

THE GREAT RIVER ROAD IN WISCONSIN



Historical and Archaeological Interpretive Report
"Seeing History on Wisconsin's Great River Road"



MARTY'S
ORIGINAL

April 1997

PREPARED FOR
THE WISCONSIN DEPARTMENT
OF TRANSPORTATION

PREPARED BY
HESS, ROISE AND COMPANY

WITH
ARCHAEOLOGICAL RESEARCH SERVICES

AND
JENSEN & WILCOXON, INC.





Wisconsin Department of Transportation

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July 31, 1997

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State MRPC Chairman

The concepts and merits of developing a Great River Road planning blueprint has been a subject of discussion by the MRPC for some time.

The minutes of the MRPC 1997 Mid-Winter Meeting contained the following two recommendations on this matter:

Recommendation: That a Great River Road Planning blueprint methodology be developed - from a holistic ten-state perspective, yet applicable to a regional, e.g. three-state perspective - and also applicable to individual states.

Recommendation: That the Wisconsin Great River Road planning initiatives be a resource and that Wisconsin be requested to develop this draft methodology to be an agenda item at the 1997 annual meeting.

Please find attached materials relating to Wisconsin's initiative towards developing a Great River Road planning blueprint. It is intended that these materials fulfill the intent of the resolutions.

Sincerely,

A handwritten signature in blue ink that reads "Marty Beekman".

M. L. Beekman, P.E.

MLB:sml
01073197.mlb\plan

cc: Minnesota
Wisconsin
Iowa
Illinois
Missouri
Kentucky
Tennessee
Arkansas
Mississippi
Louisiana



WISCONSIN
MISSISSIPPI RIVER PARKWAY COMMISSION

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DRAFT

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"Type in DEPARTMENT & ADDRESS INFO"

Dear Secretary "Type in SECRETARY NAME":

On behalf of the Wisconsin Mississippi River Parkway Commission, (MRPC) I'd like to thank you for the past support your agency has given to our efforts. I'd also like to take this opportunity to ask for your agencies continued support as we implement some exciting initiatives which have been developed, in part, with the help of your agency's MRPC liaison, "Type in LIAISON's NAME".

Two recently completed reports; the "Great River Road Amenity Update" and the "Historical/Archeological Interpretive Report" have yielded some very worthwhile products and recommendations. These important planning initiatives, which were sponsored by the Wisconsin Department of Transportation, provide some exciting opportunities for our agencies to continue to work together.

I am providing you with a binder which provides overviews of these reports and highlights examples of prototype products or projects that your agency may want to be involved with implementing.

We are working with your agency liaison to develop specific implementation plans. Two examples of the implementation plan format is being provided for purposes of illustration. A plan such as this will be developed for all major tasks. You'll note from the examples that each plan will contain a clear purpose, a listing of specific objectives or "deliverables" and the corresponding resource requirements, as well as a schedule and identification of the appropriate state agencies.

We need your help to make sure that these initiatives are supported by your agency and are included in your ongoing work plans. If you have any questions, comments, or suggestions, please feel free to contact me at (608) 786-0774. The Great River Road is one of our state's and nation's greatest treasures. Your continued support will help ensure that it remains so for many years to come.

Sincerely,

Evan Zantow

IMPLEMENTATION PLAN

DRAFT EXAMPLE

PROJECT: Great River Road
Markers & River Town Kiosks

LEAD AGENCY: State Historical Society (1), (2), (3)
Department of Tourism (4)

SOURCE DOCUMENT: Historical/Archeological Interpretive Technical Report

PURPOSE: To develop and implement a program of (1) updating text of existing historical markers; (2) developing of text for new historical/interpretive markers; (3) implementing the delivery phase of the stateline gateway markers; (4) establishing program for development of kiosks in river towns in cooperation with the Department of Transportation, and Local Communities/Historical Groups, and in perspective of the findings and recommendations of the aforementioned source document

DELIVERABLES:

- (1)
 - Develop the modified wording for existing GRR markers (reference document, "Historic Markers on the Route").
 - Coordinate the updating of the markers in cooperation with the DOT marker program.
- (2)
 - Implement, as appropriate, the development and erection of new historical/interpretive markers (reference document, "Interim Report: Preliminary Interpretive Recommendations," pages 9-11).
- (3)
 - Develop final text; the design details; and delivery plan for the stateline gateway markers (Reference document: "Visual Identity Report" and "Gateway Kiosks Report")
- (4)
 - Develop public outreach program to create interest and commitment in river communities regarding kiosks and coordinated tourism promotion. (reference document "Seeing History on Wisconsin's Great Road"; "Visual Identity Report"; and Slide Show).
 - Development of partnership plan/program (Federal, State, Local) for delivery.

IMPLEMENTATION PLAN

DRAFT EXAMPLE

PROJECT: Great River Road Bikeway

LEAD AGENCY: (To Be Determined)

SOURCE DOCUMENT: Great River Road Amenity Update and Plan

PURPOSE: To develop, implement, and market a continuous functioning bikeway and related amenities and service facilities along the entire length of the Wisconsin Great River Road corridor in cooperation with sister state agencies, regional planning commissions, local governments Mississippi river communities and private sector.

DELIVERABLES:

SCHEDULE:

- (1) • Inventory of existing bikeway accommodations (reference documents (GRR digital Inventory Map, Bikeway Analysis Map)
- (2) • Preliminary identification of needs (reference documents Bikeway Analysis Map, Facility Analysis Map)
- (3) • Development of Public Involvement Plan
- (4) • Implementation of Public Involvement Plan
- (5) • Identification of needs (reference document Bikeway Analysis Map, Facility Analysis Map, Public Involvement Log)
- (6) • Development of partnership (state, local, private) deliverable plan

PREFACE

There is an abundance of archaeological and historical information pertaining to the Wisconsin Great River Road Corridor. Yet, that abundance needs organization to fully reach its potential in terms of presentation . . .”like a room scattered with materials begging to be organized--perhaps first in assorted stacks, and then each stack in order of priority and relevancy, and then identification of voids and gaps”

This, then, became the purpose for developing the Wisconsin Great River Road Archaeological and Historical Interpretive Report. It is intended that the information and guidance presented in this report will inspire implementation actions that will truly enable the visitor to experience “Seeing History on Wisconsin’s Great River Road.”

THE GREAT RIVER ROAD IN WISCONSIN

Historical and Archaeological Interpretive Report “Seeing History on Wisconsin’s Great River Road”

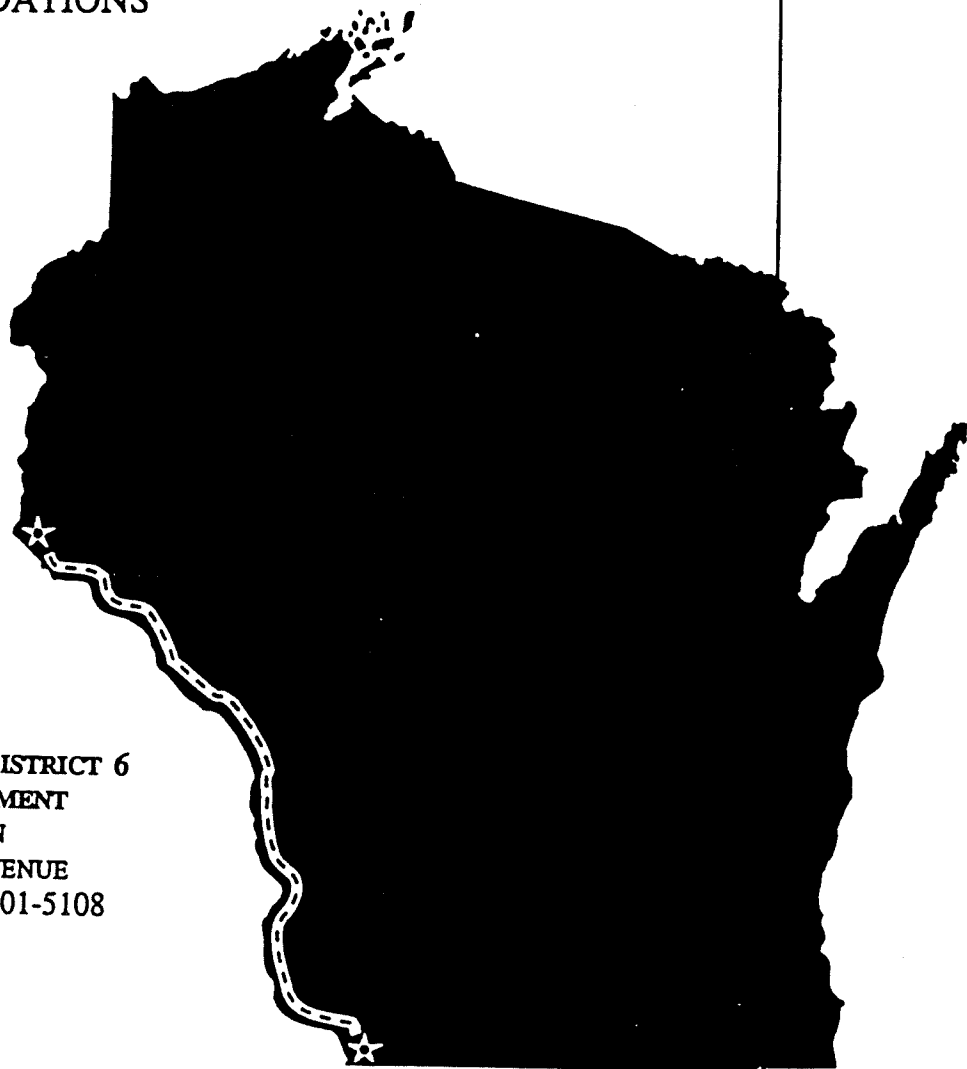
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THE GREAT RIVER ROAD IN WISCONSIN

INTERIM REPORT:
PRELIMINARY INTERPRETIVE
RECOMMENDATIONS



SUBMITTED TO
TRANSPORTATION DISTRICT 6
WISCONSIN DEPARTMENT
OF TRANSPORTATION
718 CLAIREMONT AVENUE
EAU CLAIRE, WI 54701-5108

BY
HESS, ROISE AND COMPANY
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OVERVIEW

In February, 1996, the Wisconsin Department of Transportation commissioned Hess, Roise and Company of Minneapolis to complete an historic and archaeological interpretive report for the cultural resources along Wisconsin's Great River Road. At this time, we present an Interim Report, which summarizes our work to date and outlines preliminary recommendations for the interpretation of resources in that corridor. These recommendations, revised in response to review comments of this report, will serve as guidelines for the intensive research and survey phase of the project. The intensive phase will be completed in the summer months of 1996. It should be stressed, however, that these are guidelines; if future work reveals that any recommendations are inappropriate to the project, we will adjust our focus accordingly, in consultation with the Wisconsin Department of Transportation and the State Historical Society of Wisconsin.

The research team for the project consists of Charlene K. Roise, Project Administrator and Principal Investigator; Jeffrey A. Hess, Principal Investigator; Cynthia de Miranda, Project Historian; and Christina Harrison, Consulting Archaeologist. In preparing this document, Roise, Hess, and Harrison undertook a review of literature discussing the region, as well as that relating to sites and historical markers in the corridor. They gathered information from the files of the Wisconsin Department of Transportation, the Wisconsin State Archives, the Division of Historic Preservation of the State Historical Society of Wisconsin, and the Regional Archaeology Office of the Mississippi Valley Archaeology Center in La Crosse. Research was also undertaken at the libraries of the State Historical Society of Wisconsin and the University of Minnesota-Twin Cities, as well as at the St. Paul District Office of the U.S. Army Corps of Engineers and at the Minneapolis Public Library. Relying on organizational rosters compiled by the State Historical Society, Hess Roise queried by phone and letter local historical societies and preservation commissions in the corridor concerning cultural resources in their jurisdiction. In addition to eliciting valuable information, this outreach served to introduce the project to various groups who will be an important audience for its findings.

In March 1996, a team consisting of Roise, de Miranda, and Harrison completed an initial survey of the route, driving the length of the corridor twice in the course of a three-day trip. The survey team investigated each of the cultural resources listed in the Request for Proposals (RFP). The investigators stopped at all official State Historical Markers to confirm their location and text and to evaluate their interpretive adequacy. They also visited tourism offices and local libraries to collect tourism brochures and local maps. Some of these resources led investigators to additional properties that merit further investigation. In April, Harrison completed an additional two days of survey in order to further evaluate archaeological sites considered for addition to the list of cultural resources. Some of these sites have been incorporated into the original RFP property list as proposed additions. Other sites have been recommended for deletion from the list, based on a lack of physical artifacts with potential for interpretation or due to problems with access to the property. We have amended the original RFP property list (see Appendix B) to reflect these recommendations. Preliminary documentation of the corridor includes slides and color prints, annotated maps of the route, and field notes on each community the team surveyed.

PROPOSED ORGANIZATION OF FINAL PRODUCTS: INTERPRETIVE THEMES

This project will culminate in a number of deliverable products for the client. The main product will be a Final Interpretive Report, which will relate the history of the region in a scholarly, but highly readable, fashion. Discussing individual cultural resources within the context of the corridor's history, this report will present a thematically integrated interpretation of historic and archaeological sites throughout Wisconsin's Great River Road corridor.

In an effort to increase the readability, or the "user-friendliness," of the final report for the general touring public, we propose to discuss the corridor's resources in the context of five interpretive themes. The themes will help create links between individual properties while organizing them into a manageable number of ideas. This seems preferable to a strict chronological treatment of the information because it provides a means of establishing relationships between the landscape and human activity.

It is desirable to limit the number of themes so as to promote clear, comprehensible interpretation. The themes, therefore, are intentionally broad. This strategy ensures that examples of each theme will be found throughout the length of the corridor, which reinforces the historical message and encourages visitors to continue their exploration.

The five themes we have identified are: LANDSCAPE, PEOPLE, TRANSPORTATION, OCCUPATIONS, and ARCHITECTURE. Each is summarized below; examples of specific ideas to be developed within each theme are italicized.¹ As can be seen from the italicized words and phrases, it is possible to develop many specific ideas within each theme. Appendix A lists sub-topics related to each theme that will be more fully explored in the final report and exemplified by cultural resources along the route.

LANDSCAPE

As many chroniclers of Wisconsin's history have noted, the state has a fascinating geological past. Ancient oceans and lakes once covered the area, and the weight of these waters compressed the surface of the earth, creating layers of sandstone, limestone, and other rock. The oceans retreated, and winds and rivers traversed the exposed seabeds, carving out the contours of the landscape. These erosive forces created the dramatic *bluffs* that line the Mississippi River and scored a network of deep valleys across the rest of the state. The earth's atmosphere cooled, and snow that fell in winter did not completely melt in summer. Over time, glaciers in the extreme north grew to magnificent proportions and slowly slipped

¹ A number of sources were useful in developing the themes. Ingolf Vogeler's *Wisconsin: A Geography* (Boulder: Westview Press, 1986) contains information on the state's geological history; see also Jeffrey A. Hess, "The Riddle of the Land," *Roots* 7 (1979): 2-31. General Wisconsin histories consulted for this report include Reuben Gold Thwaites' *Wisconsin: Americanization of a French Settlement* (Boston: Houghton Mifflin Company, 1908) and Robert C. Nesbit's *Wisconsin: A History* (Madison: University of Wisconsin Press, 1989).

down the face of the northern hemisphere. These huge sheets of ice passed across more than half of what we know as North America before the earth warmed again and the ice melted.

The pattern of glacial action repeated a number of times, leaving a twin legacy of erosion and sedimentation upon the land. The moving glaciers scooped up huge amounts of earth, grinding stone into gravel and soil in the process. The pulverized material became mixed into the ice sheets. When the ice eventually melted, this material was left behind. It is known as "drift."

The glaciers failed to invade one small section of southwestern Wisconsin, thanks to higher land elevations immediately north and east of the area. Since the landscape here was not littered with glacial drift, it became known as the "*driftless area*." This region retains the intricate pattern of *ridges and valleys* that glaciers obliterated in other areas with erosion and sediment. Wisconsin's driftless area is also known as "*coulee country*" because of this topography.

Geological activity left a varied topography and environment that plays its own role in Wisconsin's history. For nearly ten thousand years, humans have been attracted to the Mississippi River Valley and the adjacent coulee region. Native Americans valued the rich aquatic resources of the river and its backwaters; the wild game and plants of the river terraces and uplands; and the exposed bedrock along the bluffs that they found useful in making stone tools. Fertile bottomlands provided the soils needed for early cultivators and influenced the *distribution of Native American camps and villages*. Much later, the intricate pattern of bluffs and stream valleys determined the *layout of towns* and the *design of farmsteads* for European and Yankee settlers. The discovery of mineral and rock deposits, buried thousands of years ago, led to the establishment of *mines* and *quarries*. The hand of nature continues to mold the topography of Wisconsin, a fact which has led to methods of *erosion control* evidenced by farming techniques and soil conservation projects.

PEOPLE

This theme deals with the settlement patterns of the corridor and with the changes various groups made to the landscape they occupied. *Native Americans* were the first to inhabit the area, and their presence is revealed by the scores of Native American *place names* in the state and by thousands of *archaeological sites*, such as *burial mounds*. Early groups were made up of highly mobile people who hunted and gathered seasonally available resources. As time passed, some became more sedentary and began to plant crops in the bottomlands. The arrival of the first Europeans in the seventeenth century, generally explorers and fur traders, precipitated a clash of two worlds that can still be felt today.

