stagecoach inn and its outbuildings appear as they did to pioneers who settled in Wisconsin around 1850. Also on the grounds is the Wesley W. Jung Carriage Museum. Open May through October. Admission fee. Contact: Old Wade House, Greenbush, WI 53026. Phone # 414/526-3271.

## Old World Wisconsin—Eagle

(Bottom right)

This vast pioneer park—the only multinational, multicultural outdoor museum in the world—is designed to include scattered farmsteads and a rural village combining structures of various ethnic origins. The park portrays the lifestyles and the distinctive cultural characteristics that immigrants brought to Wisconsin. Open May through October. Admission fee. Contact: Old World Wisconsin, Route 2, Box 18, Eagle, WI 53119. Phone # 414/594-2116.

## Pendarvis—Mineral Point

(Top left)

Pendarvis, a group of restored Cornish miner's homes built nearly a century and a half ago, recalls the days when southwestern Wisconsin was a rough and tough lead mining region. Open May through October. Admission fee. Contact: Pendarvis, 114 Shake Rag Street, Mineral Point, WI 53565. Phone # 608/987-2122.

## Stonefield—Cassville

(Top center)

Stonefield, in Nelson Dewey State Park, was the plantation of Nelson Dewey, Wisconsin's first governor. Visitors see a rural village of the 1890's and the State Farm Museum. Open late-May through October. Admission fee. Contact: Stonefield, Cassville, WI 53806. Phone # 608/725-5210.

## Circus World Museum—Baraboo

(Bottom left)

Circus history comes alive every day at the Circus World Museum in Baraboo. Formerly the winter quarters of the Ringling Brothers Circus, visitors can wander through 40 acres of spectacular circus acts, wagons, animals and art. Open mid-May through mid-September. Admission fee. Contact: Circus World Museum, 426 Water St., Baraboo, WI 53913. Phone # 608/356-8341.

## Madeline Island Historical Museum—La Pointe

(Bottom center)

The museum, which stands where the American Fur Company post once stood in the present-day village of La Pointe, is housed in a single building combining four pioneer log structures: a fur company building, the old town jail, a barn and the Old Sailor's home contain artifacts relating to the history of the entire area and is surrounded by a cedar stockade such as those the fur company used. Open mid-June through mid-September. Admission fee. Contact: Museum, La Pointe, WI 54850. Phone # 715/747-2415.

## Villa Louis—Prairie du Chien

(Top right)

In 1872 the fortune of Hercules Louis Dousman, frontiersman, fur trader, logger and speculator, built a lavish mansion on a huge Indian mound on the bank of the Mississippi River. Filled with art and literary treasures, visitors see the beauty and elegance of the home as it appeared over a century ago. Open May through October. Admission fee. Contact: Villa Louis, Box 56, Prairie du Chien, WI 53821. Phone # 608/326-2721.





## "Are You Sure We're In Wisconsin?"



Dreaming of a trip to London? Wishing for Stockholm, Brussels, Krakow and Rome, but the price of the trip is getting further from your grasp every day?

Come to Wisconsin! We have all of the above and only a tankful away!

It's true that our London has no Buckingham Palace, and your chances of seeing the Vatican in Rome, Wisconsin are at least a million to one. But just take a stroll through New Glarus, and you'll swear you're in Switzerland. Watch the sun set on Egg Harbor, and you'll feel you're in Cape Cod. And there's no question on how our Lake Geneva got its name.

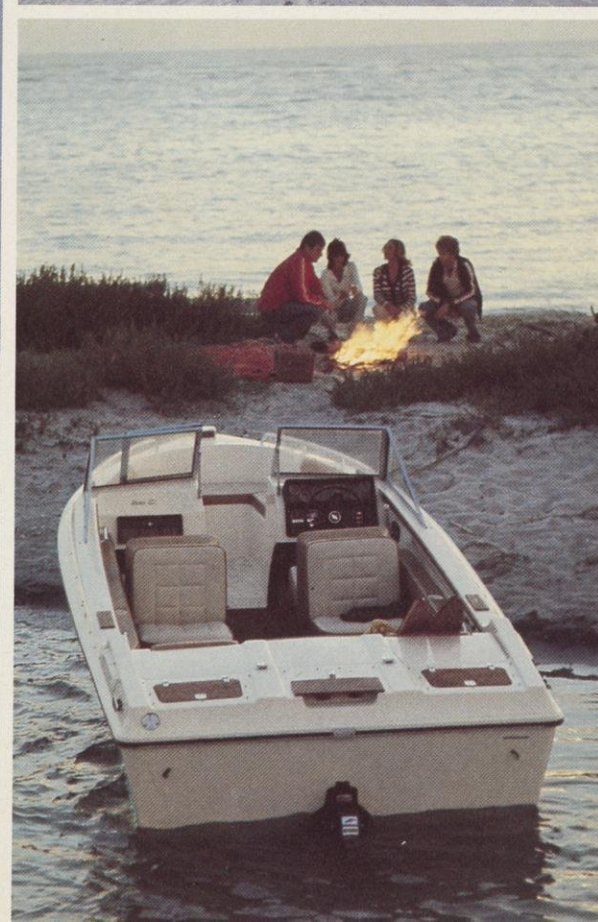
So this year, if you can't swing Sweden . . . come visit us. Escape to Wisconsin for a world of adventure!





## Make Waves!

Not everyone in Wisconsin lives on a lake or river. But all of us live *near* one. Whether it's swimming, boating, skiing, fishing, scuba diving, or just an evening stroll down a sandy beach, our lakes are a year 'round source of enjoyment for everyone.









## A Few of Wisconsin's Famous Fish

### Bluegill

The bluegill is properly labeled a panfish for it is almost as deep as it is long. Length sometimes reaches 10-12 inches and weighs up to 2 pounds. They inhabit weedy lakes and feed on insects. Plain garden worms are the favorite bait for bluegills, but they can be caught on a number of different types of lures. These little fish are great fighters, offer excellent sport on light tackle and are highly respected as a food fish.

### Crappie

Crappies are considered excellent game fish when taken on light tackle. Extreme care must be taken in landing these fish since their mouths are very tender. Although called a panfish, they may grow to a length of 18 inches. To be successful, the bait must be kept constantly moving. The best baits for crappies are small minnows, small maribou jigs, plastic minnows or small streamer flies cast or trolled along the outer edges of weed beds. Crappies lie in weed beds in deep water during the day and bite best in early morning or toward evening.

### Northern Pike

The northern pike is the second largest of Wisconsin's predator fish. They attain lengths of as much as 50 inches and the Wisconsin record fish weighed 36 pounds. It is most common in lakes with marshy shorelines or incoming marshy streams which provide abundant spawning grounds. Unlike other common species of game fish, northern pike are most active when the water is cool. They prefer live baits and wobbling spoons, and bite best during the daylight hours.

### Largemouth Bass

The largemouth is one of Wisconsin's more common game fish. It inhabits weedy lakes usually in association with the bluegill. The largemouth grows to a weight of 11 pounds and a length of about 24 inches, but the most common catches are 12-14 inches. It will bite on almost anything. They can be caught on minnows, worms, or other live bait, plus poppers or streamers presented with a fly rod, or plugs thrown with a casting or spinning rod. Since the bass is usually associated with weeds, a weedless bait will often be necessary. Best fishing times are early morning and evening during the warm months. Bass like warm water and warm weather. Few bite in the winter.

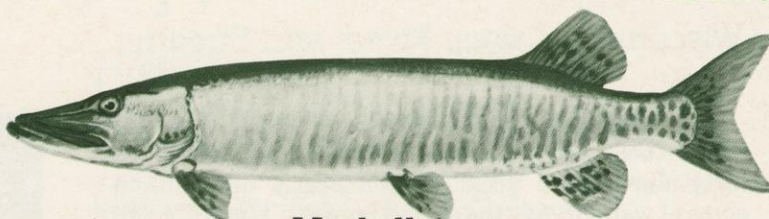
### Rainbow Trout

Unlike the native brook trout or the European introduced brown trout, the rainbow trout was introduced into Wisconsin from the West Coast. Natural populations have become established in many spring-fed streams. A migratory run exists in Lake Superior. Elsewhere they are stocked in both streams and lakes. Rainbow can be caught on a variety of baits. Stream anglers catch them on worms, insects, flies or minnows. Migratory trout are most often caught on salmon eggs or metal lures, and in lakes on nightcrawlers, worms and minnows. Fishing at night is highly productive.

