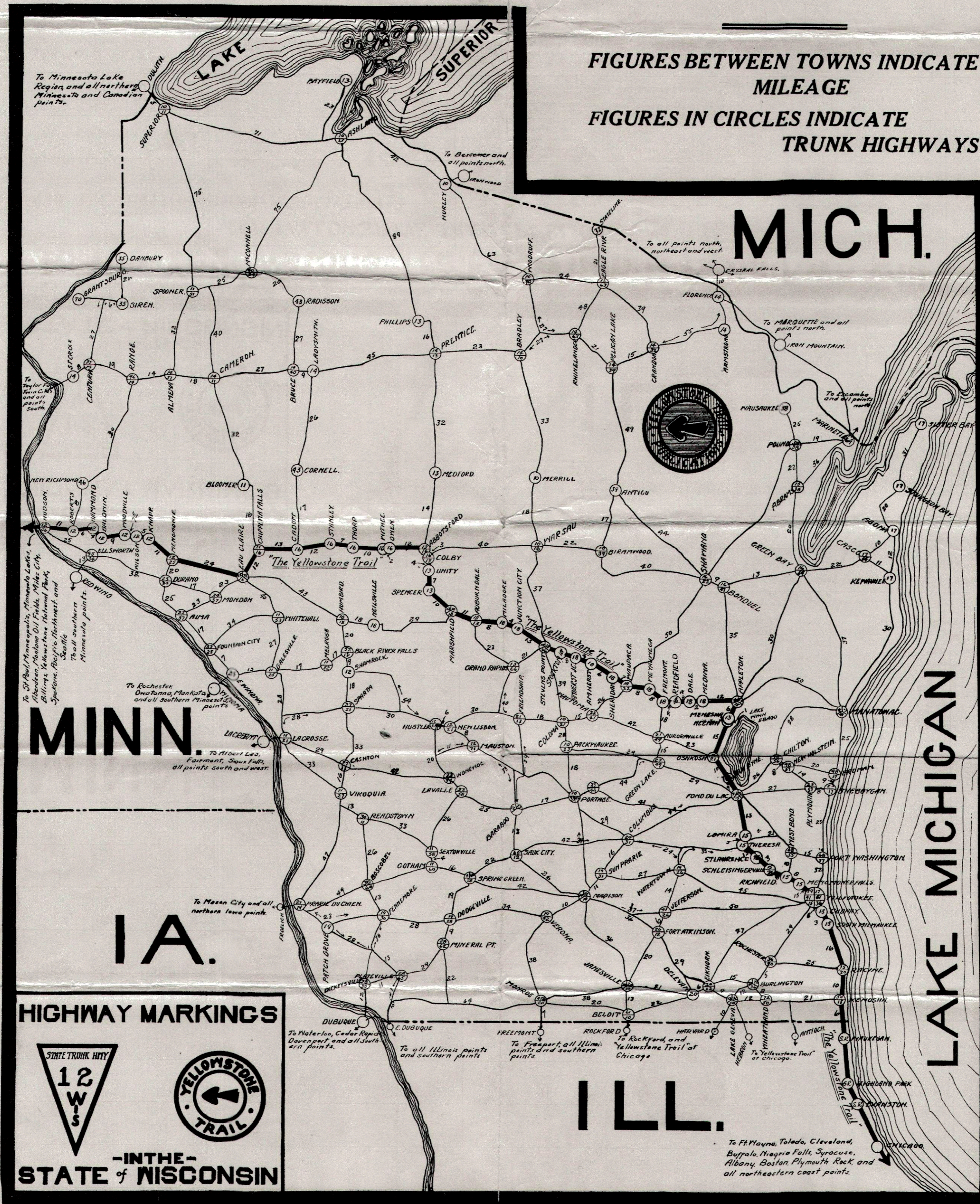


THE YELLOWSTONE TRAIL

Map No. 10

TOURING SERVICE

Wisconsin



Stick to the Yellowstone Trail -- When it is bad we will tell you

ALL YELLOWSTONE TRAIL PUBLICATIONS ARE FREE

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GENERAL INFORMATION

THE YELLOWSTONE TRAIL ASSOCIATION

The Yellowstone Trail Association is an organization of citizenship along a given line of transcontinental highway serving the people of the northern part of the United States fully maintained by the public spirit of the communities along the line of road.

Its organization endeavor is to accomplish two things: 1. The establishment of a transcontinental highway connected from state to state from Boston, Massachusetts, to Seattle, Washington, and seeking by all legitimate means to secure the expenditure of public money upon the building and improvement of that connected line of highway.