Most of the early Europeans in Wisconsin were French, and they also left a legacy of place names along the corridor, especially in the Prairie du Chien area. The English took possession of the territory a century later. They remained in control until the War of 1812, when the Americans finally ruled the land they had formally owned since the Revolutionary

War. While vestiges of these early military activities are few in the river corridor, evidence of *Yankee and European immigrant settlements* abound. Many of these *mining settlements, river towns, and inland villages* remain, and the layout and architecture of these communities serve as clues to the history of the corridor. Other communities did not survive, and these *ghost towns* tell their own tales of hope, hardship, and changing economies.

TRANSPORTATION

The *Mississippi River*, the corridor's defining element, has a history that centers around transportation. From canoes and rafts to steamboats and barges, the waters of the Mississippi have carried people, goods, and ideas to new settlements and trading centers. Stopping points in these journeys grew into *river towns*, and communities prospered thanks to their position on the river. The river's continued future as a commercial transportation corridor was ensured in the 1930s by the Army Corps of Engineers' installation of *locks and dams*, which, along with a dredging program, gave the often silt-clogged Mississippi a reliable nine-foot-deep channel to support shipping.

While the river itself was the region's first "road," it has not remained the only path to what was once the northwest frontier. Railroad companies laid tracks along miles and miles of river frontage, bringing building materials and other supplies that furthered the growth of Mississippi River towns. When the railroad strayed from the banks of the Mississippi, *railroad towns* sprang up around the stops. In the early years of the twentieth century, a movement urging the improvement of unpaved roads swept across the nation. The force of the Good Roads Movement, started by cyclists and later adopted by motorists, helped to promote safe, reliable, and scenic highways to connect communities and states. The roads that had evolved to link towns in the corridor often paralleled the river and the railroad, and they survive today as the *Great River Road*.

OCCUPATIONS

Wisconsin's natural resources lured many settlers to the region. The Native Americans living in Wisconsin's southeastern region were *hunters* who farmed only a little. The earliest Europeans were *fur traders*, active in the area in the seventeenth century. Permanent Euro-American settlement did not begin in earnest until Wisconsin became a territory in 1836. *Logging* was an important early industry, and small *hotels* and *boarding houses* were established to provide accommodations for seasonal workers. Nineteenth-century settlers arrived and established *farms*, where they raised wheat and livestock. When wheat production declined, dairying swept across the state, eventually giving Wisconsin the well-known moniker "America's Dairyland." Amidst the creameries and cheese factories, in the Kickapoo Valley, grows a lesser-known Wisconsin crop: tobacco. Wisconsin-grown tobacco, a crop made possible by the special climatic conditions of the area, is used to make cigar wrappers.

Mining brought permanent settlers into Wisconsin from the south. *Potosi* was a lead mining settlement that grew up around *St. John's Mine* in southwestern Wisconsin. *Silica mines* and *limestone quarries* were established further north in the corridor, and the *river* and *railroads* were both used to deliver these goods to market.

The Mississippi River corridor supported many smaller industries for the Europeans and Yankees who migrated to the area. *Pearl buttons* were stamped out of the clam shells found in the river. Immigrants established *brickyards*, *breweries*, and *vineyards* based on traditions they brought from their homelands.

ARCHITECTURE

The most evident change people make to a natural landscape involves construction. Whether designed by an architect or built by the family who will inhabit it, a building can reveal much about the people who use it. The architecture of the Great River Road corridor includes a variety of structures erected over the past two centuries. Examples abound of rural, vernacular architecture, including *farmhouses*, *barns*, *silos*, and *outbuildings*. In towns, one finds well-preserved *commercial buildings* from a century ago, as well as *hotels*, *boarding houses*, and *churches*, sometimes built from locally quarried stone or from brick manufactured nearby. The advent of the railroad era brought new resources to the region: soon-to-be homeowners erected pre-fabricated *Sears catalog houses* that arrived, unassembled, by train. Residential styles evolved throughout this period, and a visitor to the corridor can *learn how to date a house* based on its style.

RECOMMENDED CHANGES TO LIST OF PROPERTIES

The original list of cultural resources presented in the RFP included individual sites as well as entire communities. The initial survey undertaken by the project team uncovered sites not listed in the RFP that should be added to the project. The team also discovered that some of the listed communities are not sufficiently intact to warrant inclusion in the final report. Appendix B is an amended version of the RFP's list of properties, including the ten archaeological properties listed separately in the RFP. Appendix B shows our recommended additions to the original RFP list in bold print, while those communities we propose to delete are marked accordingly. The list also shows themes related to each site. Additions and deletions to the list are also summarized below.

SUMMARY OF RECOMMENDED ADDITIONS

North Entry Kiosk, in or near Prescott: The kiosk is not technically an addition, in that it was included in the project's final scope of work. We have placed the kiosk on the list of properties, though, since it will be another stop for tourists on the route.

Recommending a specific location for the kiosk is problematic due to several issues. Prescott, which seems a natural choice, appears too congested to accommodate the kiosk. Sites the team investigated in town lack sufficient parking. South of Prescott, the road does not seem to offer enough space for a wayside stop to accommodate the marker. Additionally, the road veers away from the Mississippi River about two miles south of Prescott. The importance of placing the kiosk near the northern end of Wisconsin's Great River Road and in view of the Mississippi seems obvious, given its function as a welcome and orientation for tourists. The team will continue to explore potential sites for the kiosk during the next phase of the project.

One anticipated function of the kiosk will be to summarize the Great River Road concept and explain why the road turns away from the river at points. The kiosk may also present a preview of the route for those travelling southbound and a conclusion for those who have just completed a northbound journey. The particular focus of the kiosk will be finalized during the intensive research and survey phase of the report.

Oakridge Church: The church in Oakridge is also not technically an addition to the list, since it was originally to be discussed in the context of the community of Oakridge. That community has been recommended for deletion, but the final report will discuss the church itself. It is exemplary of the kind of wood-frame church found in the region and may serve as a good springboard for a discussion of church architecture and the importance of religion in immigrant settlements.

Bow and Arrow Historic Site: Clearly visible from the Great River Road, this formation on the side of the bluff is a well-known landmark that already has been adequately interpreted with an official State Historic Marker. We merely suggest adding it to the RFP's list of properties.

Armstrong Site: The site consists of a well-preserved group of Native American burial mounds in a wooded setting. Adjacent to the mound group is a habitation site that has been partially excavated. The site seems to present an opportunity for interpretation that could include a discussion of the cultural affiliation of the site, the relationship between the mounds and the habitation, and the excavation techniques used.

Chippewa River Outlet Sites: This cluster of archaeological sites from different time periods, all on terraces adjacent to the river valley and in the vicinity of Nelson, illustrate how the river confluence and adjacent uplands were used by a succession of different Native American groups.

Cochrane Chert Procurement Area: Cochrane chert—a distinctive, yellow material widely used for stone tool production by Native Americans in this region—occurs in the bedrock of the bluff zone and can be found as eroded chunks of material in the outwash of tributary ravines.

Melchoir Brewery ruins, Trempealeau: The RFP's list of properties indicated that the "Brief Overview" for Trempealeau should highlight the Trempealeau Hotel. The brewery ruins, however, are another symbol of the village's history as an economically active riverfront settlement. The brewery was an important local business in the mid-1800s, and the ruins' position on the riverfront reveals much about the importance of the Mississippi to the business. A number of other structures in the heart of Trempealeau that relate to its mid-nineteenth-century heyday may also be highlighted in the final version of the report. The selection of these structures will be made in the next phase of the project.

Lock and Dam #6, Trempealeau: The lock and dam just south of Trempealeau will also be discussed in the final documentation. Lock and Dam #6 has a parking lot as well as a viewing platform from which tourists can observe the lock operations. The platform also affords a panoramic view of Trempealeau's riverfront properties.

Midway (Halfway Creek) Area Sites, LaCrosse: The area contains Late Woodland/Oneota habitation sites that offer opportunities for the interpretation of complex archaeological evidence and excavation methodology.

Goose Island Archaeological District: The district contains a cluster of archaeological sites from several different time periods that reveal Native American use of the resources of the river bottoms. The district is contained in a county park and a wildlife refuge.

Farmstead architecture lesson, Grant County: Throughout much of Grant County, the River Road takes the traveller inland, sometimes up to three miles from the banks of the Mississippi. Driving along the ridges characteristic of this region, tourists are treated to a picturesque array of farmsteads and acres of cultivated land. The number and variety of barn types seen in this area would make an interesting lesson on vernacular, agricultural architecture.

Wyalusing State Park: The park is home to several burial mound and habitation sites in a protected setting. Additionally, the park offers a panoramic view of the valley and the site of a number of river-bottom localities used by past Native American groups.

Osceola Archaeological Site: The nearby Grant River Public Use Area could serve as a proxy for interpreting the Osceola site, which itself is too sensitive for public use.

British Hollow, just north of Tennyson: The hollow, once a mining and farming community like its still-extant neighbors, is now the site of crumbled buildings and foundations. Across the road to the west lies all that is left of the community: a small, hillside cemetery circled by a gravel drive. The site was explored briefly during the preliminary survey and is recommended as an example of a "ghost town" in the corridor. Depending on the ownership of the property and the public accessibility of the site, this area may be developed into a walking tour. The cemetery, at least, is accessible, and the final report will relate the story of the community's life and death.

South Entry Kiosk, in or near Kieler: The placement of this kiosk has limitations similar to those of its northern counterpart. There does not seem to be a site along the road near Kieler for a wayside, and a good location in Kieler was not found. The southern end Wisconsin's Great River Road, much like the north end, curves inland very soon after entry into the state. An existing wayside, west of the Great River Road at the junction of U.S. Highways 151 and 61 with State Highway 35, may be a suitable site.

Some information on the two kiosks may be common to both. This would only be true of text meant to familiarize travellers with Wisconsin's River Road. The specific focus of the southern kiosk will be finalized in the next phase of work.

Diversions: The region could easily support a number of side trips, or "Diversions," from the Great River Road. As conceived by the research team, these driving tours would highlight a few properties along a scenic inland drive, giving tourists a broader view of the region. Walking tours of the communities along the route could be incorporated. The tours, outlined below, are plotted on roads that return tourists to the same general location on the Great River Road. This ensures that travellers do not have to sacrifice one section for another, and it eliminates the need to retrace one's steps to return to the river. A cluster of tours near La Crosse will provide a model for other areas.

Yesterday's Holmen begins by taking travellers through the older section of Holmen, which lies east of the Great River Road. The tour highlights the "Luther College" historical marker and farmland in the area, then finishes with the Nichols House, the home of an Onalaskan lumber baron.

Coulee Country starts at the western edge of La Crosse, at the belvedere atop Grandad's Bluff. Drivers are directed to STH 33, where they will encounter the "Coulee Country" historical marker that explains the remarkable landscape in the area. Tourists pass through the small rural trade center of St. Joseph, home to a grotto that is a contemporary of the more famous Dickeyville Grotto, another property

on the project's list of cultural resources. Rustic Road 26 (County Road MM) returns travellers to the Great River Road at the southern end of La Crosse.

Tobacco Tour begins and ends in La Crosse as well. It highlights more of the coulee farmland, emphasizing the erosion control and soil conservation tactics employed in the region to keep farms and communities viable. The tour highlights Wisconsin's tobacco region, Coon Valley, and the "Nation's First Watershed Project" historical marker.

SUMMARY OF RECOMMENDED DELETIONS

Trenton, Oakridge, Warrenton, Czechville, Bluff Siding, Marshland, and Rush Creek:

A number of towns were included on the RFP's list of cultural resources because they appear on certain maps of the corridor. These communities, however, are either no longer intact or lack resources with potential for interpretation on the road itself; in either case, it seems inappropriate to include them in a discussion of the Great River Road's cultural resources.

Bridges to Red Wing and Winona, Minnesota, and bridge from Nelson to Minnesota: These bridges, which are not visible from Wisconsin's Great River Road, do little to enhance the interpretation of corridor. Rather, they direct the traveller away from the Wisconsin portion of the Great River Road and into another state. The railroad and highway bridges in Prescott, as well as the Van Loon Bridges in La Crosse County and the bridge over Grant's Creek in Grant County, are sufficient to exemplify the role river crossings play in the history of the corridor.

Trempealeau Platform Mound: This archaeological site appears to be hemmed in by properties where owners are hostile to any kind of public access.

Sinnippee: Important parts of this archaeological site have been destroyed by construction of the railroad.

RECOMMENDATIONS FOR CORRIDOR'S EXISTING HISTORICAL MARKERS

The research team also evaluated the historical markers that dot the Great River Road corridor. Wisconsin's Historical Markers Program was established in 1953 to create an official, standardized system of identifying and describing historically interesting sites throughout the state. Markers in the Great River Road corridor, then, were planned and erected over the course of the past forty years, and they display a high level of consistency in their appearance and landscaping. They vary greatly, however, in their interpretive styles and adequacy. Some markers relate directly to the immediate landscape, while others do little to encourage the reader to look around.

A well-designed marker explains the landscape or property with which it is associated, allowing the reader to better understand the natural and human forces that have shaped that site and the broader region. The marker should refer directly to specific elements in the landscape in order to make the view part of the marker. The "Coulee Region" marker, which stands east of La Crosse on STH 33, exemplifies this strategy well:

. . . The area before you and in the entire coulee region of west central Wisconsin has been dissected by water erosion into a series of narrow ridges separated by steep-sided valleys called coulees. Fertile soils are farmed on the bottom and sites of coulees. The narrow ridges, often protected with woodlands, are capped by erosion resistant dolomite bedrock which commonly overlies sandstone. During formation of the coulees, erosion cut through the dolomite and removed the underlying weaker sandstone thereby creating the valleys. To the north and south of this marker, you can view several coulees and intervening ridges and note that State Highway 33 is situated on one of the dolomite-capped ridges. . . .

Other markers seem to ignore the fact that the reader is actually at the site. For instance, the "Lake Pepin" historical marker is situated at a wayside with a remarkable view of the lake and the Minnesota bluffs. The sight of the lake clearly inspired William Cullen Bryant, an American poet, who declared that the spot "ought to be visited in the summer by every poet and painter in the land." While the marker does dutifully record Bryant's sentiment, it buries the quote at the end of the text, beginning instead with the decidedly uninspiring statistics related to the size of the lake.

In this case, the marker has plenty of good information, namely, a description of the geological forces that created a lake in the middle of a river, as well as the human reaction to those geological forces. The information, however, is poorly organized. The statistics that introduce the lake do not say as much as the sight of the lake itself. Further, statistics rarely make captivating text, while the inspired words of a poet often do.

Statistics are necessary and interesting at times. The markers that relate to lumbering in Wisconsin contain illuminating figures that demonstrate the scale of that industry in the state. "Rafting on the Mississippi," a marker just south of Lynxville in Crawford County, reveals the amount of lumber that was contained in the Mississippi's largest log raft and largest lumber raft. Unfortunately, the marker fails to explain the lumber industry's terminology. Since most readers will not know what a board-foot of lumber is, they will be at a loss to understand how full of logs the river must have been. Furthermore, the marker discusses log rafts and lumber rafts without defining either term. Statistics are an integral part of the story told by this marker. However, to most travellers, this marker says very little.

Since the markers are meant to be a lasting reminder of Wisconsin's river history, it is advisable to eliminate any language that, in future years, may become obsolete. The Denniston House marker, erected outside the Cassville landmark in 1969, states that the

building "has been in continuous operation as a hotel" since 1854. On the site visit of March 1996, this no longer seemed to be the case, and a call to the city clerk's office confirmed that the building has been converted into apartments.