### Smallmouth Bass

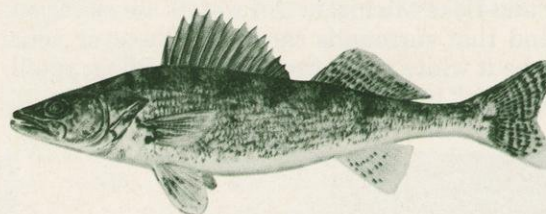
Pound for pound the smallmouth is the scrappiest fish of all in Wisconsin. It resembles the largemouth bass but the corner of its mouth does not extend past the eye. The red eye is another characteristic to look for in the smallmouth. An average fish weighs between one and two pounds and will measure about 12 inches. It is usually associated with a rocky stream or lake environment where its favorite food, the crayfish, is abundant. Some of the best lake fishing takes place in June during, and just after, the spawning season and in early fall. Natural baits like hellgrammites, dragonfly larvae and crayfish are especially effective during early morning or late evening. Probably the best artificial baits are those used on the surface. Light tackle is ideal. Fish quietly, casting toward rocks or logs, keeping the rod tip up and the line taut.

## Go Fish!



### Muskellunge

The muskellunge is the premier game fish of Wisconsin's inland waters. A lean, hard-muscled fighter noted for its leaping ability and ferocious demeanor, it reaches a maximum length of over five feet and a weight of 70 pounds. The natural home for muskellunge is the northern lakes and rivers. It is a solitary fish and lurks in weed beds or other protective cover. Anglers find large plugs, spoons and bucktails are the best artificial baits. A live fish bait 10-12 inches long is also good. Either way, muskies bite best in the daytime.

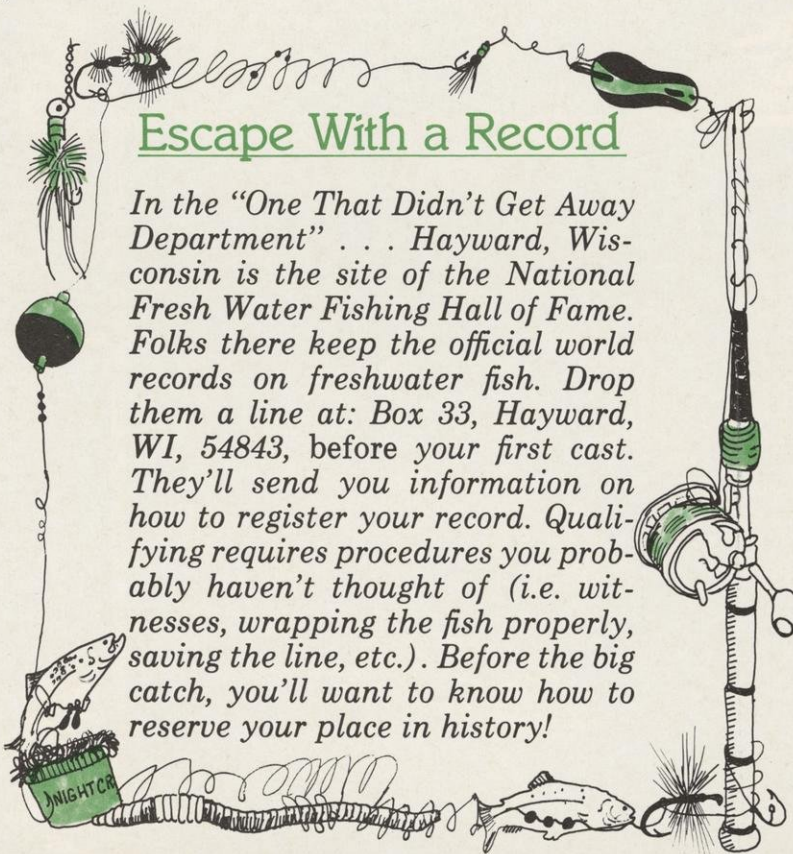


### Walleye

The walleye, largest member of the perch family, is one of the most highly prized of Wisconsin's game fish. It is found in clear-water northern lakes as well as large, more turbid river and lake systems including the Mississippi, Wisconsin, Wolf and the Fox. Thousands are caught each year during their spawning runs. Walleyes are primarily minnow feeders, but leeches, small bullheads, nightcrawlers and various small plugs, cast or trolled, are favorite baits. In clear waters, walleyes usually stay in deeper areas during the day, moving into the shallows at night. In more turbid waters, they can be caught throughout the day. The large, unusual eyes of the walleye are designed to help them easily find their prey. They grow to lengths over 37 inches and weights up to 25 pounds. The most common catches are 14-17 inches with a weight of about two pounds.

## Escape With a Record

*In the "One That Didn't Get Away Department" . . . Hayward, Wisconsin is the site of the National Fresh Water Fishing Hall of Fame. Folks there keep the official world records on freshwater fish. Drop them a line at: Box 33, Hayward, WI, 54843, before your first cast. They'll send you information on how to register your record. Qualifying requires procedures you probably haven't thought of (i.e. witnesses, wrapping the fish properly, saving the line, etc.). Before the big catch, you'll want to know how to reserve your place in history!*





# Water, Water Everywhere

## Wisconsin's Lakes, Rivers and Streams

Just how much water is there in Wisconsin? At last count there were fourteen thousand nine hundred forty-nine inland lakes. That's nearly one million acres of water *inside* the state's borders. There are two thousand four hundred forty-four trout streams—end-to-end they'd stretch nine thousand two hundred thirty-five miles—and another five thousand and two warmwater streams extending seventeen thousand five hundred thirty-two miles. Their total mileage is greater than the distance between Milwaukee and Perth, Australia. Wisconsin also has eight hundred sixty miles of shoreline, including islands, along Lake Superior and Lake Michigan. Our waters are as varied as the land that surrounds them. So whatever your pleasure, be it white water canoeing or wading, you'll find "your spot" in Wisconsin. Escape on Water!