2. Believing that the only thing which really designates a highway is use of the road and that the future development of the country depends upon primary transportation, the Yellowstone Trail Association is seeking to teach the American people how to travel by automobile and to create a desire to travel.

It is apparent that the road will be built in every community which has a particular significance in that community as to its use. Therefore the Yellowstone Trail Association goes into all of the details that will make the two objects given above possible. The Association believes that the real criterion of organized existence is service and that end it spends all its revenues for the purpose of giving service to the American people. This map is one of a series of maps and a part of its service.

THE MARK OF THE YELLOWSTONE TRAIL

The Yellowstone Trail is marked with a completeness not equaled by any other organized highway in America from Rochester, New York, west to Seattle, Washington.

The mark is of metal 1 1/4 inches with a ten-inch circle in black on a yellow background with the lettering "The Yellowstone Trail" in black and in the center a black arrow. West of the Yellowstone Park, the arrow all point the direction the traveler should go in going east, and east of the Yellowstone Park the arrows point in the direction the traveler should go in traveling west. Turns are marked by taking out the arrow and putting "R" in for right and "L" for left. By using a metal marker, the Trail is marked in practically all cities and towns. It is easy to follow the Yellowstone Trail.

YELLOWSTONE TRAIL INFORMATION SERVICE

During the touring season, the Yellowstone Trail Association maintains across the United States a series of free information bureaus. These bureaus are operated wholly free of charge. The first instruction given to all bureaus is that their first duty is to the traveling public.

This series of information bureaus is operated upon a system of handing them from the general office of the Association under the direction of a director of information bureaus. The managers of the information bureaus are employed and paid and managed by the Yellowstone Trail Association and no fees or gratuities of any kind are expected or allowed in the information bureaus. The Association wants only the good will of those it serves.

The year of 1922 will mark the fifth successful year that the Association has conducted such a series of bureaus. The bureaus are all equipped to give information about roads and conditions of roads in all parts of the United States. Their purpose is to teach and encourage the American public to travel by automobile and it logically follows that this mission can only be fulfilled by intelligent, courteous, and free service. These bureaus are not infallible and do not claim to be, but by reason of the experience of the Association they are able to give a service to the public not duplicated anywhere in the country.

For the season of 1922 these bureaus will be located at Spokane, Wash.; Missoula, Mont.; Butte, Mont.; Billings, Mont.; Miles City, Mont.; Aberdeen, S. D.; Minneapolis, Minn.; St. Paul, Minn.; Milwaukee, Wis.; Chicago, Ill.; Fort Wayne, Ind.; Sandusky, Ohio; Cleveland, Ohio. Parties seeking information about travel are invited to get in contact with their nearest bureau and the Association guarantees that they will have our best endeavor to satisfy their requests.

ROUTE FOLDER OF THE YELLOWSTONE TRAIL

The basic piece of literature of the Yellowstone Trail Association is the Route Folder and it has been called by many the most complete little publication for long distance travel ever issued.

It is made for use and is not a work of art. Full information about the Yellowstone Trail can be secured from it including the street locations and names of managers of our information bureaus. Anyone wishing a Route Folder is invited to address the general office of the Association as shown above.

GENERAL INFORMATION ABOUT WISCONSIN.

The stranger will find Wisconsin the easiest state in the country in which to find his way about. This is due to a very thorough and systematic marking of the state trunk highways as shown on this map under the auspices of the State Highway Commission itself.

The roads are designated by a system of numbers and in the above map, the figures within the circles show the number of state trunk line highways passing through that town. While the system may seem somewhat confusing to the stranger, it will be found very easy and workable as soon as it is actually experienced.

The Yellowstone Trail is the shortest road across the state of Wisconsin connecting Chicago and the Twin Cities. It traverses central Wisconsin and is a good road throughout the entire distance. Wisconsin is an automobile outing state and offers such a selection of good things for the vacationist that no attempt can be made to describe them in detail here. The state abounds in lakes and good lake fishing is the common thing rather than an exception.

The state is well equipped with facilities for taking care of vacation trade and the conveniences of a home are always available nearby and yet there are portions of the state in which the primitive is still enough in evidence to satisfy the call of the wild.

Information bureaus of the Yellowstone Trail Association at Chicago, Milwaukee and the Twin Cities are all prepared to give detailed information about the state of Wisconsin. The map here produced is a comprehensive one as to locations of towns and will be found to be a valuable guide in connection with the numbered trunk line highway system.