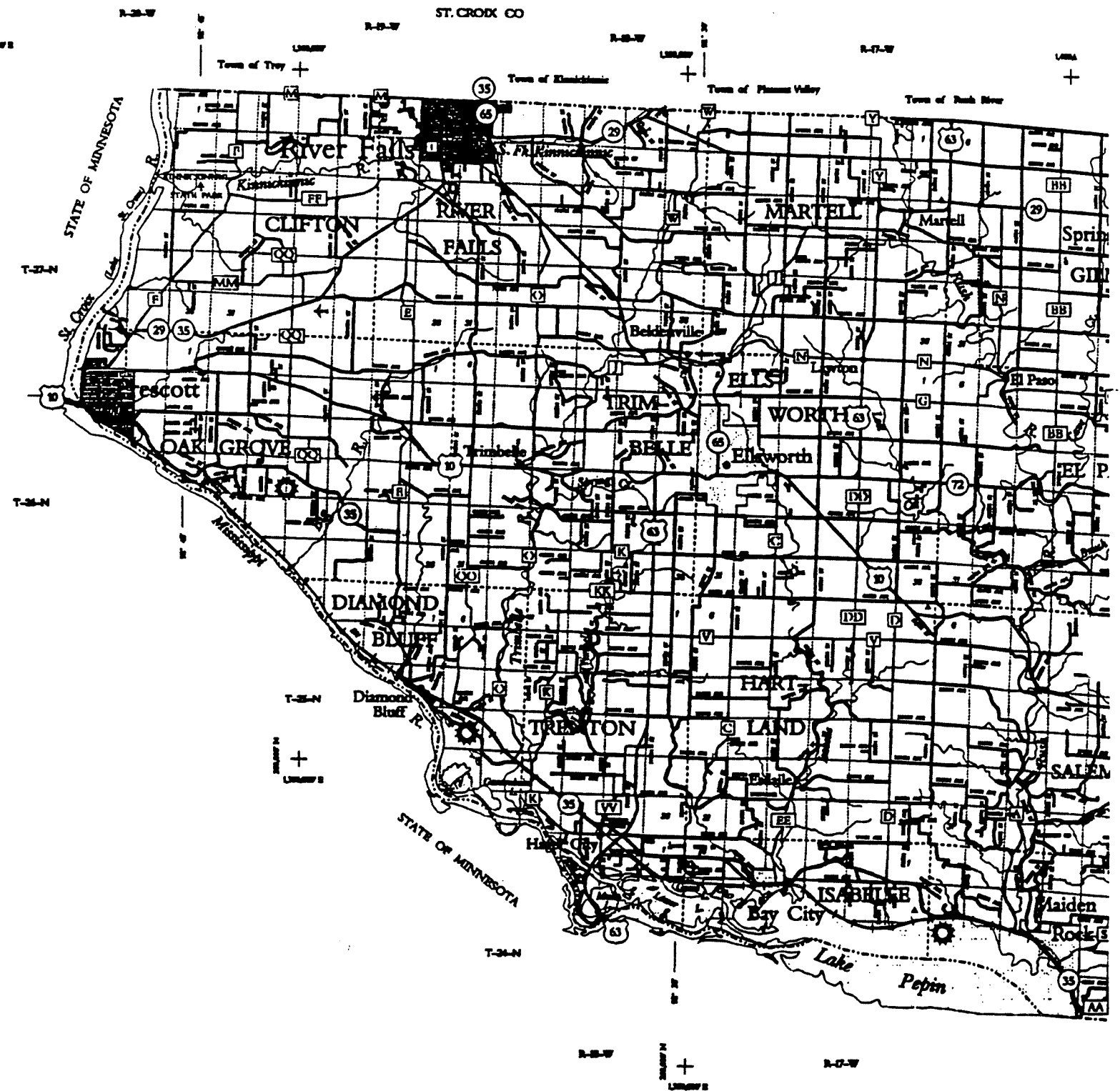
Many markers in the corridor are also poorly written. Several contain errors in grammar that lead to confusion. The text of other markers is unorganized or contradictory. If the markers are to be revised, a concerted effort should be made to ensure that the text of each marker is grammatically correct and easily understood. Poor grammar and confusing text diminish the authority of the marker and reduce its effectiveness as an educational tool.

CONCLUSIONS

The number and variety of cultural resources in Wisconsin's Great River Road corridor have prompted many individuals and groups to produce tourism guidebooks and brochures for the area. These materials are valuable sources of information for visitors and residents alike. Few guides, however, present a consistent treatment of the state's entire corridor that places individual cultural resources in an overall historical context. Following the guidelines laid out in this Interim Report, our work will organize the corridor's resources into five broad themes to facilitate unified and contextual interpretation. Using this format, our final products will enable travellers on Wisconsin's Great River Road to read and understand the natural and built environments that lie along the route.

APPENDIX A - PRELIMINARY THEMES AND RELATED IDEAS

LANDSCAPE	<ul style="list-style-type: none"> -driftless area/coulee region -river bluffs and wetlands -erosion control -man-made changes
PEOPLE	<ul style="list-style-type: none"> -Native Americans -early explorers and traders -Europeans and Yankees -ethnic character/religion -farmers -loggers -miners -river towns -inland towns -farm towns -railroad towns -ghost towns
TRANSPORTATION	<ul style="list-style-type: none"> -Mississippi River -Native American -steamboat navigation -locks and dams -river towns -railroads -railroad towns -trails -roads and highways, including Great River Road
OCCUPATIONS	<ul style="list-style-type: none"> -agriculture -wheat -dairy -tobacco -quarries and brickyards -mining -lead -silica -lumber -brewing -buttons -power plants
ARCHITECTURE	<ul style="list-style-type: none"> -building materials -local: stone, brick, logs, milled lumber -delivered/prefab: Sears, Lustron, decorative detailing -styles and eras, including pattern-book styles -vernacular -town -rural/agricultural -folk art

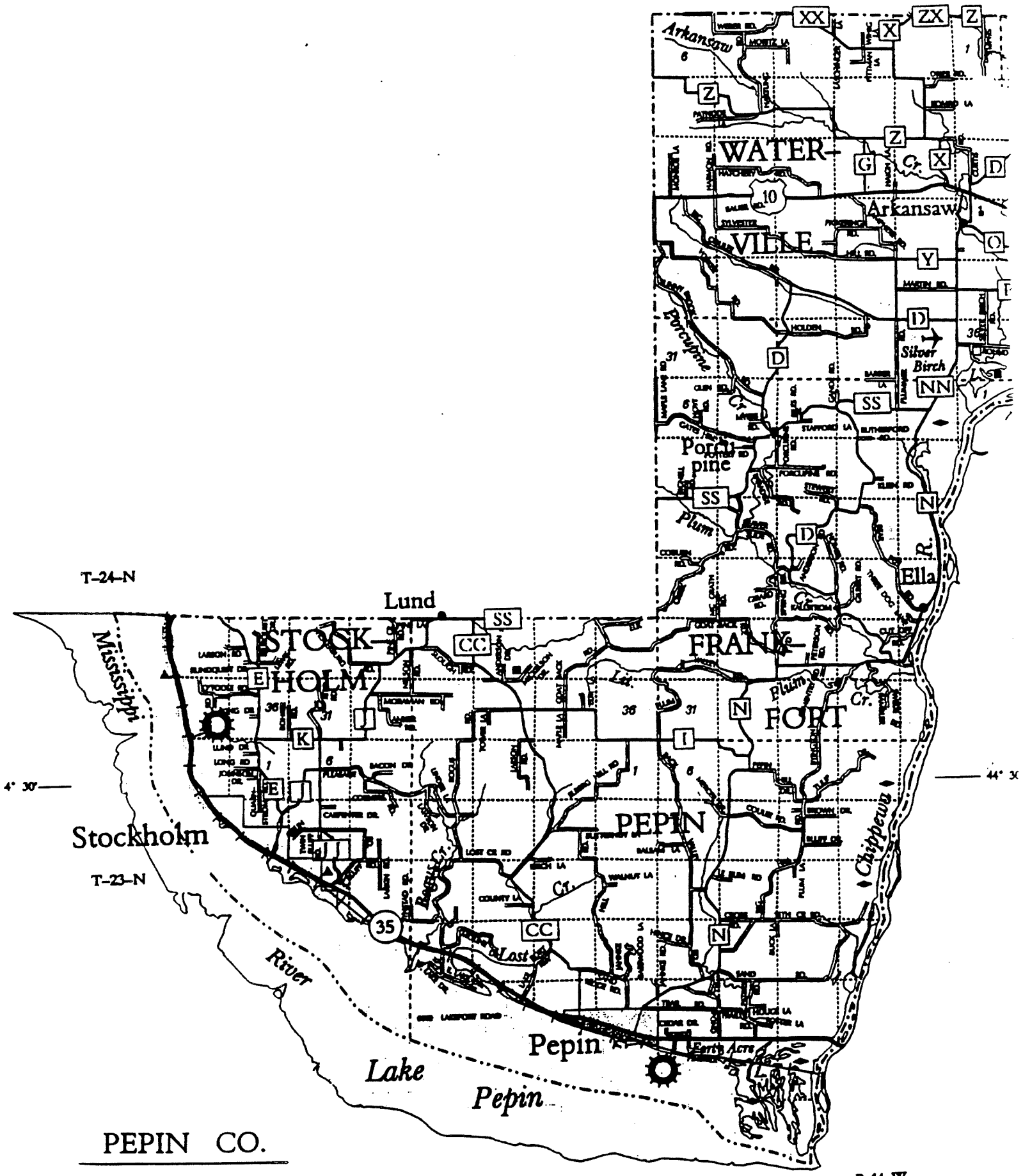


PIERCE CO.

**APPENDIX B - AMENDED LIST OF RESOURCES
Pierce County List of Resources**

Confluence of St. Croix River	Basic Overview.	LANDSCAPE TRANSPORTATION
Prescott	Basic Overview. Driving tour of five to ten individual properties including lift bridge, St. Joseph's Church, the Quonset house on Elm Street, and other houses and commercial buildings.	PEOPLE ARCHITECTURE
Entry Kiosk for Great River Road	Include brief history of GRR concept, explaining why road will not always parallel river.	
Diamond Bluff	Basic Overview.	PEOPLE
Diamond Bluff Archaeological Sites	Basic Overview.	PEOPLE
Trenton	Basic Overview.	
Hager City	Basic Overview.	PEOPLE
Bow and Arrow Historic Site	Basic Overview.	PEOPLE
Bridges to Red Wing	Basic Overview.	
Bay City	Basic Overview, including note on sand loading structure beside railroad tracks.	OCCUPATIONS
Bay City Silica	Highlight individual resource.	OCCUPATIONS
Oakridge	Basic Overview.	
Oakridge Church	Note on church architecture, specifically wood-frame construction.	ARCHITECTURE PEOPLE
Warrentown	Basic Overview.	
Maiden Rock (city)	Basic Overview.	PEOPLE

Bold text indicates additions to the list, while strikethrough text indicates recommended deletions.



PEPIN CO.

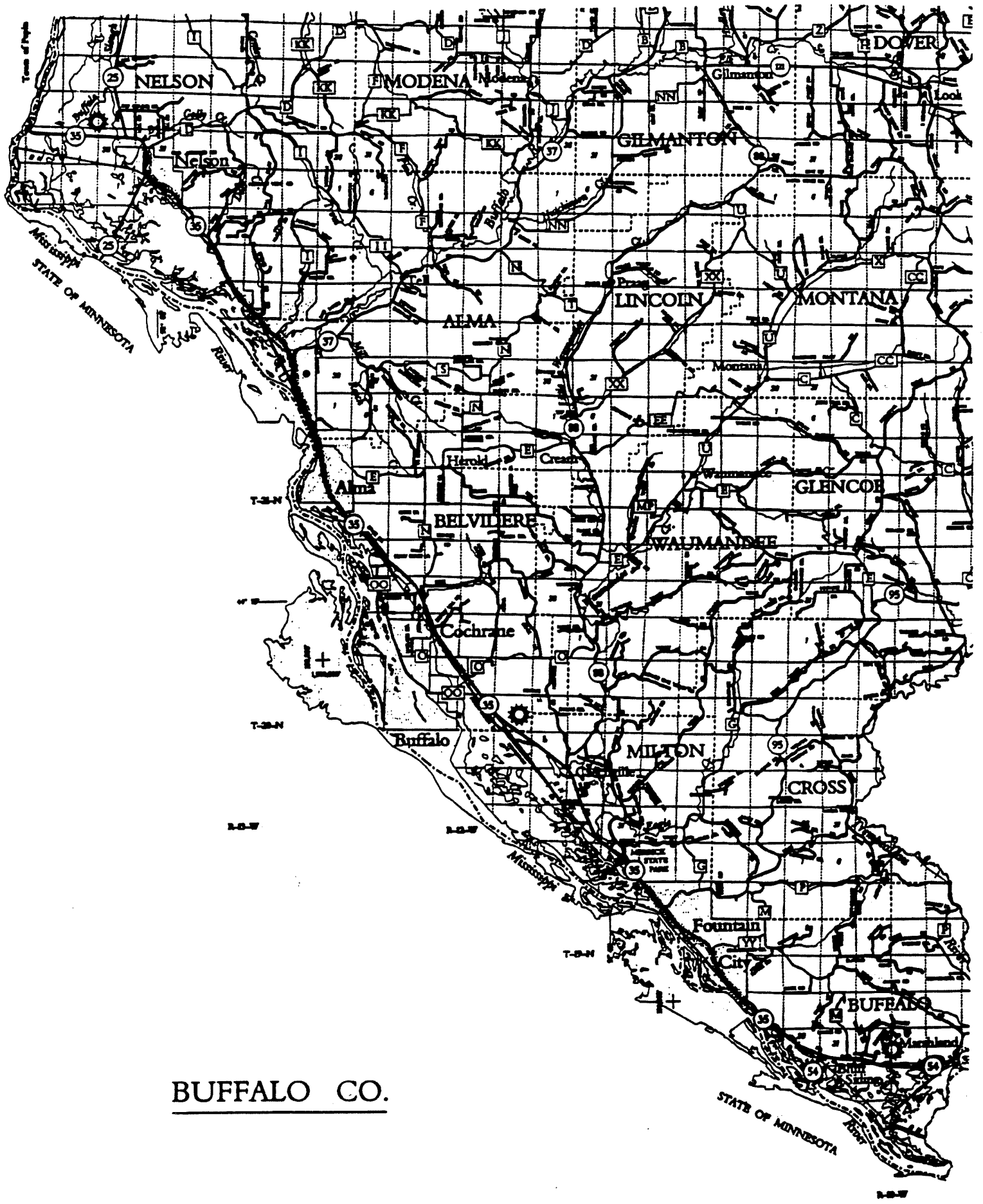
R-15-W

R-14-W

Pepin County List of Resources

Maiden Rock (bluff)	Basic Overview.	LANDSCAPE PEOPLE
Stockholm	Basic Overview. Mapped out walking tour highlighting large commercial building and four to nine additional buildings.	PEOPLE OCCUPATIONS ARCHITECTURE
Fort St. Antoine Site	Basic Overview.	PEOPLE
Wilder House Site	Highlight individual resource.	PEOPLE
Pepin	Basic Overview. Highlight approximately three individual resources, including Sears house.	ARCHITECTURE PEOPLE
Armstrong Site	Highlight Native American Mounds and habitation.	PEOPLE
Confluence of Chippewa River	Basic Overview.	LANDSCAPE TRANSPORTATION
Chippewa River Outlet Archaeological Sites	Basic Overview.	PEOPLE

Bold text indicates additions to the list, while strikethrough text indicates recommended deletions.



BUFFALO CO.

STATE OF MINNESOTA

Buffalo County List of Resources

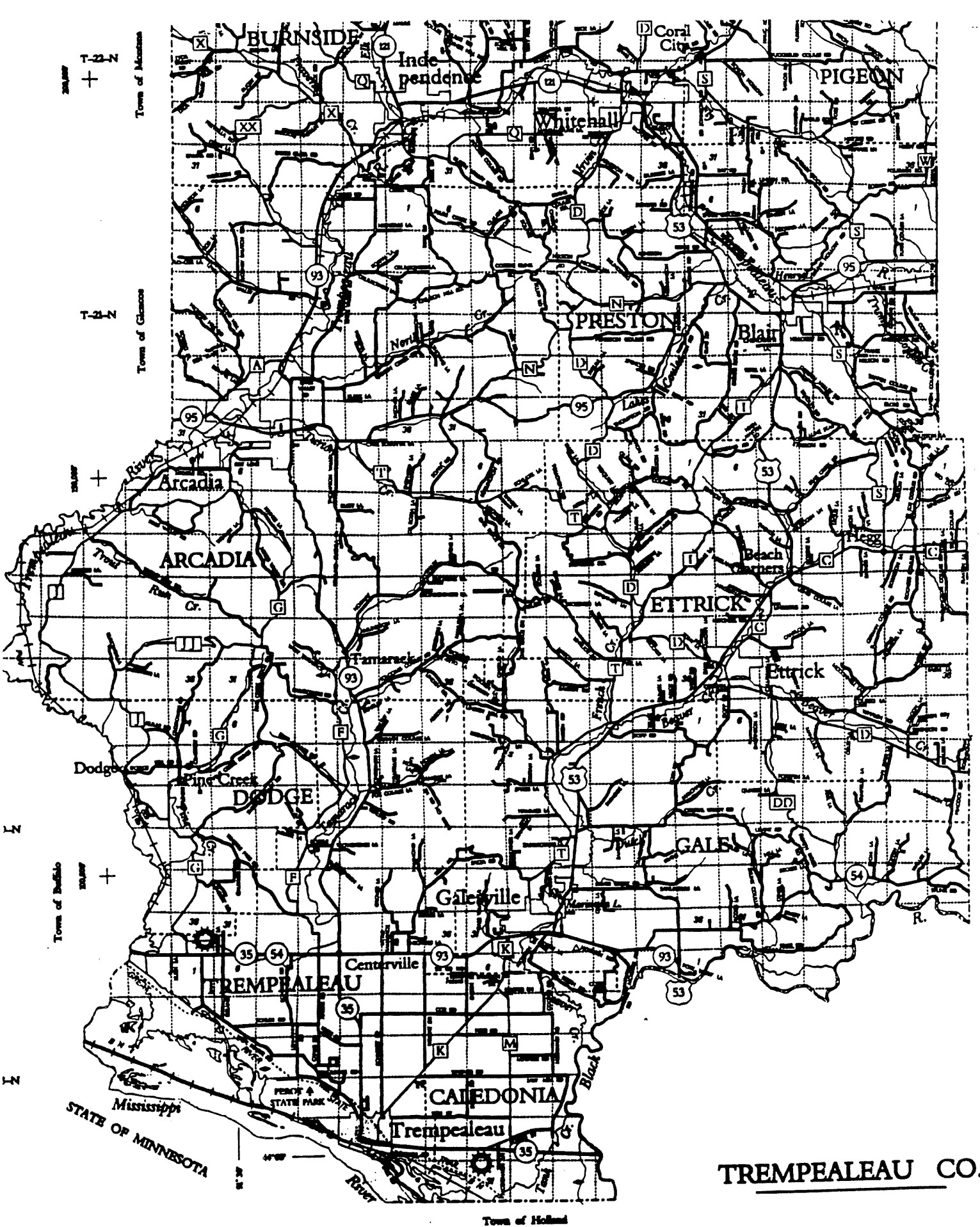
Nelson	<p>Basic Overview. Highlight individual resources: * House Determined Eligible for National Register * 1937 Nelson Community Building * historic bridge to Minnesota</p>	<p>TRANSPORTATION ARCHITECTURE</p>
Alma	<p>Basic Overview. Mapped out walking tour highlighting at least ten individual resources including the Lock and Dam.</p>	<p>PEOPLE TRANSPORTATION</p>
Dairyland Power Co-op, Alma Station	<p>Highlight individual resource.</p>	<p>OCCUPATIONS</p>
Buffalo City	<p>Basic Overview. Including why the town was laid out and how the large plat came to be only partly occupied. Also include discussion of river orientation. Highlight individual resources, including: * WPA-constructed park * 1914 City Hall * Lustron House on River Street</p>	<p>LANDSCAPE ARCHITECTURE</p>
Cochrane	<p>Basic Overview, including discussion of railroad orientation of town. Highlight individual resources, including: * La Crosse Milling Co. * 1920s/30s gas station * Sears house</p>	<p>TRANSPORTATION</p>
Cochrane Chert Procurement Area	<p>Basic Overview.</p>	<p>PEOPLE</p>
Prairie Moon	<p>Highlight resource</p>	<p>ARCHITECTURE</p>
Czechville	<p>Basic Overview.</p>	

Bold text indicates additions to the list, while strikethrough text indicates recommended deletions.