*Top: An angler tests his skill in a Northwoods trout stream.*

*Above left: Escape to a quiet inland lake.*

*Above right: Sailboat racing on Lake Superior.*

*Bottom left: Make a "Narrow" escape on the Wisconsin River.*

*Bottom right: Rafting the Wolf River.*



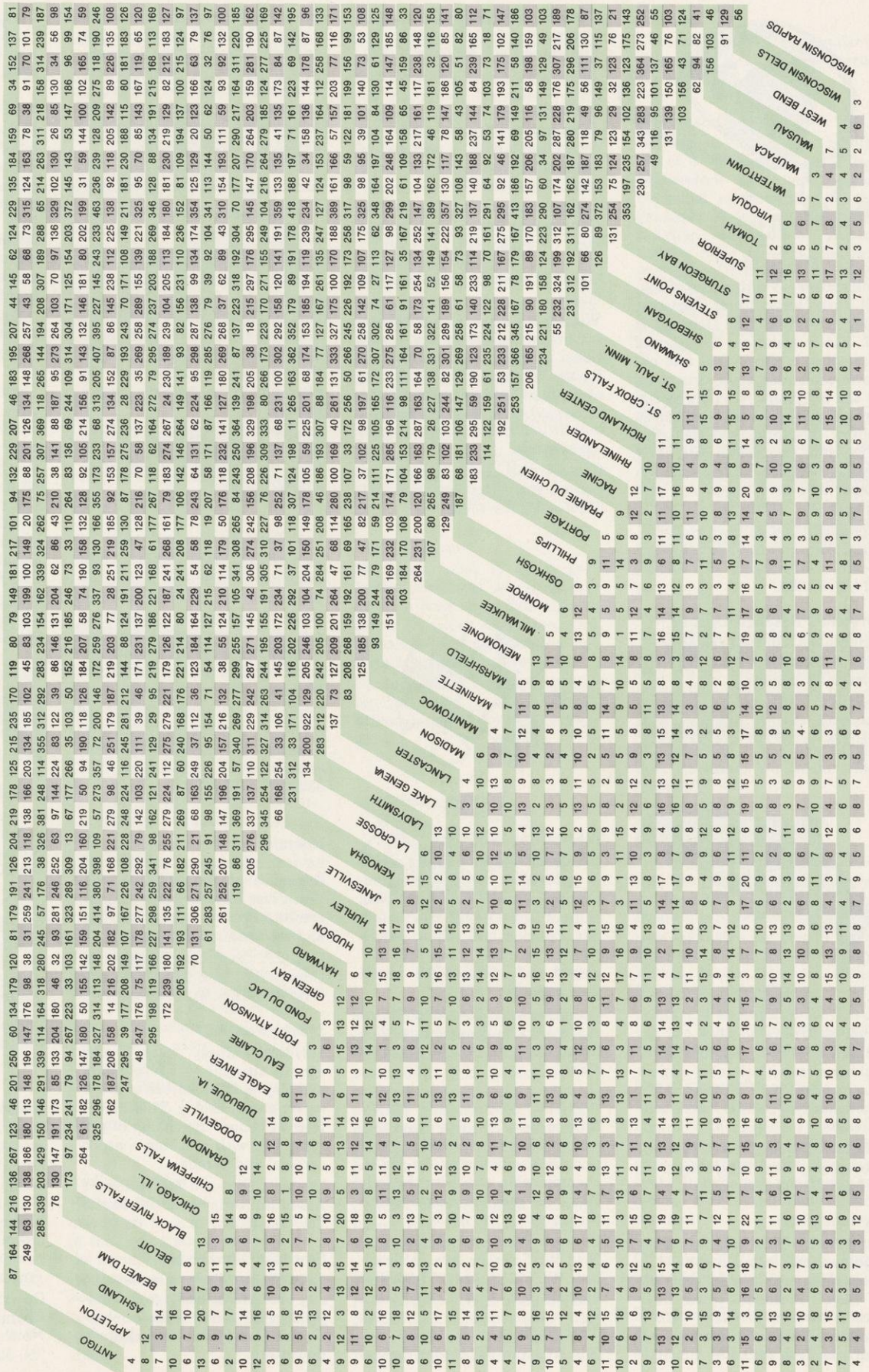


# Escape Efficiently

E.P.A. gas mileage estimate for American-made cars (21 m.p.g.). The bottom half shows how many gallons you'll need to drive to, from and between major Wisconsin cities. The top half shows the miles between cities. Escape efficiently!

These days, you think twice before taking off in a car. The price of gasoline, coupled with genuine concern for our nation's energy are important considerations when planning your vacation.

To help you determine exactly how much it will cost to get there, take a look at this chart based on the 1981 average





# You're Invited

## A Sampler of Wisconsin Summertime Events



### April

#### Easter Flower Show

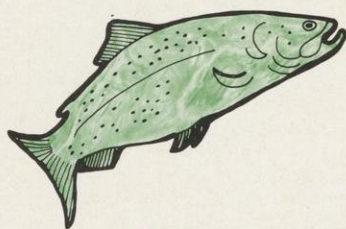
Milwaukee—Visiting the Mitchell Park Horticultural Conservatory (known as “the Domes”) is an Easter tradition. The star of the show, in the 85 foot tall, climate-controlled glass structures, is the lily plant. As many as 600 are on display along with spring tulips, hyacinths and daffodils. The other two domes with their regular displays of tropical rain forest and arid plants are also open.

Contact: Mitchell Park Horticultural Conservatory, 524 S. Layton Blvd., Milwaukee, WI 53215. 414/278-4383.

#### Brewer's Baseball Opener

Milwaukee—In 1981 the Milwaukee Brewers open against the Cleveland Indians.

Contact: Milwaukee Brewers Baseball, County Stadium, Milwaukee, WI 53214. 414/933-1818.



### May

#### Fishing Season Opener

Statewide—The opening day of fishing means it's time for anglers to return to Wisconsin's thousands of lakes, rivers and streams.

Contact: Department of Natural Resources, Box 7924, Madison, WI 53707. 608/266-1877.

#### Syttende Mai

Stoughton—This colorful event (pronounced sitten-day-my) is Norwegian and means “the 17th of May.” Residents honor their rich Norwegian heritage with a parade, displays of Norse arts and crafts and ethnic foods.

Contact: Stoughton Chamber of Commerce, 143 W. Main St., Stoughton, WI 53589. 608/873-7912.

#### Maifest

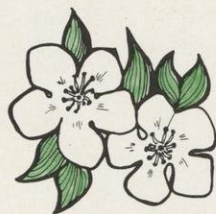
Jacksonport—Spring arrives in Jacksonport with a weekend of dancing, feasting, arts and crafts exhibits and parades.

Contact: Door Co. Chamber of Commerce, Box 219, Sturgeon Bay, WI 54235. 414/743-4456.

#### Great Wisconsin Dells Balloon Rally

Wisconsin Dells—This spectacular event highlights the traditional opening summer weekend for the Wisconsin Dells area, one of the most famous resort regions in the country. Over 50 colorful hot-air balloons compete in various contests.

Contact: Wis. Dells Information Center, Box 175, Wis. Dells, WI 53965. 608/254-4321.



### June

#### International Picnic

Green Bay—This outdoor picnic is sponsored by the Belgian, Czech, German, Greek and Polish clubs of Green Bay. There's a folk fair, dancing and ethnic bands. Native costumes worn and displayed and ethnic foods tempt your appetite.

Contact: Green Bay Area Visitor & Convention Bureau, Box 3278, Green Bay, WI 54303. 414/494-9507.

#### Rex Mays Classic Auto Races

Milwaukee—The Rex Mays race on the Milwaukee Mile is traditionally the first stop for USAC championship cars after the Indy 500. The cars are single-seaters the fastest in the world.

Contact: Wis. Auto Racing, Inc., 6648 W. Fairview Ave., Milwaukee, WI 53213. 414/257-3380 or 414/257-8800 (State Fair Park).

#### June Sprints

Elkhart Lake—The June Sprints

are a tradition in American road racing. The Road America weekend brings together the finest amateur drivers in the country. Everything from MG Midgets to Corvettes are there in class racing on the most beautiful road-racing circuit in North America.

Contact: Road America, Inc., Elkhart Lake, WI 53020. 414/876-2900.

#### Walleye Weekend

Fond du Lac—Lake Winnebago, is referred to as a “walleye factory” so it's not surprising that the national walleye fishing championships are held here. Festivities take place at Lakeside Park where spectators and anglers enjoy the “world's largest fish fry.”

Contact: Fond du Lac Convention & Visitors Bureau, 207 N. Main St., Fond du Lac, WI 54935. 414/923-3010.

#### Lakefront Festival Of Arts

Milwaukee—Held along the Lake Michigan shoreline in downtown Milwaukee, the festival presents some of the finest professional arts and crafts from across the country. Recognized as one of the finest outdoor art shows in the Midwest.

Contact: Lakefront Festival of Arts, c/o Barkin, Herman, Solocheck & Paulsen, 777 E. Wisconsin Ave., Milwaukee, WI 53202. 414/271-7434.

#### Fyr Bal Festival

Ephraim—A traditional Scandinavian celebration, announcing the arrival of the summer season. Festivities include a fish boil, art exhibit, bonfires along the bay and the blessing of the fleet.

Contact: Door Co. Chamber of Commerce, Box 219, Sturgeon Bay, WI 54235. 414/743-4456.

#### Musky Festival

Hayward—Musky “fever” runs strong throughout Wisconsin, and Hayward is a hotbed of activity for musky fishing. This annual festival honors the champ of the game fish with a fishing contest, carnival and parade.

Contact: Hayward Lakes Resort Assn., Rt. 6, Hayward, WI 54843. 715/634-4801.

#### Sawdust City Days

Eau Claire—Each summer the city observes its heritage as a major logging center with celebrations in Carson Park and a parade downtown.

Contact: Eau Claire Chamber of Commerce, 307 S. Farwell St., Eau Claire, WI 54701. 715/834-1204.

#### Summerfest

Milwaukee—Appropriately billed as “The World's Greatest Music Festival” there are separate stages for jazz, country, ethnic and rock. There's a daily feature show on the main stage, children's activities, a midway, craft marketplace and sports demonstrations, all on the beautiful Milwaukee waterfront.

Contact: Summerfest Office, 200 N. Harbor Dr., Milwaukee, WI 53202. 414/273-2680.