Buffalo County List of Resources (cont.)

Fountain City	<p>Basic Overview. Mapped out walking tour highlighting ten resources, including Prairie Style Fugina House. Highlight archaeological exhibit at Fountain City Historical Society.</p>	<p>ARCHITECTURE PEOPLE</p>
Lock and Dam 5A	<p>Highlight individual resource.</p>	<p>TRANSPORTATION</p>
Bridges to Winona	<p>Highlight individual resources.</p>	
Bluff Siding	<p>Basic Overview.</p>	
Marshland	<p>Basic Overview.</p>	

Bold text indicates additions to the list, while strikethrough text indicates recommended deletions.



TREMPEALEAU CO.

R-35-W
+
LA CROSSE CO.

R-35-W

LA CROSSE CO.

R-35-W
+
LA CROSSE CO.

Trempealeau County List of Resources

Centerville	<p>Basic Overview. Including any available information on the history of the diamond plan at the main intersection.</p>	TRANSPORTATION
Perrot State Park	<p>Basic Overview of Native American mounds and habitation sites, rock art, reported location of Perrot's trading post, and the archaeological remains of a CCC camp.</p>	PEOPLE OCCUPATIONS
Trempealeau	<p>Basic Overview. Highlight Trempealeau Hotel, brewery ruins, and Lock and Dam #6.</p>	TRANSPORTATION OCCUPATIONS
Trempealeau Platform Mound	Basic Overview.	
Nicholls Mound	<p>Basic Overview.</p>	PEOPLE

Bold text indicates additions to the list, while strikethrough text indicates recommended deletions.

R-8-W

R-7-W

R-6-W

Town of Gale

Town of North Bend

Town of Melrose

T-8-N

Town of Caladoush

STATE OF MINNESOTA

T-7-N

Onalaska

CAMPBELL

W. La Crosse

Town of Bergen

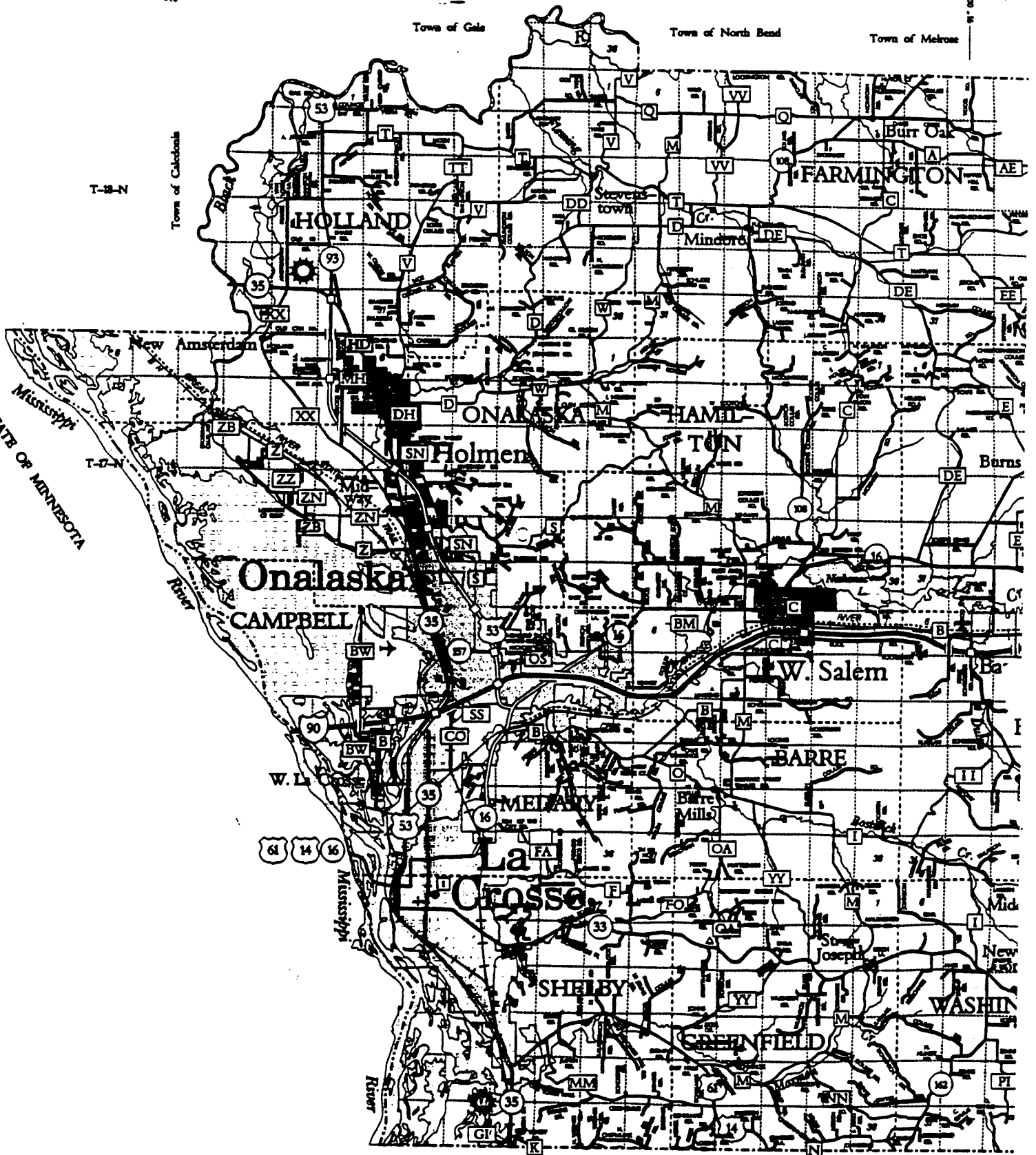
Town of Hamburg

R-7-W

R-6-W

LA CROSSE CO.

VERNON CO.



La Crosse County List of Resources

Van Loon Wildlife Area	Highlight truss bridges and how to find them.	TRANSPORTATION
New Amsterdam	Basic Overview.	PEOPLE
Holmen	Basic Overview.	OCCUPATIONS
Halfway Creek Archaeological District	Basic Overview.	PEOPLE
Onalaska	Basic Overview. Highlight Nichols House and archaeological exhibit at Onalaska Area Historical Society.	OCCUPATIONS ARCHITECTURE PEOPLE
LaCrosse	Summarize history of city in overview several times the length of the basic overviews for the villages above. Give emphasis to the wood and wood products industries. Highlight archaeological exhibits at Mississippi Valley Archaeological Center, Swarthout Museum, and Riverside Park. * Walking tour of downtown, highlighting at least fifteen historically significant buildings. Include more if would make more informative, interesting, or enjoyable visitor experience. * Walking tour of Prairie style houses in area around 17th and 18th Streets. Include at least fifteen individual buildings. Include more if would make more informative, interesting, or enjoyable visitor experience. * Walking tour of King and Cass Streets area. Include at least fifteen individual buildings. * Highlight two to five other individual properties of major importance. La Crosse already has a good walking/driving/ bike tour of all these areas. Can give more background to these property types and include information on where to get the walking tour brochure (at Hixon House).	LANDSCAPE PEOPLE TRANSPORTATION OCCUPATIONS ARCHITECTURE

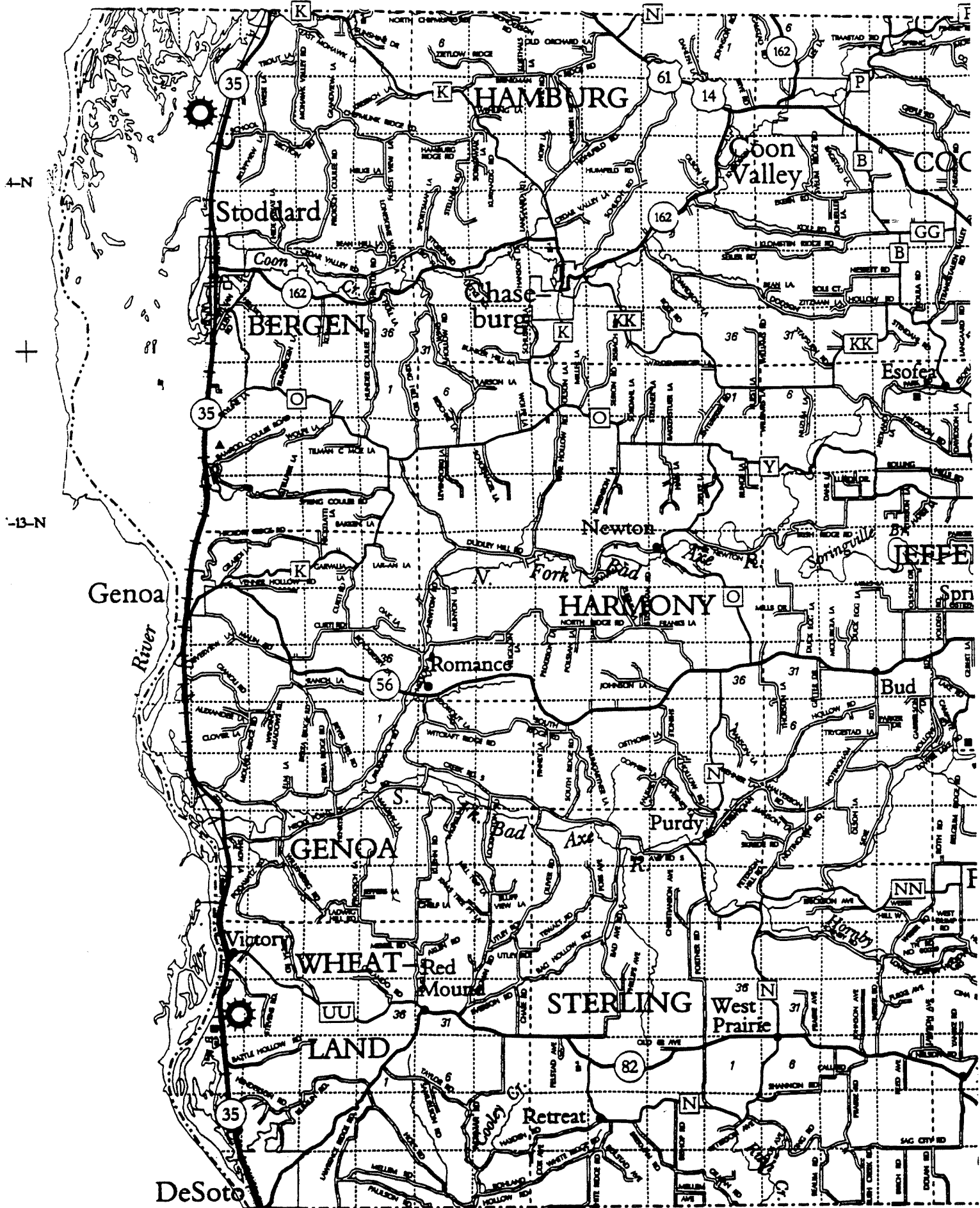
Bold text indicates additions to the list, while strikethrough text indicates recommended deletions.

La Crosse County List of Resources (cont.)

Myrick Park Mounds	Basic Overview.	PEOPLE
Pius X Church and School	Highlight individual resource.	ARCHITECTURE
Lustron House	Highlight individual resource.	ARCHITECTURE
Goose Island Archaeologic^{al} District	Basic Overview.	PEOPLE

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Town of Shelby



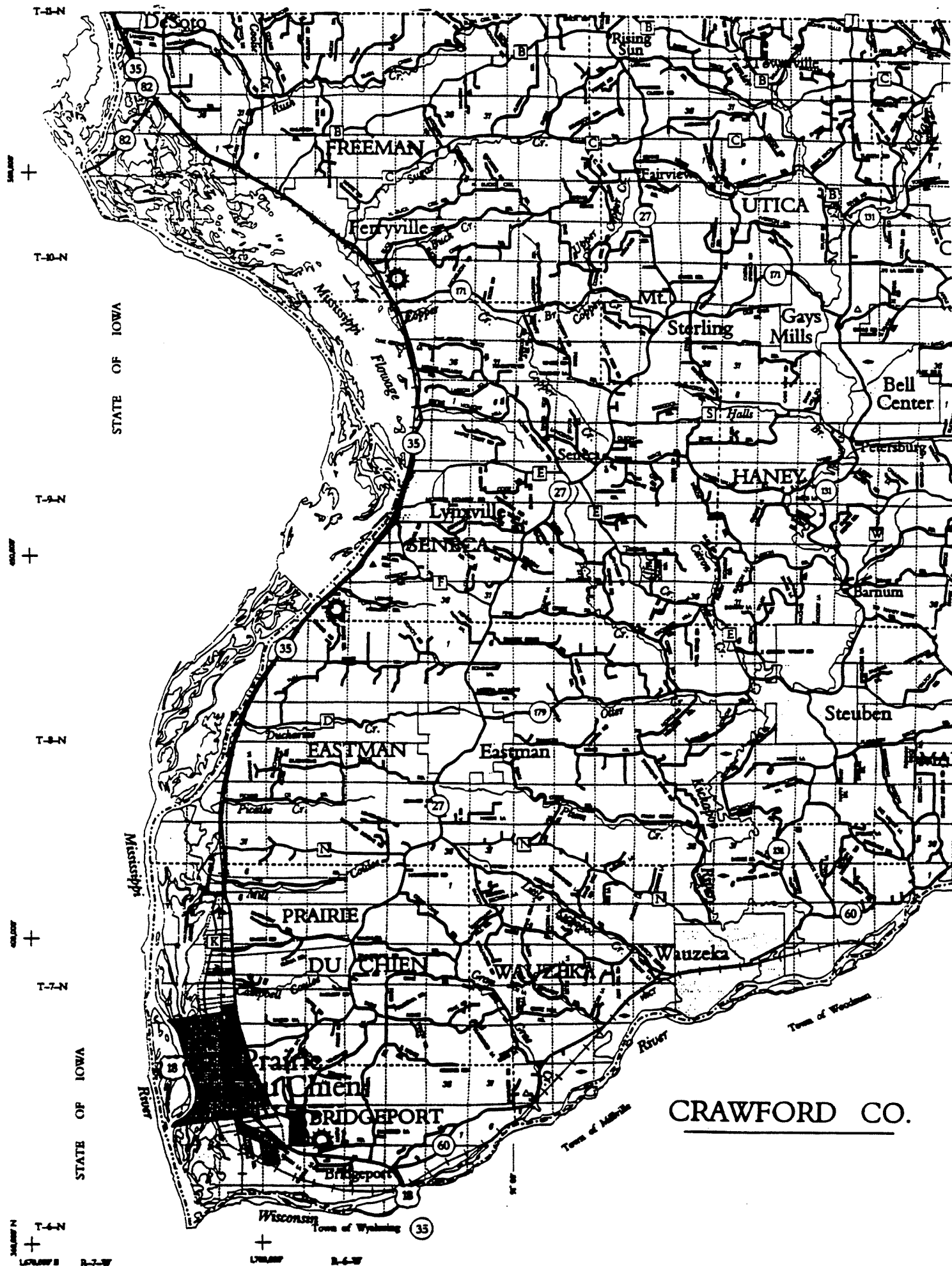
DeSoto

VERNON CO

Vernon County List of Resources

Stoddard	Basic Overview. Highlight four to eight of the most historically significant buildings.	PEOPLE ARCHITECTURE
Genoa	Basic Overview. Mapped out walking or driving tour highlighting four to eight of the most historically significant buildings.	PEOPLE ARCHITECTURE
Blackhawk Conflict Sites	Basic Overview.	PEOPLE LANDSCAPE
Victory	Basic Overview.	PEOPLE
De Soto	Basic Overview.	PEOPLE

Bold text indicates additions to the list, while strikeout text indicates recommended deletions.



STATE OF IOWA

STATE OF IOWA

CRAWFORD CO.

SECTION 24
T-4-N
R-4-W

SECTION 35
T-4-N
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SECTION 35
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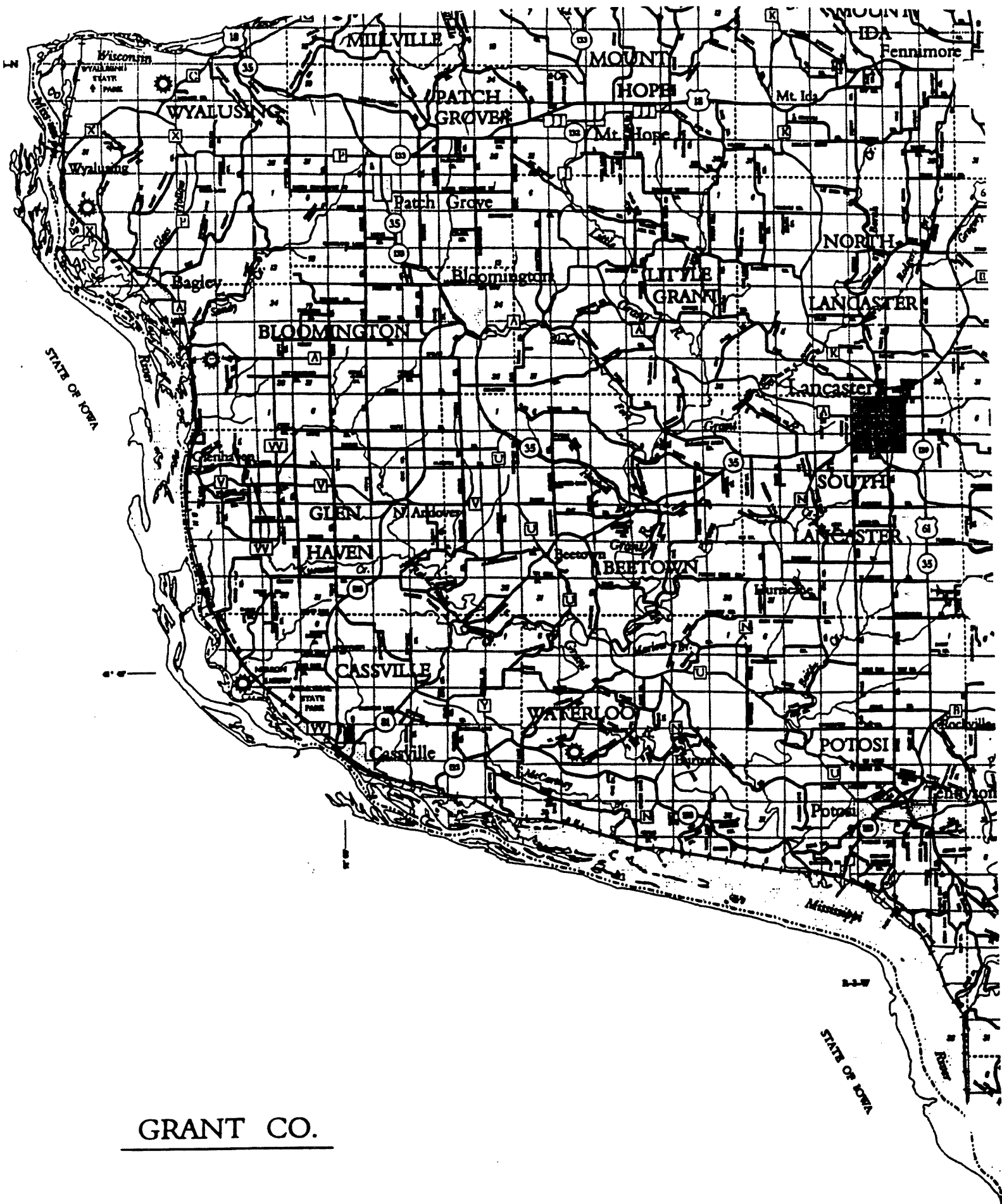
SECTION 35
T-4-N

SECTION 35
T-4-N

Crawford County List of Resources

Rush Creek	Basic Overview. If community existed there historically.	
Ferryville	Basic Overview. If community existed there historically.	TRANSPORTATION
Lynxville	Basic Overview.	LANDSCAPE OCCUPATIONS
Lock and Dam	Highlight individual resource. Include here or in the introduction an overview of the lock and dam system.	TRANSPORTATION
Brick farm complex at CTH K	Highlight individual resource.	ARCHITECTURE
Francois Vertefeuille House	Highlight individual resource. Combine with Prairie du Chien overview.	OCCUPATIONS ARCHITECTURE
Confluence of the Wisconsin River	Basic Overview.	LANDSCAPE TRANSPORTATION
Prairie du Chien	Summarize history of community in overview several times the length of the basic overviews above, including summary of fur trade. * Highlight Dousman Hotel. * Highlight Villa Louis, Brisbois House, and American Fort. * Information for visitor on hours open, admission fees, phone number for more information and similar information.	PEOPLE OCCUPATIONS
St. Friole Island Archaeological District	Basic Overview.	PEOPLE
Bridgeport	Basic Overview.	PEOPLE

Bold text indicates additions to the list, while strikethrough text indicates recommended deletions.



GRANT CO.

Grant County List of Resources (cont.)

Brick School at CTH Y	Highlight this individual resource or one or two other interesting resources between Grants Creek and Cassville.	
Farm architecture lesson	Throughout Grant County, the farmsteads will be discussed and their architectural similarities and differences evaluated. Can include note on schoolhouse as an element that tied far-flung community together, and will specifically discuss the unusual architectural treatment of the schoolhouse at CTH Y.	ARCHITECTURE
Bridge over Grants Creek	Highlight individual resource.	TRANSPORTATION
Potosi Station	Basic Overview.	
Potosi	<p>Basic Overview.</p> <p>* Including describing why the town is laid out along a deep stream valley, information on Welsh settlement and lead mining, and on train station that may have evolved into a separate settlement (Potosi Station).</p> <p>* Highlight individual properties including existing Potosi Township Historical Society driving tour. Incorporate this information if the resources and historical information are of sufficient quality to merit inclusion.</p> <p>* Using existing Potosi driving tour as a basis, will map out a more unified walking/driving tour of area that will include the Potosi Brewery.</p>	OCCUPATIONS
Tennyson	Basic Overview.	PEOPLE
Osceola Archaeological Site	Basic Overview of this site and other Native American river terrace and rock shelter sites of the Archaic period.	PEOPLE

Bold text indicates additions to the list, while strikethrough text indicates recommended deletions.

Grant County List of Resources (cont.)

Dickeyville	<p>Basic Overview. Highlight Dickeyville Grotto. Here or at another appropriate location provide a summary history of agriculture along the southern section of the corridor. The summary of agriculture in the southern section of the corridor will be included with farmstead architecture lesson.</p>	ARCHITECTURE
British Hollow	<p>Cemetery and Ghost Town walking/driving tour.</p>	PEOPLE
Kieler	<p>Basic Overview. Highlight stone Roman Catholic church, perhaps at this point placing overview of history of Roman Catholic church in region. Will also discuss the impact of religion and ethnicity on architecture, to create tie with Oakridge wood-frame church at other end of road.</p>	ARCHITECTURE PEOPLE
Sinnippee	<p>Basic overview of this historic archaeological site on DNR lands. If accessible by the public, include information on means to reach the site.</p>	
Entry Kiosk for Great River Road	<p>Include very brief history of the concept, explaining reasons why road will not always parallel river.</p>	

Bold text indicates additions to the list, while strikethrough text indicates recommended deletions.

THE GREAT RIVER ROAD IN WISCONSIN

FINAL TECHNICAL REPORT: PRODUCTS AND RECOMMENDATIONS

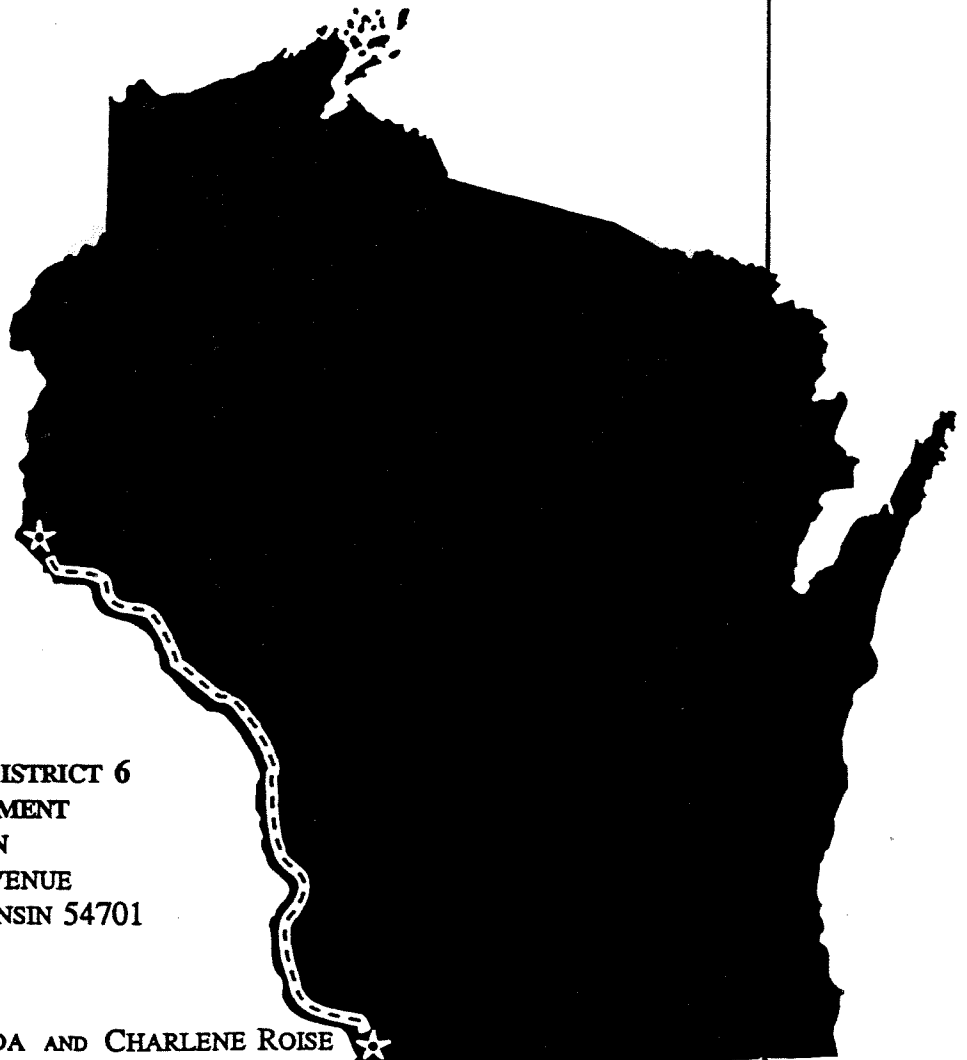
APRIL 1997

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WISCONSIN'S GREAT RIVER ROAD: TECHNICAL REPORT

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In February, 1996, the Wisconsin Department of Transportation (WisDOT) commissioned historical consultants Hess, Roise and Company of Minneapolis to undertake research and prepare a report on the historic and archaeological resources of Wisconsin's Great River Road. WisDOT recognized that past efforts to identify cultural resources along the route had been sporadic and incomplete. This project sought to research, organize, and present the individual cultural resources along the entire length of Wisconsin's Great River Road in a consistent manner; to incorporate the sites into an overall historical context; and to determine how those sites could be interpreted. The project, funded by Enhancement and Scenic Byway provisions of the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA), would also provide Wisconsin's Great River Road communities with tools and guidance for developing their own and collective interpretive programs for the historic and archaeological resources located along the route.

Work on the project was completed in two phases: an initial survey and evaluation period followed by intensive survey and research. Each phase culminated in a written report. The Interim Report, delivered in May 1996, outlined the initial phase and presented recommendations and guidelines for the second phase. Deliverable products for the second phase are this Technical Report and the following additional products:

- * Prototype Travel Guide illustrating five interpretive themes that link communities and sites along Wisconsin's Great River Road
- * A separate supplemental report containing Historic Marker text
- * Visual Identity Package outlining layout and design standards that will make future documents and brochures identifiable as part of Wisconsin's Great River Road
- * Walking tour brochure for the village of Trempealeau, base maps for six additional communities, and a computer software template for creating tour brochures
- * Gateway Kiosk designs--including text and illustrations--highlighting the five interpretive themes presented in the Travel Guide
- * Slide show for public presentation featuring interpretive themes from the Travel Guide
- * Research dossiers with detailed information on counties, communities, and themes
- * Negatives of 35-mm field photography with photo identification logs

Hess Roise retained two subcontractors to provide special expertise in archaeology and graphic design. Throughout both phases of the project, Minneapolis-based Archaeological Research Services (Christina I. Harrison, Principal Investigator) researched and evaluated the archaeological resources along the route and addressed all issues related to their interpretation. Jensen & Wilcoxon (Robert A. Jensen, Design Consultant), a graphics design firm also based in Minneapolis, created the layout and design of the final products listed above. Mischa Z. Beitz, also of Jensen & Wilcoxon, created maps and assisted with production of the Tour Guide and the Trempealeau Walking Tour.

Initial Phase Survey and Research

Preliminary project research drew heavily from work that predated WisDOT's application for ISTEPA funds. WisDOT relied upon initial reconnaissance and research conducted in the corridor by the Wisconsin State Historic Preservation Office (SHPO) to create the project's Request for Proposals (RFP). The RFP, which was distributed to consultants interested in undertaking the project, outlined the scope of work and identified specific cultural resources to be studied in the project area. The Wisconsin SHPO also prepared and processed nominations of Great River Road properties to the National Register of Historic Places, and oversaw production of the State Historical Markers in the corridor.

The Hess Roise research team for the project consisted of Charlene K. Roise, Project Administrator and Principal Investigator; Jeffrey A. Hess, Principal Investigator; and Cynthia de Miranda, Project Historian. Christina Harrison and James E. Myster, both of Archaeological Research Services, served as Project Archaeologists. In February 1996, Roise, Hess, de Miranda, and Harrison undertook a review of literature discussing the region, as well as that relating to sites and historical markers in the corridor. They gathered information from the files of WisDOT, the Wisconsin State Archives, the Division of Historic Preservation of the State Historical Society of Wisconsin, the St. Paul District of the U.S. Army Corps of Engineers, and the Regional Archaeology Office of the Mississippi Valley Archaeology Center in La Crosse. Research was also undertaken at the following libraries: the State Historical Society of Wisconsin; the Minnesota Historical Society; the University of Wisconsin at Madison, La Crosse, and Eau Claire; and the University of Minnesota-Twin Cities. Relying on organizational rosters compiled by the Wisconsin State Historical Society, Hess Roise queried local historical societies and preservation commissions in the corridor concerning cultural resources in their jurisdiction. In addition to eliciting valuable information, this outreach served to introduce the project to various groups who will be an important audience for its findings.

In March 1996, Roise, Harrison, and de Miranda completed an initial survey of the route, driving the length of the corridor twice in the course of a three-day trip. The survey team investigated each of the cultural resources listed in the RFP. The investigators stopped at all official State Historical Markers to confirm their location and text. They also visited local and county historical societies, tourism offices, and local libraries to collect brochures and local maps. Some of these resources, as well as the survey itself, led investigators to additional

properties that merited further investigation. In April, Harrison and Myster completed an additional three days of field survey in order to review archaeological sites more closely.

Interim Report Recommendations

The Interim Report, delivered in May 1996, summarized the project's initial phase and presented guidelines and recommendations for the second phase of work. The document proposed that the project's final report be designed as a prototype Travel Guide that places individual cultural resources in the state's entire Mississippi River corridor in an overall historical context. Such a format would allow the project team to present the corridor's resources in a scholarly, yet highly readable fashion. Furthermore, the guide itself would serve as an example of the kind of interpretive materials that Wisconsin's Great River Road communities could create to promote the corridor.

To that end, the Interim Report recommended that the Travel Guide discuss cultural resources in the context of five interpretive themes: Environment (previously Landscape), People, Transportation, Occupations, and Architecture. The themes help create links between individual properties in an organized manner. The Interim Report indicated that a Technical Report would serve as an administrative companion to the guide.

The Interim Report also revised the original RFP cultural resource list by adding and deleting properties based on their accessibility or their potential for interpretation. In addition, further revisions were made during the intensive survey period. Those later revisions are outlined in Appendix B.

Intensive Phase Survey and Research

The intensive survey phase was completed in the summer months of 1996. Roise and de Miranda studied the above-ground architectural and historical resources during four week-long survey and research trips to the area. Each trip focused on a different portion of the route: Prescott to Alma; Alma to La Crosse; La Crosse to Prairie du Chien; and Prairie du Chien to the Illinois border. Sites on the amended cultural resource list were surveyed and photographed, and additional research was completed at county courthouses, public libraries, and county and local historical societies. Public breakfast meetings were conducted in each segment to inform area residents of the project and to elicit their suggestions. These meetings were held in Prescott (29 July 1996), Alma (9 July 1996), La Crosse (6 June 1996), and Cassville (25 June 1996). Participants included elected officials, business owners, parkway commission members, WisDOT staff, SHPO staff, local historical society representatives, teachers, residents, and other interested citizens.

Harrison and Myster made one- and two-day trips along the same route segments in order to take photographs, compile additional background information, and further review issues of interpretation and public access at the selected archaeological properties. They also reviewed archaeological resource files maintained by the Saint Paul District of the U.S. Army Corps of Engineers and by Regions 3, 6, and 8 of the Wisconsin Regional Archaeology Program.

Final Interpretive Report: Prototype Travel Guide

The guide consists of historical overviews for the sites and communities along Wisconsin's Great River Road keyed to a color map of the corridor. Photographs and drawings further illustrate the guide. An introduction provides a brief history of the region, summarizing events from the period of glaciation through contemporary time.