#### Heidi Festival

New Glarus—The residents of this Swiss ethnic village perform all the roles in traditional Heidi, the story of adventures in the mountains. There's also a Little Switzerland Festival with yodeling, flag throwing and craft and food fair.

Contact: New Glarus Chamber of Commerce, Box 713, New Glarus, WI 53574. 608/527-2095.

#### Spring Green Art Fair

Spring Green—This town is known for all the artists in residence who live nearby. The Art Fair is a much-awaited annual event with artists and craftspeople displaying their work.

Contact: Spring Green Chamber of Commerce, c/o Winsted Shop, Spring Green, WI 53588. 608/588-2042.

#### Song of Norway

Blue Mounds—Presented on the grounds of the Cave of the Mounds, this musical is based on the life of Norwegian composer, Edvard Grieg.

Contact: Song of Norway Festival, Ltd., Box 112, Mt. Horeb, WI 53572.

#### Lakeland Western Days

Woodruff, Arbor Vitae, Minoqua—Sponsored jointly by the area Chamber of Commercés, this community event features a Wild West theme. Highlights include a horse show, western games, crowning of the queen, a raffle, pony rides and plenty of western (and not-so-western) food.

Contact: Greater Minoqua Chamber of Commerce, Hwy. 51 North, Minoqua, WI 54548. 715/356-5266.





### King Richard's Faire

Kenosha—A Renaissance faire that returns you to life during the Middle Ages. Stroll the grounds and sample morsels at the marketplace. Inspect the offerings of merchants. Minstrels, jugglers, story-tellers and actors wander about to entertain you.

Contact: King Richard's Faire, 12420-128th St., Kenosha, WI 53142. 414/396-4385 or 312/689-2800 or John Iltis Associates in Chicago.

### Shakespeare Festival

Platteville—Held at the University of Wisconsin-Platteville, this event has gained a fine reputation for excellent presentations of Shakespearean drama. The 1981 playbill includes "Othello", "Comedy of Errors" and "Loves Labours Lost."

Contact: Shakespeare Festival, c/o Doudna Little Theatre, University of Wisconsin-Platteville, Platteville, WI 53818. 608/342-1198.

### Symphony of the Hills

Mineral Point  
Governor Dodge State Park—  
Dodgeville

Twining Park—Monroe  
Program to be announced.

Youthful and professional musicians combine to present a series of concerts with popular symphonic music at four locations in southwestern Wisconsin.

Contact: Symphony of the Hills, Box 16, Dodgeville, WI 53533. 608/935-3066 (Ben Franklin Store).

### Alewives Jazz Festival

Milwaukee—The Alewives Jazz Festival is a staple of summer entertainment in downtown Milwaukee. Beginning July 6 and running through July 31, the Performing Arts Center hosts noon-time jazz performances. Topping off the festival is the Alewives Jazz Weekend, featuring two days of music at the Centers' riverfront stage.

Contact: Performing Arts Center, 929 N. Water St., Milwaukee, WI 53202. 414/273-7121.

### Greater Milwaukee Open

Milwaukee—The traveling caravan of professional golfers—finest in the nation—come here each year.

Contact: Greater Milwaukee Open, 756 N. Milwaukee St., Milwaukee, WI 53202. 414/276-7666.

### Heart of the North Rodeo

Spooner—Bucking broncos, steer wrestling, barrel races and bull-riding, all challenge the professional cowpokes. There's a big parade in town, too.

Contact: Heart of the North Rodeo, c/o Al Frigen, 527 River St., Spooner, WI 54801. 715/635-8777.

### Art Fair on the Square

Madison—One of the largest art fairs in the Midwest is held around Wisconsin's capitol. Over 400 artists, representing 25 states and Canada, line the scenic Capitol Square to exhibit their work each summer.

Contact: Madison Art Center, 211 State St., Madison 53703. 608/257-0158.

### Miller 200 Stock Car Races

Milwaukee—The first stock car race of the summer brings the best in late model competition to the Milwaukee track at State Fair Park. Some of America's best drivers participate.

Contact: Wis. Auto Racing, Inc., 6648 W. Fairview Ave., Milwaukee, WI 53213. 414/257-3380 or 414/257-8800 (State Fair Park).

### Bay Days

Ashland—This is a major water event, centered around sailboat and canoe races on Lake Superior and Chequamegon Bay. Downtown Ashland sports a sidewalk sale, ethnic food booths, folk dancing and an arts and crafts fair. Folk entertainment highlights Wisconsin's early years. There are also log-rolling demonstrations.

Contact: Ashland Area Chamber of Commerce, 111 W. Front St., Ashland, WI 54806. 715/682-2500.

### Can-Am Races

Elkhart Lake—World famous drivers are back in action in some of the fastest racing machines in the world. Road America, a favorite circuit of professional racers, hosts this international event.

Contact: Road America, Inc., Elkhart Lake, WI 53020. 414/876-2900.

### Holland Festival

Cedar Grove—A Dutch ethnic community where local citizens turn back the clocks so you can see Klompen Dansers (with wooden shoes), Woostebroodjes (flavored sausages baked in a bun), and a colorful ethnic parade, folk fair, garden show and operetta.

Contact: Holland Festival, Box G. D., Cedar Grove, WI 53013.

### Lumberjack World Championships

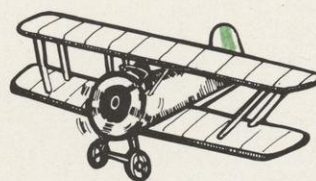
Hayward—See lumberjacks scrambling to the top of tall timber, chopping and sawing in a race against the stopwatch, and rolling logs in competition! Competitors from around the world relive the rip-roaring logging days of Hayward.

Contact: Lumberjack World Championships, c/o Historyland, Hayward, WI 54843. 715/634-4811.

### Festa Italiana

Milwaukee—One of the largest Italian festivals in the nation, this event is held along Milwaukee's Lake Michigan shoreline, and thousands enjoy the booths, entertainment and Italian foods.

Contact: Italian Community Center, Inc., 2468 N. Hackett Ave., Milwaukee, WI 53211. 414/963-9613.



## August

### EAA Fly-In and Convention

Oshkosh—The largest aviation event of its kind in the world. Experimental Aircraft Association members and visitors are treated to daily airshows over Wittman Field, plus acres of aircraft and aviation displays with antiques, homebuilts and warbirds featured.

Contact: Experimental Aircraft Assn., Box 229, Hales Corners, WI 53130. 414/425-4860.

### Volksfest

New Glarus—This event honors Switzerland's independence day with authentic folk dancing, foods, native costumes and

yodeling.

Contact: New Glarus Chamber of Commerce, Box 713, New Glarus, WI 53574. 608/527-2095.

### Wisconsin State Fair

Milwaukee—Located in the suburb of West Allis, this traditional Midwestern state fair presents big name entertainment on the grandstand, a midway, animal judging, hundreds of display booths, daily parades, concerts and some of the best refreshments anywhere.

Contact: Wisconsin State Fair Park, Milwaukee, WI 53214. 414/257-8800.

### Musky Jamboree

Boulder Junction—A festival that honors the world's most ferocious fish. Anglers measure their skill by how well they've done against it at this summer festival.

Contact: Boulder Junction Chamber of Commerce, Box 286, Boulder Junction, WI 54512. 715/385-2400.

### Fort Fest

Fort Atkinson—Fort Fest is a remembrance and celebration of pioneer days in the Wisconsin territory. An art fair, parade and milk carton boat races are just part of the festivities.

Contact: Fort Atkinson Chamber of Commerce, 8 S. Water St. E., Fort Atkinson, WI 53538. 414/568-3210.

### Peninsula Music Festival

Fish Creek

Founded in 1952 by Thor Johnson, this is Wisconsin's premier music event. It is held on the Door County peninsula. Each festival highlights the best of works by composers such as Stravinsky, Haydn, Mozart, Brahms, Ravel, Beethoven and Weber.

Contact: Peninsula Music Festival, c/o Mrs. C. T. Wilson, Box 254, Sister Bay, WI 54234.

### Paavo Nurmi Marathon

Upson to Hurley—Named in honor of the legendary Finnish long distance runner. This 26-mile marathon covers the distance from Upson to Hurley. A picnic, dinner and dancing are planned.

Contact: Hurley Chamber of Commerce, 107-2nd Ave. S., Hurley, WI 54534. 715/561-4334.

### Maritime Week

Manitowoc—Two Rivers—The Maritime Museum is located in



downtown Manitowoc and docked nearby is the submarine U.S.S. Cobia. A sailing regatta, fish boil and maritime craft demonstrations are featured.

Contact: Manitowoc Maritime Museum, 809 S. 8th St., Manitowoc, WI 54220. 414/684-0218.

### International Aerobatic Competition

Fond du Lac—One of the world's largest aerobatic aircraft events brings together dozens of pilots demonstrating their skills and courage as they compete for championship trophies at the Fond du Lac County Airport.

Contact: Fond du Lac Convention & Visitors Bureau, 207 N. Main St., Fond du Lac, WI 54935. 414/923-3010.

### Venetian Festival

Lake Geneva—The Venetian Festival celebrates the aquatic lifestyle and recreation associated with the Geneva Lakes region. Highlight is a parade of boats.

Contact: Geneva Lakes Chamber of Commerce, 100 Wrigley Dr., Lake Geneva, WI 53147. 414/248-4416.

### Sweet Corn Festival

Sun Prairie—One of the largest in the nation, it celebrates the corn harvest in America's Dairyland. All the sweet corn you could possibly eat is available here, plus a carnival and local events.

Contact: Sun Prairie Chamber of Commerce, 243 E. Main St., Sun Prairie, WI 53590. 608/837-4547.

### Road America's Pabst 500

Elkhart Lake—The weekend will be filled with top-notch racing at the Road America circuit. The grand touring sedans of the I.M.S.A. series will visit Elkhart Lake with their competitive brand of wheel-to-wheel racing.

Contact: Road America, Inc., Elkhart Lake, WI 53020. 414/876-2900.

### State Square Dance Convention

Madison—Hundreds of dancers and spectators will converge on the capitol city for the 22nd Square and Round Dance Convention. They'll watch exhibition dances and inspect the booths displaying square dance paraphernalia.

Contact: Square Dance Convention, Box 405, Windsor, WI 53598.



## September

### State Cow Chip Throwing Contest

Sauk City-Prairie du Sac—The main happening among a number of fun events taking place in these sister cities on the Wisconsin River. The chips are selected by the contestants themselves. When they let them fly, they're aiming for the championship, or maybe an all-time record toss, and a trip to the National Cow Chip Throwing Contest.

Contact: Sauk-Prairie Chamber of Commerce, 608 Water St., Prairie du Sac, WI 53578. 608/643-4168.

### Bird Theme Art Exhibit

Wausau—This exhibition of bird paintings and wood carvings, is held annually at the Leigh Yawkey Woodson Art Museum. The show is now recognized as one of the finest in the world.

Contact: Leigh Yawkey Woodson Art Museum, Franklin & Twelfth Streets, Wausau, WI 54401. 715/845-7010.

### Thresherec

Janesville—You can turn back the clock to the days when steam power was king across America. Steam engines driving the old-fashioned threshing machines fill the air with nostalgia.

Contact: Janesville Chamber of Commerce, Box 998, Janesville, WI 53545. 608/752-7459.

### Wilhelm Tell Festival

New Glarus—Staged each Labor Day weekend, the Wilhelm Tell drama recounts the story of one of Switzerland's national heroes. There are performances by Swiss dancers, yodelers and Alpine horn blowers. Swiss foods and delicacies are on sale.

Contact: New Glarus Chamber of Commerce, Box 713, New Glarus, WI 53574. 608/527-2095.

### Oktoberfest

Milwaukee—Oktoberfest in Milwaukee is a time for folk dancers, German brass bands, yodeling, sing-alongs and Bavarian foods,

including spanferkel (roast pig). Held the weekends after Labor Day in the suburb of Glendale at Old Heidelberg Park.

Contact: United German Societies of Milwaukee, Inc., 700 W. Lexington Blvd., Milwaukee, WI 53217.

### Governor's Cup Auto Races

Milwaukee—The Governor's Cup race on the one-mile Milwaukee oval at State Fair Park is a chance to enjoy the fall weather and watch America's premier drivers. Contact: Wis. Auto Racing, Inc., 6648 W. Fairview Ave., Milwaukee, WI 53213. 414/257-3380 or 414/257-8800 (State Fair Park).

### U.S. Watermelon Seed-Spitting Championship

Pardeeville—It takes just the right combination of timing, seed weight, lung and pucker power to win this event, but participants and spectators alike enjoy the fun when the champion is picked each year.

Contact: U. S. Watermelon Seed-Spitting Championship, c/o Times Publishing Co., 142 N. Main St., Pardeeville, WI 53954. 608/429-2442.

### Wo-Zha-Wa Days

Wisconsin Dells—This Dells festival celebrates the fall season with a gigantic parade, complete with marching bands, drum and bugle corps, an art festival and numerous food booths.

Contact: Wis. Dells Chamber of Commerce, Box 175, Wis. Dells, WI 53965. 608/254-8088.

### Cranberry Festival

Warrens—The festival includes tours of the growing areas, antique displays, a big parade on Sunday, and of course, lots of home-baked cranberry treats to sample.

Contact: Warrens Cranberry Festival, Box 146, Warrens, WI 54666.

### World Dairy Expo

Madison—The largest dairy expo in the world attracts visitors from across the nation and from over 40 different countries. Although the emphasis is on dairy farming and dairy cattle, visitors also enjoy food demonstrations, craft shows and the multitude of dairy snacks.

Contact: World Dairy Expo, Inc., 1707 S. Park St., Madison, WI 53713. 608/257-3762.



## October

### Oktoberfest

La Crosse—Traditional fall celebration in this Mississippi River community includes a luncheon, kid's day and a torchlight parade, turning La Crosse into "a miniature Bavaria."

Contact: La Crosse Festivals, Inc., Box 1716, La Crosse, WI 54601.

### Apple Festival

Bayfield—Bayfield's in the heart of a major apple growing region of Wisconsin. Each fall the apple—ready to be harvested and enjoyed—is honored with this event.

Contact: Bayfield Chamber of Commerce, Box 138, Bayfield, WI 54814. 715/779-3335.

### Fall Color Train

North Freedom—This fall color weekend at the Mid-Continent Railway Museum is a fine time to take a ride on the restored steam locomotives and coaches as they make the nine mile round-trip out to Quartzite Lake and back to the North Freedom Depot Museum.

Contact: Mid-Continent Railway Museum, North Freedom, WI 53951. 608/522-4261.

### Fall Festival

Sister Bay—Autumn is a beautiful time to visit the Door County peninsula. At this celebration you can enjoy a fish boil, farm markets, dancing, corn roasts, and fireworks over the bay.

Contact: Sister Bay Advancement Assn., Box 45, Sister Bay, WI 54235. 414/854-2812.

### Harvest Festival & Grape Stomping Contest

Prairie du Sac—Hosted by the century-old Wollersheim Winery, there's musical entertainment, winery tours, wine sampling and the "purple feet" grape stomping contest.

Contact: Wollersheim Winery, Hwy. 188, Prairie du Sac, WI 53578. 608/643-6515.



# Pedal, Pack and Paddle

## Bicycling

Wisconsin is a leader in bike trail development, attracting cyclists from as far away as California and New York. We were the first state to develop a state-wide bicycle route—the 300-mile Wisconsin Bikeway from La Crosse to Kenosha. Today over 2,245 miles of bikeways are available here.

In January of 1981, Wisconsin began an extensive bike route mapping project (which we expect to complete in early 1982). It will give cyclists information on the safest and most scenic routes to take, things to see and do along the way, and where to obtain bicycle parts and repairs. Whether you're a serious long distance cyclist, or just enjoy a Sunday afternoon ride, come to Wisconsin for the best in biking. Escape on two wheels!

## Hiking

Discover the fun and fitness of hiking. It's the ideal sport for all ages. The initial equipment outlay is no more than a sturdy pair of shoes or boots (and perhaps a walking stick for fun and balance).

Hiking has no boundaries. It's an anytime, anywhere pleasure. It can be a leisurely nature discovery or an adventurous "hike" up a mountain. We have nearly 2,000 miles of major hiking trails, including one that shadows the last glacier for 1,000 miles all the way from the strange, buried forest at Two Rivers on Lake Michigan to the breathtaking Dalles of the St. Croix River at Interstate Park on the Minnesota border. Come to Wisconsin. Pick a park and escape on foot!