This guide is meant to help tourists recognize clues and gain insights about the region's history in its landscape and built environment. The text, therefore, primarily focuses on those aspects of a community's past that are evidenced by physical surroundings such as surviving buildings, the layout of a town, or burial and effigy mounds. The guide relates sites along the road to historic events and trends, enabling people to better understand and enjoy the natural and built environments along Wisconsin's Great River Road. The prototype Travel Guide presents individual cultural resources in a consistent, scholarly, and highly-readable fashion.

To facilitate this process, the Travel Guide organizes the corridor's resources into the five interpretive themes identified in the Interim Report. These themes highlight individual sites while linking them to other sites and larger historical patterns. Themes also establish relationships between the environment and human activity. Representative icons accompany the resource and community overviews throughout the Travel Guide, enabling readers to quickly identify sites relating to a particular theme. The content and design of the prototype guide and research dossiers are also resources for developing future brochures, guides, markers, kiosks, and audio-visual materials.

The number of themes was limited to five to promote clear, comprehensible interpretation. Each theme is, therefore, intentionally broad. This strategy also ensured that examples of each theme appear throughout the length of the corridor, reinforcing the historical message and encouraging visitors to continue their exploration. The five themes are summarized below.

ENVIRONMENT explores the geological forces that molded the topography and studies how the river, the backwaters, the limestone bluffs, and the uplands influence the way people live, work, and travel.

PEOPLE introduces the cultures that have inhabited this area for 12,000 years.

TRANSPORTATION focuses on the natural and man-made corridors people have used to explore and settle the region.

OCCUPATIONS features the artifacts, workplaces, and changes to the landscape that reflect people's daily labors.

ARCHITECTURE examines one way in which people express who they are, how they live, and what they do.

Visual Identity Package

Like the blazed tourist trails of the early twentieth century, the Great River Road is as much an interpretive concept as it is a transportation route. And, again, like the blazed trails, its promotional materials should have a distinctive visual identity in terms of iconography, font, and layout. The Visual Identity Package is a flexible set of guidelines that will assist Great River Road communities in developing a unified format for tourism brochures and signs for the route. This format, which has already been employed in the project's other final products, will help communities to adopt a common visual identity. This, in turn, will enable tourists to identify individual cultural resources on Wisconsin's Great River Road as part of a larger entity.

Walking Tour Brochures

The final products include one camera-ready walking tour brochure for the village of Trempealeau, and base maps for future tours in Stockholm, Alma, Fountain City, Genoa, Cassville, and Potosi. The base maps focus on a few streets or blocks that are appropriate in size and character for developing a successful walking tour.

Other communities have the opportunity to develop their own tours based on the Trempealeau model, using the pre-formatted software developed for this project to generate the brochures. This will produce a series of walking tour brochures that promote the historic resources of communities, while marketing their association with the Great River Road through a unified design. The six additional base maps and the pre-formatted computer software are included in the Visual Identity Package.

State Gateway Kiosk Plans

A production-ready design--including maps, illustrations, and text--has been prepared for kiosks marking the northern and southern entry points to Wisconsin's Great River Road. The text and illustrations introduce travellers to the route, the region, and the communities and cultural resources along the river. Designed as freestanding outdoor guideposts, the kiosks will be accessible to travellers at all times.

Slide Show

Targeted for the general public, the Slide Show highlights cultural resources along the corridor in the context of the five interpretive themes featured in the Travel Guide.

Research Dossiers

The research compiled as part of this project has been organized into subject and place files that have been delivered to WisDOT. Guidelines for creating effective interpretive materials, are also included in the Research Dossiers.

Negatives of Survey Photographs

Negatives from the field-survey photographs are submitted with photo identification logs. They have been incorporated into the Research Dossiers.

RECOMMENDATIONS FOR FUTURE INTERPRETATION

Historic Properties

The historic properties on Wisconsin's Great River Road offer communities along the route infinite opportunities to promote their heritage through cultural tourism. This project has provided tools for these cities and towns to use in creating materials to promote themselves individually and, more importantly, as part of a corridor. These tools are useless, however, if Wisconsin's Great River Road communities are unaware of their availability.

Recommendation: Promotional and educational conferences or workshops should be held at different locations along Wisconsin's Great River Road corridor to publicize the availability of the tools this project has developed. Such events, furthermore, could enable communities to strengthen their ties with each other, stimulating even greater cooperation among the cities, towns, and villages along the corridor. Inter-state conferences could achieve similar cooperation among the ten U.S. states that border the river and with the Canadian province of Ontario, which also has roads designated as part of the Great River Road. Such conferences might also encourage other state and local governmental agencies and private groups to get involved with the Great River Road.

Archaeological Properties

On-site interpretive materials have yet to be developed for several archaeological properties along Wisconsin's Great River Road. Despite a lack of on-site interpretation, a number of properties were included in the prototype Travel Guide because existing archaeological research could easily be adapted to create interpretive materials. Those properties are: the Armstrong Site Complex, the Cochrane Chert Source Area, the Mississippi Valley at Prairie du Chien, the Grant River Public Use Area (Osceola Site), and British Hollow's settlement portion.

Goose Island (south of La Crosse) and the Chippewa River Outlet (north of Nelson) Archaeological Districts were deleted from the RFP's list of resources based on the lack of archaeological research relating to the two sites. While these sites do possess interpretive potential, a comparatively greater investment of time and money would be required to develop adequate interpretive materials.

Recommendations: The archaeological sites and properties discussed above are all good candidates for interpretation. Sites included in the prototype Travel Guide should be explained through panel displays and interpretive trails. At Prairie du Chien, the museum on Friole Island should be encouraged to add an archaeological display.

Goose Island is a higher priority for development than the Chippewa River sites. Goose Island is rich in archaeological evidence, all of it on either county park or federal land. It is easily accessible to the public and well supervised. The area could effectively illustrate Native American use of the river bottom environment.

The Chippewa River Outlet was included in the Interim Report's list of cultural resources because of its potential for illustrating the role that Mississippi River tributary deltas played in Native American lifeways. Since then, the Buffalo River Outlet (north of Alma) has been identified as a better choice for interpreting this topic. The area features a large number of archaeological sites in a well-preserved natural setting. In addition, an existing Great River Road wayside provides a safe lookout point with an excellent view of the surroundings. Interpretive development at this location is highly recommended.

At Fort St. Antoine, the official historical marker should be revised to reflect the ambiguity of the evidence indicating that this was the location of the fort.

A panel exhibit about mound building should be installed by the Sentinal Ridge mound groups in Wyalusing State Park. The text should also discuss the builders of these mounds.

Historical Markers

General recommendations for the Marker Program were included in the Interim Report. Those comments, as well as the text of markers located in the corridor, have been reprinted in a companion report entitled "Wisconsin's Great River Road: Historical Markers on the Route" (1997).

Recommendation: The State Historical Society of Wisconsin should review the content and distribution of Historical Markers along and in the vicinity of Wisconsin's Great River Road. The review should identify gaps in interpretation, target revisions for existing markers, and identify opportunities for establishing new markers. The archaeological properties discussed above are ideal sites for new markers. Existing markers, such as the Fort St. Antoine marker, also discussed above, should be evaluated and revised as appropriate.

Signage Improvements

While the route itself is extremely well-marked as Wisconsin's Great River Road with the green Helmsman's Wheel (also known as the Pilot's Wheel), signage directing travellers to nearby visitors' centers (Prescott, La Crosse, Prairie du Chien, and particularly the southern entry point at Highways 151, 61, and 35) is inadequate. The centers are an important resource for travellers as a distribution point for tourist materials.

Recommendation: Signs along Wisconsin's Great River Road should clearly point motorists to these centers.

RECOMMENDED USE OF PROJECT DELIVERABLES

Prototype Travel Guide

With the aid of the Research Dossiers, the prototype Travel Guide should be revised for targeted audiences and published. The guide should be presented to national publishers who are interested in the tourist market and have access to good distribution. The publication could be promoted as the first in a series of state-by-state Great River Road historical tour guides.

Trempealeau Walking Tour

The completed, camera-ready Trempealeau Walking Tour brochure should be printed and made available to the general public.

Walking Tour Base Maps and Brochure Template

Producing an effective walking tour brochure is a deceptively complex task. Selecting a tour route and preparing text can be challenging for people with close ties to a community. By trying to include too much, or by highlighting sites of little interest to the outside tourist, walking tours are sometimes ineffective. The aid of a professional historian could provide perspective in site selection and ensure the quality of brochure text.

The software template included in the Visual Identity Package has been designed to be an easy-to-use tool that can be utilized by anyone with access to a computer. Effective brochure design can also be a complicated procedure, however, and communities may benefit from professional design assistance.

Research Dossiers

The Wisconsin Department of Transportation should determine the best repository for the Research Dossiers, which will be a useful resource for communities along Wisconsin's Great River Road. Ideally, the repository would be in a convenient and secure location along or near the corridor.

Proposed Gateway Kiosk Locations

The visitors' centers at the northern and southern points of Wisconsin's Great River Road are the most appropriate sites for the Gateway Kiosks. At Prescott, the northern entry to the route, a Welcome and Heritage Center is located at 233 Broad Street, just over the Highway 10 bridge from Minnesota. A patio area being developed just outside the building offers a highly visible location for a kiosk. We have spoken with Prescott Mayor Jim Richman regarding the city's plan for this area. Mayor Richman expressed enthusiasm for a kiosk's possible location at that site.

At the southern end, the Wisconsin Visitor's Center situated near the intersection of Highways 151, 61, and 35 would easily accommodate a Gateway Kiosk. The large parking lot helps to make this an ideal location for the marker.

La Crosse can also be considered a "gateway" to Wisconsin's Great River Road for motorists travelling on Interstate 90. In light of this, a gateway kiosk would also be appropriate at the Visitor's Center off Interstate 90 at La Crosse's French Island.

The Welcome Centers should be encouraged to develop exhibits and publications based on the interpretive themes and materials presented in the Slide Show and the prototype Travel Guide.

Slide Show

The slide show, if adapted to a video format, could run continuously in the Welcome Centers. The show could also be presented at conferences or developed into a television program to help promote Wisconsin's Great River Road as a tourist destination.

APPENDIX A:
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APPENDIX B:
PROPERTIES/COMMUNITIES INCLUDED IN TRAVEL GUIDE

GREAT RIVER ROAD COMMUNITIES

Prescott	Centerville	Prairie du Chien
Diamond Bluff	Trempealeau	Bridgeport
Hager City	New Amsterdam	Wyalusing
Bay City	Holmen	Glen Haven
Maiden Rock	Onalaska	Bagley
Stockholm	La Crosse	Cassville
Pepin	Stoddard	Potosi
Nelson	Genoa	Tennyson
Alma	Victory	Dickeyville
Cochrane	De Soto	Kieler
Buffalo City	Ferryville	
Fountain City	Lynxville	

ARCHAEOLOGICAL RESOURCES

Diamond Bluff/Red Wing Area:
Diamond Bluff (Mero) Site Complex
Adams Site
Bow and Arrow Historical Site
Fort St. Antoine Site
Armstrong Site Complex
Cochrane Chert Source Area
Perrot State Park
Trempealeau Mountain
Nicholls Mound
La Crosse and Onalaska Archaeological Sites
Mississippi Valley Archaeology Center,
University of Wisconsin-La Crosse
Myrick Park, La Crosse
Riverside Park Museum, La Crosse
Onalaska Area Historical Society
Bad Axe River and the Black Hawk War
Wyalusing State Park
Sentinel Ridge Effigy Mounds
Osceola Site, Grant River Public Use Area
British Hollow

OTHER PROPERTIES AND TOPICS

Swedish Evangelical Tabor Lutheran Church (east of Bay City)
Laura Ingalls Wilder House (north of Pepin)
Beef Slough (north of Alma)
Prairie Moon Sculpture Garden and Museum (south of Buffalo City)
McGilvray Road Bridges (north of New Amsterdam)
Locks and Dams on the Mississippi River
National Fish Hatchery (south of Genoa)
Stonefield (northwest of Cassville)
Barn Architecture

DELETIONS FROM THE INTERIM REPORT LIST OF PROPERTIES

Chippewa River Outlet Archaeological District, Pepin County

A lack of existing archaeological research about this site it less desirable for inclusion in the Travel Guide. Other archaeological properties along the route presently offer better opportunities for the public to understand the significance of the particular site.

Pius X Church and School, La Crosse

Lustron House, La Crosse

These two properties were to be highlighted as individual resources. Their locations, however, made their inclusion in the Travel Guide section of the Interpretive Report problematic. Pius X Church and School, at 3710 East Avenue South in La Crosse, is not on the Great River Road. The scale of the maps in the final report made a detour to the site difficult to describe or depict.

The Lustron House, unlike the church and school, is on the Great River Road at the southern outskirts of La Crosse. This section of the road, however, experiences heavy traffic on a daily basis. It appears to be an inappropriate place to direct motorists to slow or stop their vehicles in order to view the house. Furthermore, the house itself is somewhat difficult to find, especially if one is unfamiliar with the appearance of these pre-fabricated, metal clad homes.

Goose Island Archaeological District, La Crosse County

A lack of existing archaeological research about this site made it less desirable for inclusion in the Travel Guide. Other archaeological properties along the route presently offer better opportunities for the public to understand the significance of the particular site.

Brick farm complex at County Road K, Crawford County

Like the individual properties in La Crosse, the farmstead is situated on a stretch of the Great River Road that does not appear conducive to suddenly slowing or stopping a vehicle. While the complex was not highlighted as an individual resource, a photograph was included as an illustration for the section describing barn architecture.

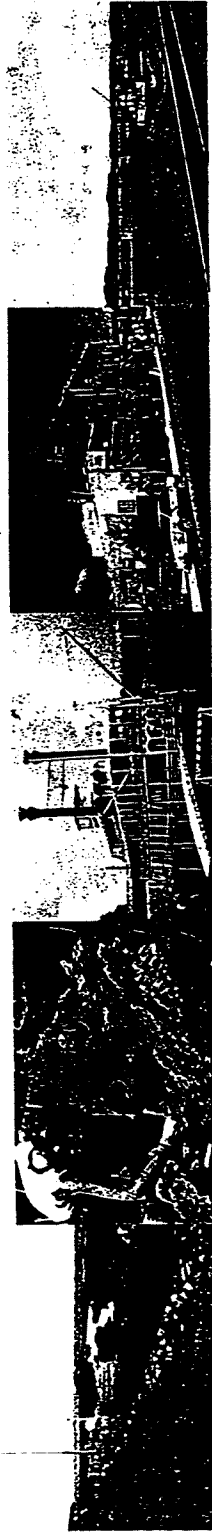
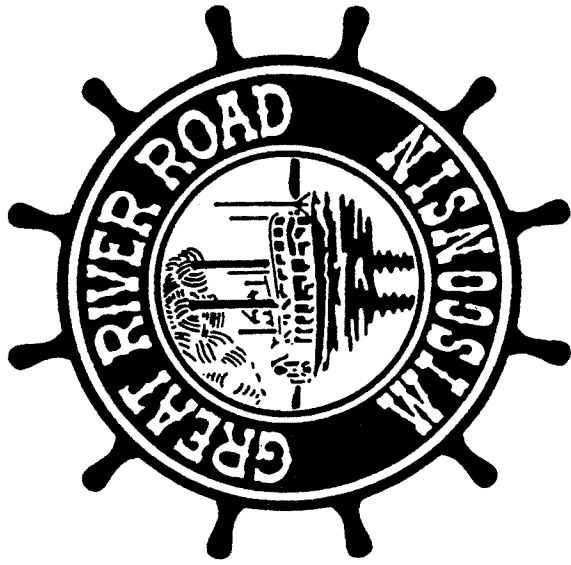
Wyalusing, Bagley, and Glen Haven Driving Tour, Grant County

The Interim Report proposed to create a driving tour of these three communities instead of a walking tour of a single village. The aim of the tour would have been to illustrate how the character of a settlement is influenced by its population and supporting industries. One of the goals of the initially proposed walking tour, however, was to create a model that other communities could follow in developing their own tours. The driving tour, then, did not appear a suitable choice to serve as such a guide. These three communities are covered in the Travel Guide, however, and their overviews help to point out factors that influence the character of a town.

Bridge over Grant's Creek, Grant County

The bridge is scheduled for replacement.

Seeing History
on Wisconsin's
Great River Road



Wisconsin Department of Transportation

Prototype Travel Guide, cover (actual size: 11" x 17")



Fort St. Antoine Site

Pequin County

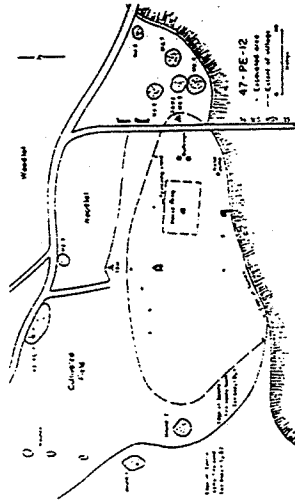
P Two miles south of Southold, archaeologists have uncovered the remains of burned buildings, and objects of glass, metal and stone. A wavy marker explains that this site has long been considered the place where Nicholas Tremont established Fort St. Antoine in 1686. The fort was the first of several garrisons built at Lake Pepin to defend French's claim to all lands west of the Great Lakes. Recent research, however, has uncovered remains that may be those of Fort La Jonquiere, founded in 1730, the final decade of French rule. Both theories may be right, since the sites of earlier, abandoned forts were often reused for later outposts.

Laura Ingalls Wilder House

Pequin County

P A short drive on County Road CC will take you to a replica of Laura Ingalls Wilder's "little house in the big woods," the first of many childhood homes she wrote about. Both the original log cabin and the big woods we grew, but the wayride is near the spot where Laura's Wisconsin home once stood.