## Canoeing

Whether you're a stillwater novice looking to test your paddle or a white water enthusiast looking to shoot some challenging rapids with 144 canoe trails spanning 3,484 miles, we've got the river for you!

There are hundreds of canoe (as well as raft and innertube) rental facilities in the state and just as many experts anxious to share their knowledge of exciting rivers and memorable runs. Escape with a paddle!





## Creative Escapes

Perhaps you prefer rack of lamb and a luxurious hotel suite to pan-fried trout and a down sleeping bag. There's plenty to be said about the creature comforts in life, and Wisconsin has them all. We're as proud of the achievements of our residents as we are of Mother Nature's spectacular handiwork.

We have a world famous university system (which, by the way, boasts 10 Nobel Prize winners). The University of Wisconsin, plus the state's private institutions provide a constant source of innovation, creativity, theater, art, and music (not to mention sports . . . see pages 24 & 25). Vocational-technical training is also available in all areas of the state.

We have art museums, symphonies, ballets, cabarets, touring Broadway plays and perhaps the finest open-air classical theater in the United States.

We have fascinating architecture, including the nation's highest state capitol dome and the first poured concrete building in the United States. Wisconsin is proud to claim Frank Lloyd Wright as a native son. Many of his magnificent architectural marriages of man and nature grace Wisconsin's landscape.

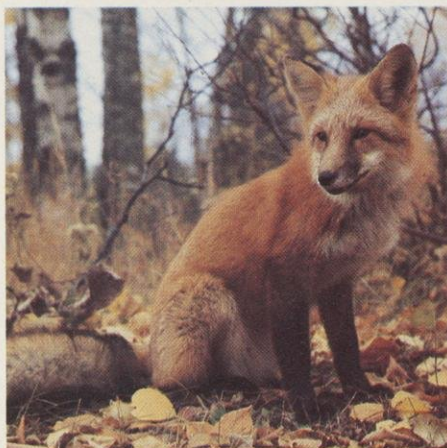
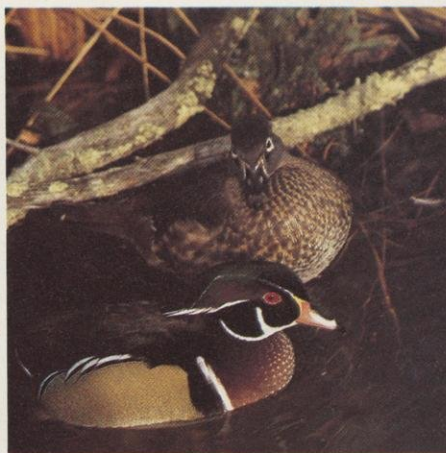
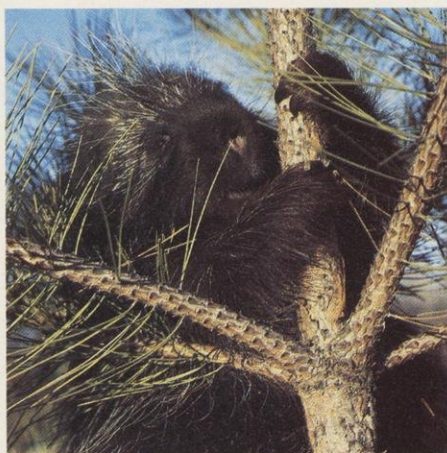
Surprised? That's good. Curious? Even better. There's a lot more to Wisconsin than meets the eye. Half the fun is looking! Escape to Wisconsin for inspiration!





## Escape to the Wildlife

Wisconsinites have great respect for wildlife conservation and the reward is an abundance of wild animals and birds.









## Naturally Attractive

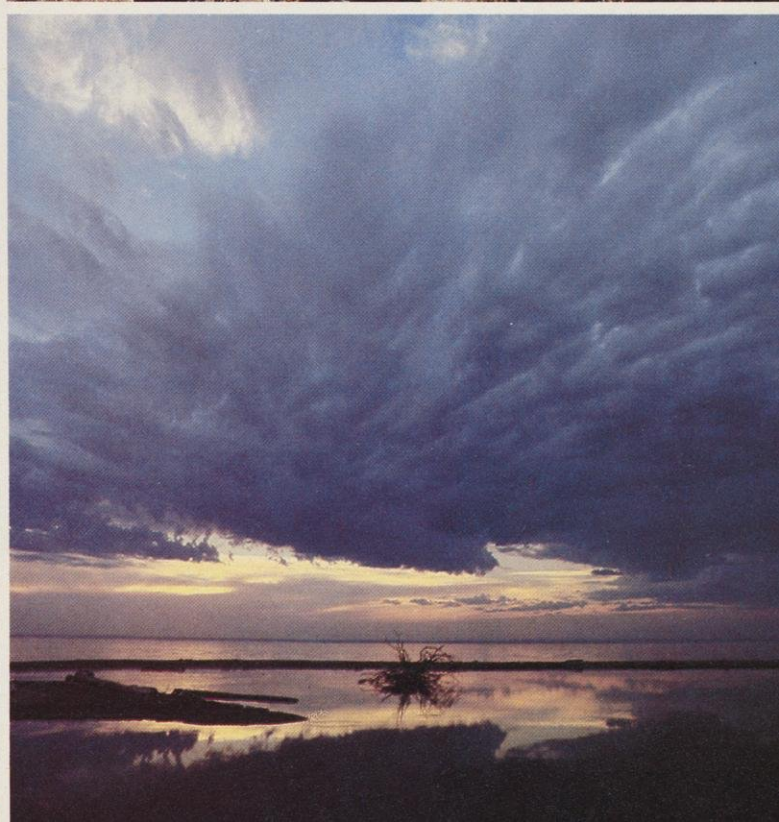
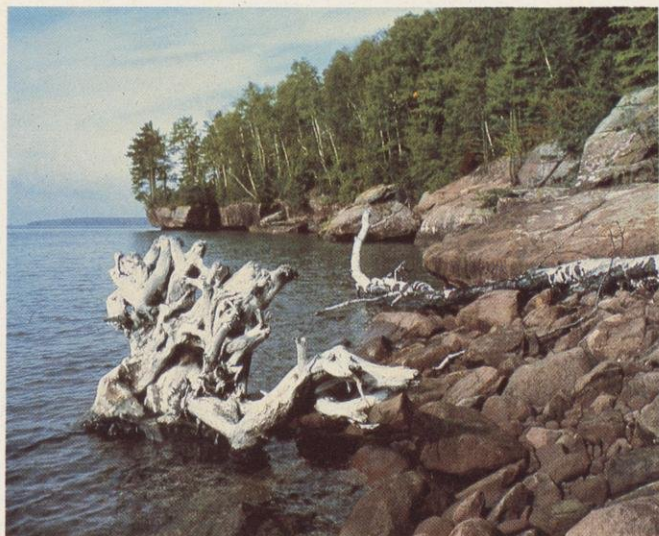
*Opposite page:* The majestic Big Manitou Falls, in Douglas county, is the highest waterfall in Wisconsin (165 feet).

*Top left:* Driftwood dots the rocky Lake Superior shoreline.