"To the east of the little log house, and to the west, there were miles upon miles of trees, and only a few little log houses scattered far apart in the edge of the Big Woods."
Laura Ingalls Wilder, *Little House in the Big Woods* (New York: Harper and Brothers Publishers, 1933)



Archaeologist's map of the 1972 excavations at the Armstrong Site Complex

Armstrong Site Complex

Pequin County

On a terrace between the town of Pequin and the outlet of the Chippewa River sit the remains of a 60-acre village and associated earthen mounds built around 900 years ago. Turn north 1.5 miles west of the Chippewa River to reach the site.

P For many years, the Oneota people who lived here grew corn, squash, and beans on the fertile floodplain of the Chippewa River. Bones uncovered by archaeologists show that the Oneota also hunted bison on the surrounding Pequin Prairie. Excavated pottery and stone tools indicate a relationship



View among the mounds at the Armstrong Site Complex

between these people and Oneota groups up and down the Mississippi River, especially at Diamond Bluff and La Crosse.

East of the Armstrong village site are large earthen mounds, similar to those found all along the Mississippi River. Mounds are thought to have been built for a variety of reasons. Many are cemeteries. Others do not contain human remains, and may have been ceremonial markers or the focus of social and religious activities. Regardless of their purpose, earthen mounds were built up from thousands of bucketsful of soil deposited with great care by people working together over many years. Unfortunately, tractors and plows have made holes in many of these mounds. Now only a few are left, and they are being protected by Native Americans, whose ancestors lived here long ago, but it is also against the law.

Beef Slough

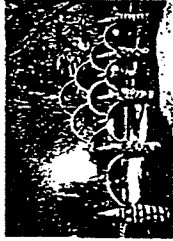
Buffalo County

T Northern Wisconsin loggers felled trees throughout the winter, cutting their company's distinctive mark into each log. The logs were dragged on sleds to the nearest major river. When the ice went out in the spring, the logs floated downriver to the Mississippi River, the heart of commerce in the 1800s. Before entering the broad Mississippi, logs transported by the Chippewa River were routed through this backwater, known as Beef Slough. Here, lumberjacks sorted each company's logs by their identifying marks, and cradled the logs into large rafts. Lumberjacks then guided the rafts to sawmills along the Mississippi.

T Beef Slough's appearance changed dramatically in the 1930s, when the U.S. Army Corps of Engineers built a dam on the Mississippi River at Alms. Water backed up by the dam flooded the slough.



A lumber mill is pushed past Alms



Prairie Moon Sculpture Garden and Museum

Buffalo County

P A retired farmer Herman Roush established this gallery in the 1950s to display his collection of tools, antiquities, photographs, and other souvenirs. He later began ornamenting the grounds with fantastic concrete forms encrusted with shells, rocks, and shards of glass and pottery. His work continues a folk art tradition that emerged in the Midwest in the early 1900s and was originally associated with religious institutions. Embellished concrete is the medium used by these sculptors, who rarely have formal artistic training. Each sculpture site displays the unique vision of its creator. One of Wisconsin's largest examples is the Dickoryville Grove, a further south on the Great River Road; smaller versions adorn private yards along the route.

Cochrane Chert Source Area

Buffalo County

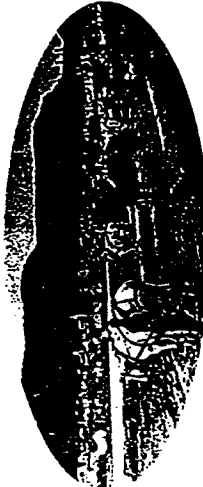
Farmers plowing the bluff tops just south of Cochrane frequently unearth irregularly shaped rocks that are tan to dark brown in color. Known by archaeologists as "Cochrane Chert," this material has been used to make tools ever since people first arrived in this area during the Paleo Indian period some 11,000 years ago. E. Good, first of the Cochrane stone was a welcome discovery. Native groups also obtained material from quarries around Hilton, Wisconsin, and southeastern Minnesota, and from as far away as North Dakota and Wyoming.



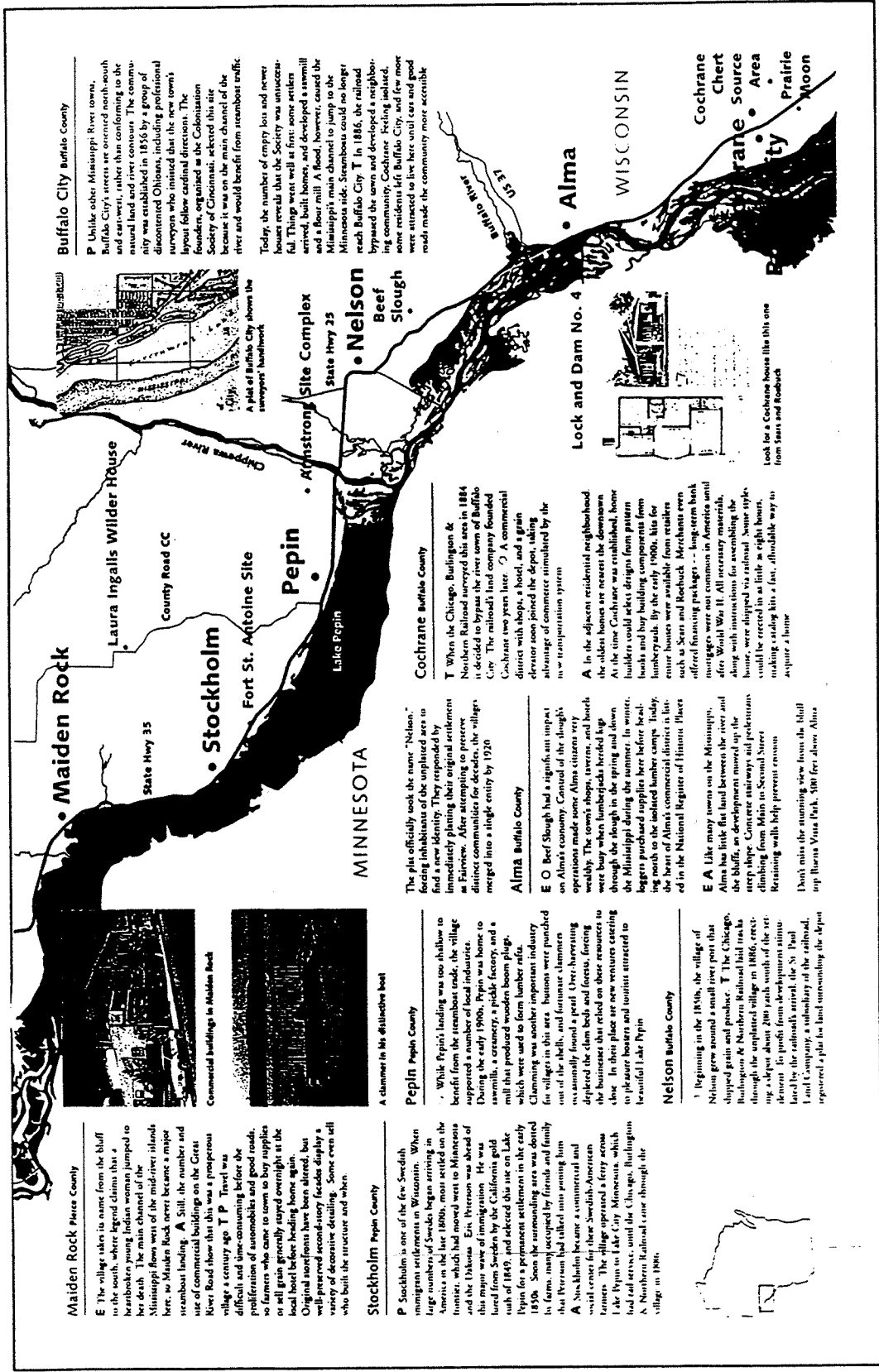
Native Indian people fished Cochrane Chert into large spear points and other tools by chipping it with the tips of deer antlers and with hard, rounded rocks, such as basalt and granite. The chert was often heated in a fire, which also turned the stone a striking red color.



By spalling pieces of Cochrane Chert in the ravine just below the bluff



Reclaiming stony logs at Alms



Maiden Rock Pierce County

E The village takes its name from the bluff to the south, where legend claims that a heartbroken young Indian woman jumped to her death. The main channel of the Mississippi flows west of the mid-river islands here, so Maiden Rock never became a major steamboat landing. A Still, the number and size of commercial buildings on the Great River Road show that this was a prosperous village a century ago. P Travel was difficult and time-consuming before the proliferation of automobiles and good roads, so farmers who came to town to buy supplies or sell grain generally stayed overnight at the local hotel before heading home again. Original neighborhoods have been altered, but well-preserved second-story facades display a variety of decorative detailing. Some even tell who built the structure and when.



Commercial buildings in Maiden Rock



A steamer in the distinctive boat

Stockholm Pepin County

P Stockholm is one of the few Swedish immigrant settlements in Wisconsin. When immigrants from Sweden began arriving in America in the late 1800s, most settled on the frontier, which had moved west to Minnesota and the Dakota. Eric Peterson was ahead of the major wave of immigration. He was born in Sweden in 1847 and selected this site on Lake Pepin for a permanent settlement in the early 1870s. Soon the surrounding area was settled by farmers, many occupied by friends and family that Peterson had talked into joining him. A Stockholm became a commercial and social center for these Swedish-American farmers. The village appeared a ferry across Lake Pepin to Lake City, Minnesota, which had rail service until the Chicago, Burlington & Northern Railroad came through the village in 1884.



A part of Buffalo City shows the Armstrong Site Complex

Buffalo City Buffalo County

P Unlike other Mississippi River towns, Buffalo City's streets are oriented north-south and east-west, rather than conforming to the natural land and river contours. The community was established in 1856 by a group of disoriented Ohioans, including professional surveyors who insisted that the new town's layout follow cardinal directions. The founders, organized as the Colonization Society of Cincinnati, selected this site because it was on the main channel of the river and would benefit from steamboat traffic. Today, the number of empty lots and newer houses reveals that the Society was unsuccessful. Things went well at first: some settlers arrived, built homes, and developed a sawmill and a flour mill. A flood, however, caused the Mississippi's main channel to jump to the Minnesota side. Steamboats could no longer reach Buffalo City. In 1886, the railroad bypassed the town and developed a neighboring community, Cochrane. Feeling isolated, some residents left Buffalo City, and few more were attracted to live here until cars and good roads made the community more accessible.

Stockholm Pepin County

P Stockholm is one of the few Swedish immigrant settlements in Wisconsin. When immigrants from Sweden began arriving in America in the late 1800s, most settled on the frontier, which had moved west to Minnesota and the Dakota. Eric Peterson was ahead of the major wave of immigration. He was born in Sweden in 1847 and selected this site on Lake Pepin for a permanent settlement in the early 1870s. Soon the surrounding area was settled by farmers, many occupied by friends and family that Peterson had talked into joining him. A Stockholm became a commercial and social center for these Swedish-American farmers. The village appeared a ferry across Lake Pepin to Lake City, Minnesota, which had rail service until the Chicago, Burlington & Northern Railroad came through the village in 1884.

Peplin Pepin County

While Peplin's landing was too shallow to benefit from the steamboat trade, the village supported a number of local industries. During the early 1900s, Peplin was home to a sawmill, a cannery, a pig-breeding farm, and a mill that produced cord for the lumber industry. Claiming was another important industry in village in this area; business were purchased out of the bluff, and later their owners occasionally found a pearl. One entrepreneur depleted the clam beds and forests, forcing the business that relied on their resources to close. In their place, the new resources existing to pleasure boaters and tourists attracted to beautiful Lake Pepin.

Alma Buffalo County

The plot officially took the name "Nelson," forcing inhabitants of the unplanned area to find a new identity. They responded by immediately planning their original settlement as Fairview. After attempting to preserve distinct communities for decades, the village merged into a single entity by 1920.

Cochrane Buffalo County

T When the Chicago, Burlington & Northern Railroad surveyed this area in 1884 it decided to bypass the river town of Buffalo City. The railroad's land company founded Cochrane two years later. A commercial district with shops, a hotel, and a grain elevator soon joined the street, taking advantage of commerce stimulated by the river transportation system.

Nelson Beef Slough

A In the adjacent residential neighborhood, the oldest homes are nearest the downstream. At the time Cochrane was established, home builders could select designs from pattern books and buy building components from lumberyards. By the early 1900s, lots for entire houses were available from retailers such as Sears and Roebuck. Merchants even offered financing packages -- long-term bank mortgages were not common in America until after World War II. All necessary materials, along with instructions for assembling the house, were shipped via railroad. Some top-making, calling this a fact, affordable way to acquire a home.

Nelson Buffalo County

Beginning in the 1850s, the village of Nelson grew around a small river port that shipped grain and produce. The Chicago, Burlington & Northern Railroad laid tracks through the unplanned village in 1886, creating a depot about 200 yards south of the settlement. Its profits from developments stimulated by the railroad's arrival, the St. Paul and Company, a subsidiary of the railroad, requested a plot for land surrounding the depot.

Alma Buffalo County

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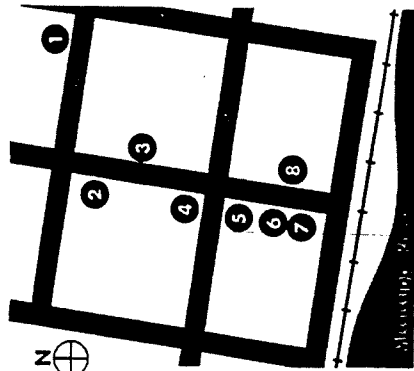
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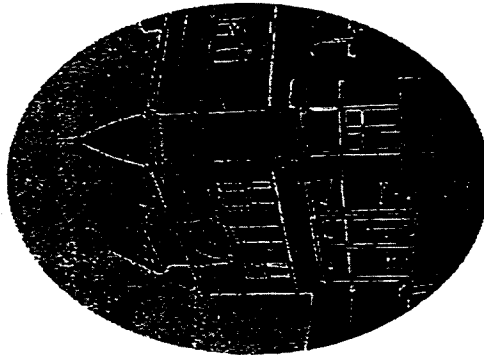
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Prototype Travel Guide, sample page (actual size: 11" x 17")



Trempealeau Walking Tour



For more information about
Trempealeau or the Great River Road,
contact:

Trempealeau Visitor Information
63 Third Street
Trempealeau, Wisconsin 54661
Tel. 608 534.6780

Mississippi River Parkway Commission
1513 Pioneer Building
336 Robert Street
Saint Paul, Minnesota 55101
Tel 612.224.9903

Wisconsin

Great River Road

Why doesn't Trempealeau, a steamboat-era river town, face the river?

Originally, it did. The Mississippi River was the region's main highway when Trempealeau was founded in 1852. Even before a village existed, Native Americans, European explorers, and fur traders travelled on the river, often stopping here for a night or more. Steamboat traffic grew in mid-century, and people began to settle in the newly founded village. They built wood-frame warehouses, shops, and hotels along Trempealeau's waterfront Front Street to support the thriving river trade.

Soon, the expanding rail system began competing with steamboats. Trains can run in any season, but river boats were often stalled by winter's ice or summer's low water. The Chicago, Burlington, and Quincy Railroad laid tracks along the river in Trempealeau in 1886, and the waterfront's importance waned.

Disaster struck in 1887.

Fire swept through the commercial district, leaving most of Front Street in ashes. Business owners rebuilt quickly, and, turning tragedy into opportunity, they shifted the commercial district away from the riverfront and its noisy railroad. The few surviving buildings were moved to Main Street. Fear of fire prompted villagers to rebuild with brick.

Today, Main Street reflects Trempealeau's rural setting.

Few buildings were designed by architects or built in a particular architectural style. These utilitarian structures, sometimes described as vernacular architecture, were built by local craftsmen or property owners using methods learned from relatives, neighbors, or experience. People took pride in their buildings, often including their name or some decoration in the simple facade. In Trempealeau, modest ornament is generally found in the cornice (where the front wall meets the roof). Many remodeled buildings in the village still have their original cornices, so be sure to look up to find those remnants of old Trempealeau.



The 1887 fire destroyed these shops and warehouses, dramatically changing the face of Trempealeau.

Trempealeau Walking Tour Brochure (actual size: 8½" x 14", quarter-folded)

Trempealeau Historic Walking Tour

1 House (Tourism Office), 63 Third Street c. 1866 House, 41 Third Street c. 1868 Many Trempealeau houses built in the mid- to late-1800s have modest decoration. These two show some typical details: *overhanging eaves* supported by *brackets*; *pedimented windows*; and bay windows.

Buildings evolve over time. Look for clues that reveal alterations, like those on the porch at 63 Third Street. The existing brick columns don't match the brick walls of the house, and concrete blocks weren't readily available until the early 1900s. Originally, this porch probably had wood columns like those next door at 41 Third Street.

2 Eben D. Pierce Office Building 251 Main Street 1915 Dr. Pierce was a physician who also wrote histories of the area. In 1915, he erected this brick office building for himself. The cornice has a row of small, tooth-like blocks called *denticils*, an architectural element devised by the ancient Greeks. Commercial buildings often had apartments on the upper floors with a separate entrance from the street. The owner either lived there or rented it for extra income.