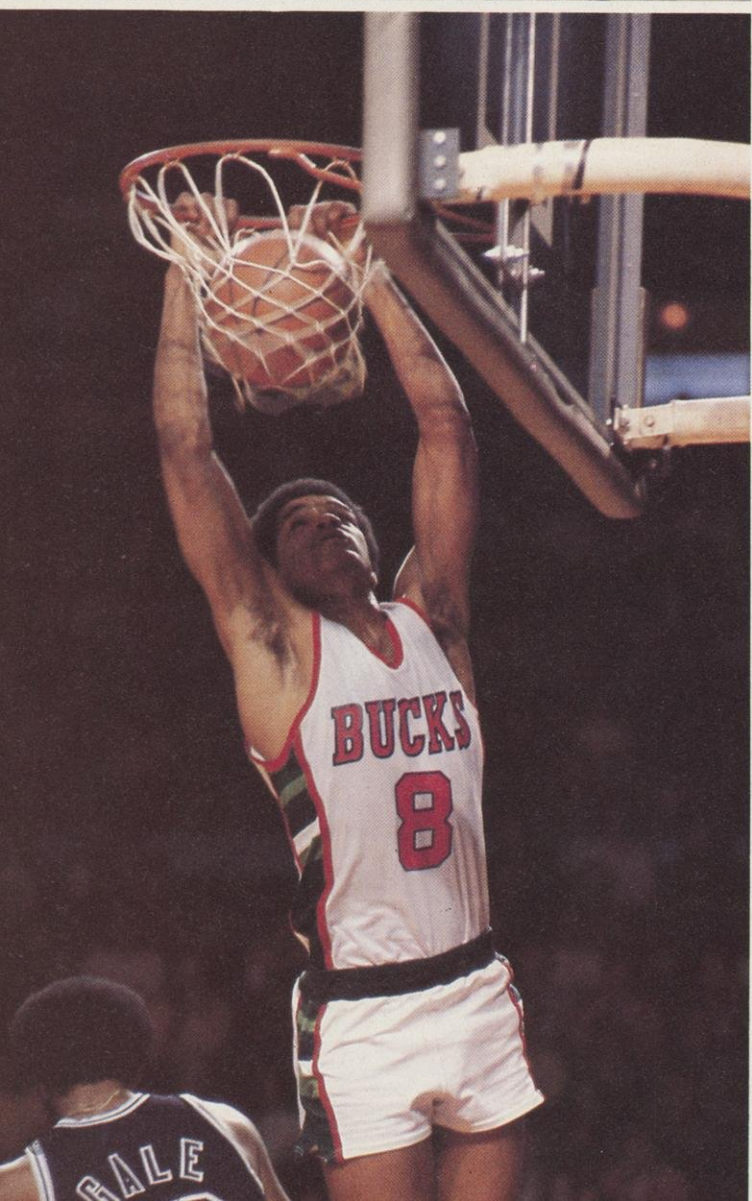
*Bottom left:* Wisconsin is a spelunker's paradise.

*Below:* Hikers pause to enjoy a panoramic view.

*Bottom right:* A cloud show where the Bois Brule River enters Lake Superior.









# Sports!

No state has more enthusiastic sports fans (or participants) than Wisconsin. Whether it's a team or individual effort, the cheering never stops on the Wisconsin sidelines. The nation knows our Packers, Brewers, Admirals and Bucks. In 1980 the entire world cheered Wisconsin's 13 Winter Olympians, including Madison's Eric Heiden who won five gold medals.

Our collegiate teams have made a name for themselves, in such diverse sports as women's crew and men's lacrosse.

We have professional auto racing, organized amateur soccer, polo, rugby, tennis, gymnastics, track and field . . . the list goes on and on.

Wisconsin golfers and tennis players have risen into the pro ranks. And it's only proper that Wisconsin host the World Lumberjack Championships every summer, with such specialized sports as log rolling and pole climbing!

Wisconsinites are fierce competitors and loyal fans. Whatever the sport, whatever the season, it's fun to be a Wisconsin fan. Escape to Wisconsin. It's a sporting proposition!



## Where to contact the pro teams.

**MILWAUKEE ADMIRALS HOCKEY**  
710 North Plankinton Ave.  
Suite 310  
Milwaukee, WI 53203  
414-278-7711

**MILWAUKEE BREWERS BASEBALL**  
Milwaukee County Stadium  
Milwaukee, WI 53214  
414-933-1818

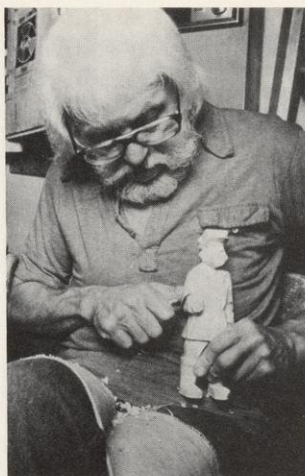
**MILWAUKEE BUCKS BASKETBALL**  
901 North Fourth Street  
Milwaukee, WI 53203  
414-272-8080

**GREEN BAY PACKERS FOOTBALL**  
P.O. Box 3726  
Green Bay, WI 54304  
414-494-2345





# Take a Little of Wisconsin Home With You



There's a department store in England which boasts that you can purchase anything from "a pin to an elephant". (They neglect to tell you, however, that the elephant must be special-ordered).

We don't make such lofty claims. We come right out and tell you there are no elephants for sale in Wisconsin. But . . . if you like to spend hours searching in antique shops for *white* elephants . . . this is the place.

This is also the place for some of the world's best cheeses (need we twist your arm to sample some?). You'll also find that Wisconsin has a fantastic variety of homegrown vegetables and fruits available at hundreds of roadside stands and farmer's markets.

Our towns and villages are home to some of America's finest craftsmen, potters, painters and weavers. (Not to mention bakers, who have never forgotten that "Butter is Better!".)

Our cities are filled with designer boutiques, as well as double-decker shopping malls. We have lace factories and exquisite jewelry, handcrafted moccasins and bottles of the "purest drinking water in the world."

Whether it's something you need, something you want, or something you don't even know you want (that's the most fun!), it's waiting for you here. Escape to Wisconsin. We have good things in store for you!





# Did You Know?

## A Few Facts About Wisconsin's Agriculture, Industry and Mining

Wisconsin ranks first in the nation in milk production, butter, cheese, condensed and dry milk products, milk cows, mink, corn for silage, hay, green peas, sweet corn and snap beans for processing and beets for canning.

Wisconsin is #1 in the nation for all types of natural cheese production, except Swiss.

We rank first in the nation in beer and ale production.

We're first in cranberry production.

We rank eighth nationally in farm income.

Our state is #1 in paper production with over 14,500,000 acres of land devoted to com-

mercial and private forests.

We produce more small gasoline engines (outboard motors, lawn mowers, snowmobile engines, etc.) than any other state.

We are #1 in specialized machinery manufacturing.

We have 31 manufacturing firms in the Fortune 1000.

Diamonds, believed washed down by the glaciers, have been found near Oregon, Waukesha and Plum City.

The 10th largest copper-zinc deposit ever discovered in North America was found in the early 1970's near Crandon.

## Some Wisconsin Historical Happenings

The nation's first kindergarten was founded by Mrs. Margarethe Meyer Schurz in Watertown, WI, in 1856.

The first practical outboard motor in the U.S. was invented by Wisconsin's Ole Evinrude in 1907.

Ripon is the birthplace of the Republican Party.

The first radio station in the U.S. began in Madison as an experimental wireless at the University of Wisconsin Physics Department in 1909, developing into broadcast service in 1915. Identified as 9XM, the call letters were later changed to WHA.

The first ice cream sundae was created by a soda fountain owner in Manitowoc in 1881. The first malted milk was made in Racine, in 1883.

In 1866, Appleton had the first electric street car in the U.S. Waubesa was the site of the first flag day - June 14, 1885.

The first Wisconsin State Fair was held on October 1 and 2, 1851, in Janesville.

The typewriter was invented in 1873, by Milwaukee's C. Latham Sholes.

One University of Wisconsin graduate had an undeniable impact on our culture. He was William W. Garstang, an electronics engineer, who in his spare time invented a new board game. It was called "Monopoly."

The Chippewa Indian meaning for the word Wisconsin is: Gathering of the Waters.

The 1980 population was 4,705,334. Our population has grown faster in the period between 1970 and 1979 than any other state in the industrialized Midwest.

Thirty-one percent of the nation's population is within a 500 mile radius of Madison, our capitol.

Our top three industries are manufacturing, tourism and agriculture (in that order).

We have 49,201 public and private camping sites, and a state park system that boasts more than 6 million acres of public land devoted to recreation.

The largest lake in Wisconsin is Lake Winnebago—137,708 acres. The deepest is Green Lake at 229 feet.

The longest river in the state is the Wisconsin—430 miles.

Eagle River has the largest number of freshwater lakes in a chain, in the world (28 lakes).

Big Manitou Falls, located on the Black River in Pattison State Park near Superior, is the highest waterfall in the state (165 feet).

Door County has more state parks (5) and more miles of shoreline (250) than any other county in the U.S.

We have 141 eighteen-hole and 200 nine-hole golf courses.

Wisconsin is the musky capitol of the world.

## Give Our Regards to Broadway . . .

### Famous Wisconsin Sons and Daughters

Alfred Lunt & Lynn Fontaine (via London), who, incidentally, opened Madison's University of Wisconsin Memorial Union Theater in 1939, with "The Taming of the Shrew," Spencer Tracy, Orson Welles, Les Paul, Fredric March, Agnes Moorehead, Harry Houdini, Liberace, Bunny Berrigan, Don Ameche, Georgia O'Keefe, Laura Ingalls Wilder (Little House on the Prairie), Carl Sandberg, Allen Ludden, Gene Wilder, Tom Snyder, Elroy "Crazy Legs" Hirsch,

Producers David & Jerry Zucker (Airplane!), Gary Burghoff (M\*A\*S\*H) and Tom Wopat (The Dukes of Hazzard).

The Peninsula Players, America's oldest professional resident summer theater, was started in the backyard of a Fish Creek motel in 1935.

Wisconsin was the home of The Ringling Brothers, P.T. Barnum, and Gollmer Brothers circuses, among many others.

## Wisconsin State:

Tree - Sugar maple

Bird - Robin

Animal - Badger

Wildlife animal -

White-tailed deer

Insect - Honey bee

Fish - Muskellunge

Flower - Wood violet

Rock - Granite

Mineral - Galena

Motto - Forward

Song - On, Wisconsin

Number of Counties - 72

Number of Cities - 187

Number of Villages - 391

Number of Towns - 1,267



# Want To Know More?

Design your Wisconsin escape to suit your specific interests. Tailor your trip to fit your style.

Visit or call any of our travel information centers listed below. They will tell you about hundreds of events, activities, facilities and vacation opportunities. Dig into these gold mines of information for a wealth of travel knowledge and vacation planning assistance.

Remember, call in advance! They will send you maps, brochures, and booklets to help you plan your escape.

## Division of Tourism

Box 7606

Madison, Wisconsin 53707

608-266-2161

Toll Free 800-362-9566 Wisconsin

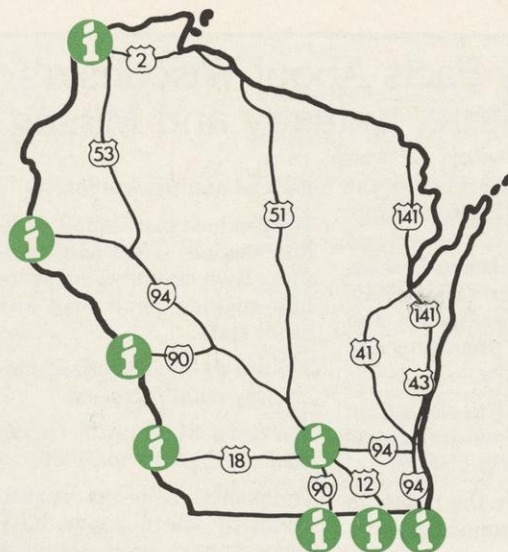
Toll Free 800-356-9508 Neighboring States

## Wisconsin Vacation Center

75 East Wacker Drive

Chicago, Illinois 60601

312-332-7274



## TOURIST INFORMATION CENTERS

### BELOIT

Interstate 90 Rest Area #22

608-364-4823

### GENOA CITY\*

Hwy 12 Rest Area #24

414-279-6856

### HUDSON

Interstate 94 Rest Area #25

715-386-2571

### KENOSHA

Interstate 94 Rest Area #26

414-857-7164

### LA CROSSE

Interstate 90 Rest Area #31

2323 Lakeshore Drive, 54601

608-783-6403

### MADISON

123 West Washington Avenue, 53702

608-266-2161

### PRAIRIE DU CHIEN\*

US 18 at the Bridge

211 South Main Street, 53821

608-326-2241

### SUPERIOR\*

Highway 53 Rest Area #23

715-398-3021

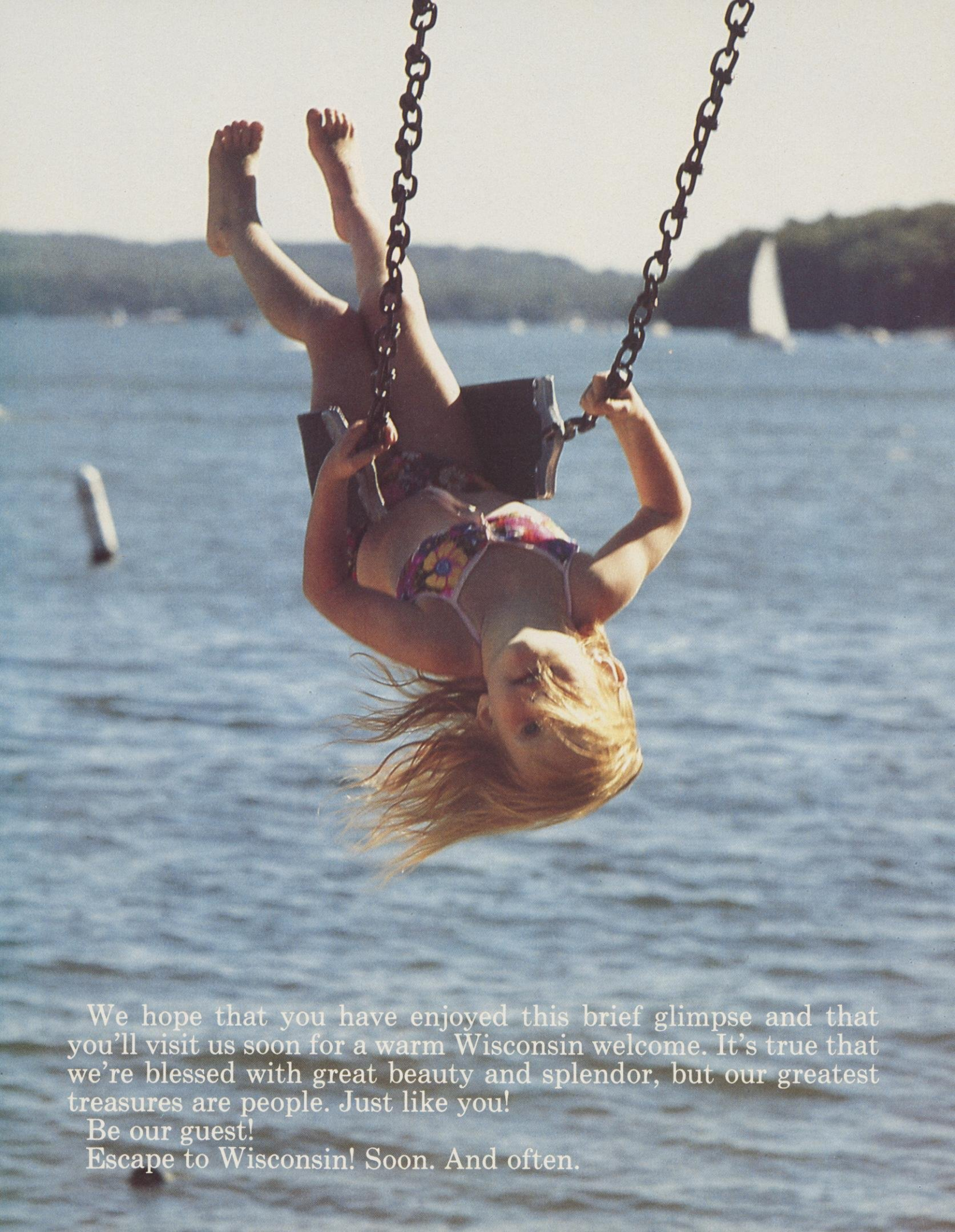
\*Seasonal











We hope that you have enjoyed this brief glimpse and that you'll visit us soon for a warm Wisconsin welcome. It's true that we're blessed with great beauty and splendor, but our greatest treasures are people. Just like you!

Be our guest!

Escape to Wisconsin! Soon. And often.









Wisconsin Division of Tourism  
Department of Development  
P.O. Box 7606  
Madison, Wisconsin 53707  
Phone: 608/266-2161

For more information, call:

Toll-Free 800/362-9566 (Wisconsin)  
Toll-Free 800/356-9508 (Neighboring States)