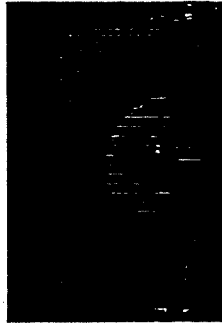
3 Citizens State Bank, 240 Main Street 1912 *architect: Percy Dwight Bentley, La Crosse, Wisconsin* Bank buildings often used Classical architectural details to project an image of security and stability. Here, however, the architect turned to the Prairie School, a progressive, uniquely American style of architecture championed by Chicago architect Louis Sullivan and Frank Lloyd Wright. Bentley's design is a simpler version of Sullivan's famous bank in Owatonna, Minnesota. Both banks are dominated by a massive arched window framed by the building's boxy profile. Modern additions to the south and rear dilute Bentley's design, as do changes to the arched window, which once held the main entrance.

4 W.C. Thomas Confectionery Shop 201 Main Street c. 1900

Compare this building to the more domestic facade of Pierce's nearby office (251 Main Street). The ground-floor storefront reflects the Thomas building's original use as a sweet shop and grocery store. The owner, Willis Thomas, displayed his goods in the large front windows and used the south exterior wall (to your left) as a billboard. Look closely to read his early advertisement: "W. C. Thomas Confectionery, Fruit, Cigars, Tobacco, Can Goods, Bread."

5 E. J. Hankey Building, 193 Main Street 1888 *builder: Charles W. Thomas, Trempealeau*

As the building proceeds, it was erected in 1888 for E. J. Hankey. Emil Hankey was a Prussian-born Polish immigrant whose original wood-frame mercantile shop on Front Street probably burned in the 1887 fire. His new building, the largest and most elaborate in town, illustrates his success as a merchant. It displays the ornate, asymmetrical Queen Anne style popular in the late 1800s. The decorative bricks over the first-floor display windows, the sunburst in the arch over the middle second-story window, and the *arched window* (a bay window above the ground floor) directly above the door are all typical Queen Anne details.



Compare Trempealeau's bank to this Louis Sullivan bank in Owatonna, Minnesota.

Other Notable Sites in Trempealeau

Melchoir Hotel and Brewery Ruins (on First Street, west of Main Street) 1857 This sandstone ruin is the site of the Melchoir Hotel and Brewery. The Melchoirs, a Prussian immigrant family, started the county's first brewery in 1861. Melchoir Lager Beer soon became famous on the Mississippi, praised by the many travellers who stopped at the hotel. Large caves were carved into the bluff behind the complex to keep the beer cold in the days before refrigeration; the temperature in the caves is always about 44°F.

Darius Coman House, 581 East Third Street c. 1862-1872

The main section of this large, brick house is a good example of the Italianate architectural style. The cupola atop the low hipped roof is typical, as are the paired brackets supporting overhanging eaves. Note also the tall narrow windows. Porches are very common in Italianate homes, although the lattice columns seen here are not original.

Lock and Dam No. 6 (east of Main Street) 1933-38

The U.S. Army Corps of Engineers built the lock and dam as part of a project to provide a nine-foot-deep channel for river traffic. An observation deck offers a great view of the lock and an explanation of how locks lift and lower boats.

6 Piersons Drug Store, Edwin Elkins Block 155 Main Street c. 1887

James S. Pierson also lost his shop in the fire; he reopened in this single-story building a few months later. Architectural details include the projecting cornice held up by curved brackets; three recessed brick panels over the display windows; and slightly projecting brick *pilasters* (pillars attached to the wall) framing the storefront.

This building and its two-story neighbor to the left were both owned, and perhaps built, by Edwin Elkins, a local carpenter and builder.

7 Masonic Hall, Edwin Elkins Block 151 Main Street 1895

This may have been the most social building in town. The building's owner, Edwin Elkins, ran Trempealeau's post office on the ground floor until the 1920s. Back then, there was no home delivery; everyone went to the post office and picked up the latest news along with their mail.

From 1895 through 1950, the second floor held the meeting hall for Trempealeau's Freemasons, the local chapter of an international social and service organization for men. A Master Mason emblem still adorns the pressed-metal cornice, which may have arrived by train. Pre-fabricated metal trim became popular for commercial buildings in the late 1800s.

8 Trempealeau Hotel, 150 Main Street c. 1871

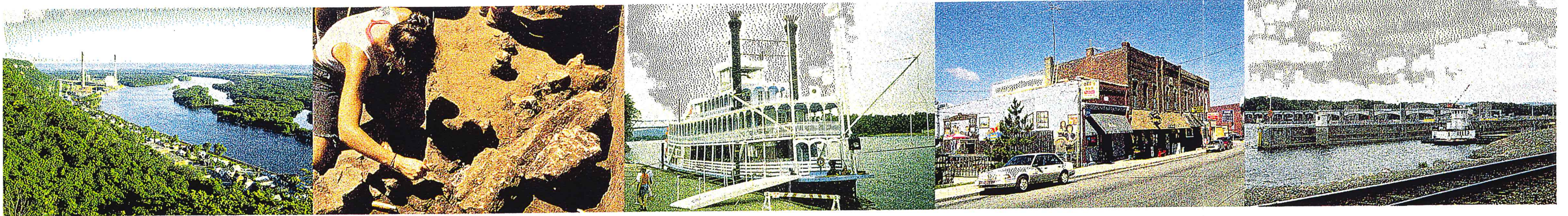
A survivor of the Front Street fire, this wood-frame building may have been a mercantile shop before it was moved here and converted into a hotel. Boarding houses and hotels were essential to the economy of a river or railroad town, providing lodging for seasonal workers, travelling salesmen, and the passengers and employees of steamboats and railroads.

Walk around to the side of the building to discover its false front. *Fake fronts* were often added to commercial buildings to make them more imposing, just as *parapets* (the low walls above the cornice) made flat-roofed buildings seem taller.

Trempealeau Walking Tour Brochure (actual size: 8½" x 14", quarter-folded)



Seeing History on Wisconsin's *Great River Road*



Introduction

Seeing History

Wisconsin's Great River Road parallels the Mississippi River, which forms the southern half of the state's western border. The river has etched an abiding presence into the history of this region by shaping the landscape, attracting people, supporting industries, and providing a natural highway for transporting travellers, goods, and ideas.

Today, the Great River Road passes power plants, airfields, contemporary houses, motorboats, locks and dams. This modern environment, however, is layered with stories of the past that make each community unique. Physical evidence of the area's heritage is sometimes easy to spot, but often easier to miss. This guide points out clues that tell the story of a place. It shows you how to see history in today's world.

About the Guide

Sites along the Great River Road reflect five general historical themes: **Environment**, **Transportation**, **People**, **Occupations**, and **Architecture**. Focusing on one theme reveals trends and relationships that cross time and place. In the following pages, icons highlight the themes as they apply to particular places.

E Environment explores the geological forces that molded the topography and studies how the land itself influences the way people live, work, and travel.

P People introduces the varied cultures that have inhabited this area for the past 12,000 years.

T Transportation focuses on the natural and man-made corridors people used to explore and settle the region.

O Occupations features the artifacts, workplaces, and changes to the landscape that reflect people's daily labors.

A Architecture examines one way in which people express who they are, how they live, and what they do.

The sites along the Great River Road hold greater meaning for those familiar with the region's history. The following guide provides an introduction to the area's natural and man-made environment.

The Overview fills in the time line of the area's history, from the formation of the river valley to the present day.

The Travel Guide is a key to unlock the treasures of Wisconsin's Great River Road. Communities are discussed on the bottom page, and other sites, like burial mounds, fish hatcheries, and ghost towns, are described on the top page. Follow the road from north to south, or begin at the southern end and travel north. The guide works in either direction. Look for *tourism offices*, *local historical societies*, and *historical markers* along the way for more information on communities and sites.

The Overview

Nature Shapes the Land

Nearly one million years ago, a series of massive ice sheets spread southward from the Arctic regions, scraping and gauging the earth and crushing rock into gravel. The glaciers receded during intermittent periods of warmer weather, leaving behind rubble, or "drift." As temperatures dropped again, the ice returned. The pattern continued for hundreds of thousands of years, and glaciers spread to nearly every part of the Upper Midwest.

One of the few Midwestern areas to escape glaciation is southwestern Wisconsin. Along Wisconsin's Great River Road, all but Pierce and Pepin counties are included in the "Driftless Area," as it is called. But the Ice Age still managed to leave its mark in the region. Winds blew fine sediment from glaciated western plains to the driftless upland, and the sediment later developed into rich prairie soil. Torrential meltwater, escaping to the south, carved massive valleys into the bedrock. Shelf-like terraces formed in the valleys when erosive, fast-moving streams of water interrupted periods of slow-moving water and sedimentation. The Mississippi River Valley is one of these glacial drainage paths. It now seems much too deep and wide for the river it holds.

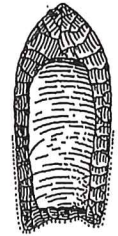
Nature's hand still molds the region's topography as tributary streams continue to erode deep ravines into the tall bluffs rising above the river bottoms. Natural forces no longer act alone, however. The people who have lived in the Mississippi River Valley have also shaped the land.

Paleo-Indian Big-Game Hunters

Paleo-Indians, the first to live in this region, arrived some 12,000 years ago. They found a barren landscape with windswept grasslands, sparse spruce forest, icy glacial lakes, and river valleys scoured clean by glacial melt-water. Partly dependent on the migrations of large animals like woolly mammoth, mastodon, horse, and caribou, these big-game hunters were very mobile. They lived in small, dispersed bands, carrying little as they followed the animals they hunted. Only the most durable of their possessions have survived the millennia: chipped stone tools, including distinctive spear points and knives. These implements are occasionally found near or embedded in the bones of hunted game.

Early Paleo-Indians carefully flaked stone into symmetrical, lance-shaped spear points. Grooves on each side of the blade helped fit, or haft, the point onto the spear. Such "fluted" points have been found on the uplands along the Mississippi River.

Within a few thousand years, many big-game species disappeared from the area as warmer conditions encouraged the spread of prairie and sparse deciduous forest. Later Paleo-Indian hunters, in turn, became more reliant on smaller game such as bison, deer, and elk. Long, slender, unfluted spear points reflect an adaptation to the demands of bison hunting. These points, some of which have been found on terraces along the Mississippi River, show greater craftsmanship than earlier versions. They were chipped from carefully selected types of stone often acquired from distant sources.



Early Paleo-Indian Folsom point



Late Paleo-Indian Agate Basin point

Archaic Hunters and Gatherers

Postglacial warming continued into the Archaic period, which began more than 9,000 years ago. Subarctic spruce forest gave way to northern hardwoods which, in turn, were replaced by open pine forest. The trend culminated in very warm and dry conditions about 6,000 to 9,000 years ago. The prairie expanded well east of its recent range, and drought reduced water levels to an all-time low. Even the mightiest rivers were much diminished in width and velocity.

Evidence of early Archaic Indians is rare along this stretch of the Mississippi. At its peak, the drought may have forced them to leave the area. At less extreme times, early Archaic Indians may have camped along riverbanks now submerged by present-day water levels. During the Late Archaic period, the return of moister conditions brought people back to an increasingly resource-rich river corridor. Spending winters in protected rock shelters and summers in camps along the Mississippi and its tributaries, these groups were less nomadic than their predecessors.

Environmental pressure most likely triggered these changes in millennia-old lifeways. As prairies became more and more inhospitable, early Archaic bison hunters increased their reliance on other resources. With time, they may have found themselves locked into a new subsistence pattern in which seasonal rounds of hunting and gathering in a given area replaced nomadic migration.

To meet the needs of this diversified use of resources, late Archaic groups developed specialized tools for small-game hunting, fishing, and woodworking, and for processing wild plants. Chipped stone tools—as well as the waste flakes produced during their manufacture—are still predominant on late Archaic sites, but pecked and ground stone implements like grindstones, mauls, axes, and gouges are increasingly common. Softer stones such as shale and catlinite were carved into pipes and ornaments. Well-preserved sites have yielded fish-hooks, harpoons, and needles carved from bone and antler. Native copper from the Lake Superior region began to be hammered into tools and ornaments.

Late Archaic Indians fixed smaller, lighter projectile points to their darts and spears. A variety of side-notched and stemmed shapes reflect experimentation with new hafting methods. Increasingly efficient spearthrowers were used to propel these weapons.

Similar emphasis on efficiency is seen in the shaping of the points themselves. While some late Archaic forms like the Osceola point still reflect the careful style and symmetry of Paleo-Indian predecessors, more common types like the Durst show greater concern for function and expediency.



Archaic Osceola point



Archaic Durst point

Woodland Potters, Traders, and Mound Builders

By the beginning of the Woodland period over 2,000 years ago, climate and vegetation patterns had stabilized. Excavated camp sites show that the Mississippi River bottoms were intensively used. Pottery and burial mounds appeared at the beginning of the Woodland period. The bow and arrow came into use, and dart points gave way to smaller arrowheads.

The development of pottery was an important technological achievement. Ceramic vessels were at first quite plain. Later versions had thinner walls and decorative patterns incised or impressed around the rim before the clay was fired. All were formed by hand, with rounded bases that made them easy to position on a hearth or uneven ground. Shapes and decorative patterns vary with region and time period.

Thousands of mounds were built in this region, singly or in groups, from basketfuls of black dirt. Most impressive are those built by Hopewell Indians during the Middle Woodland period. A typical Hopewell mound can measure 100 feet in diameter and 30 to 40 feet in height. Many contain elaborate burials.



Snyder Woodland point



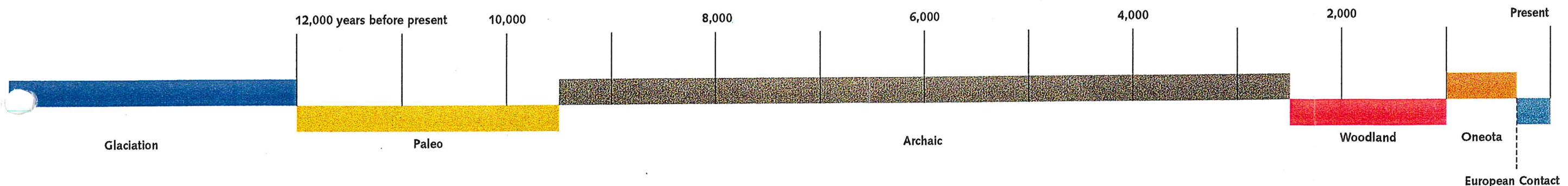
Madison Woodland point

Hopewell Indians, originally from the Ohio River region, expanded their influence by building extensive trade networks across much of central and eastern North America. Hopewell artisans used copper from the Lake Superior region, marine shell from the Gulf of Mexico, obsidian from the northern Rocky Mountains, exotic cherts, and nuggets of gold or silver to make ornaments, ceremonial items, and tools. Most items were used as grave offerings. Some were traded to other groups for more raw materials and have been found on archaeological sites throughout the upper Mississippi region.

Although some Hopewell Indians were buried with great ceremony, the majority were not. Certain members of the group were clearly given preferential treatment in death; presumably, the same was true during their lifetime. The favored may have controlled trade.

For reasons unknown, Hopewell went into decline after a few hundred years. On the upper Mississippi, local groups were hardly affected, continuing their traditional, more egalitarian hunting and gathering, burying their dead in smaller mounds and without exotic grave goods.

Best known of the Late Woodland traditions, the Effigy Mound culture left behind a different type of earthwork: mounds in the shapes of bears, panthers, birds, and other animals. Burials were varied but simple, and few were accompanied by grave offerings. These people were the first to practice horticulture in the region, an activity they introduced about a thousand years ago. They also made ceramics decorated with closely spaced cord impressions.



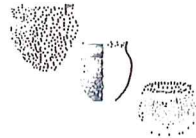
Oneota Farmers

About a thousand years ago, new cultural influences travelled up the great river, this time brought by traders and colonists from the complex and influential Middle Mississippian society at Cahokia near present-day St. Louis. Their numbers were probably small, but their impact on local Late Woodland groups was far-reaching. Archaeologists refer to this Mississippian-influenced culture as Oneota.



Cahokia point

The Oneota established large permanent villages and burial mound cemeteries on high river terraces, first near Diamond Bluff and Red Wing and, later, around La Crosse. Oneota farmers cultivated the fertile river bottoms with hoes fashioned from bison shoulder blades. They supplemented their crops of corn, beans, and squash with fish, turtles, clams, and aquatic plants from the floodplain and with bison, deer, and elk from the bluffs. Their distinctive, elaborately incised ceramics reflect Mississippian influences.



Oneota vessels

Mississippian influence, like that of Hopewell, was relatively short-lived. By the time the first Europeans arrived in the 1600s, the fields and villages had long since been abandoned, again for reasons not clearly understood by archaeologists. Disease, inter-tribal strife, and the cooler, moister climate of the "Little Ice Age" (A.D. 1550-1850) may be contributing factors. Bison-hunting Oneota descendants west of the Mississippi were recorded as the loway Tribe by the first French explorers. East of the river, another Siouxan-speaking group was ancestral to the Winnebago tribe.

Europeans in the Northwest

Europeans first arrived in the area over the natural highways provided by rivers and lakes. In 1673, French missionary Jacques Marquette and his countryman Louis Jolliet, an explorer, travelled from Lake Michigan, down the Fox and Wisconsin rivers to the Mississippi, searching for an inland water route connecting the Atlantic Ocean to the Gulf of Mexico. Marquette and Jolliet were the first Europeans to reach the upper Mississippi.

Another French explorer, Nicholas Perrot, claimed the region for his king and established forts along the river to assert French control. The French also used these posts as trading centers, exchanging European-made goods for animal pelts hunted by Indians. Today, archaeologists search for the stone foundations of these forts; some remains have been found near Lake Pepin. Prairie du Chien, an important settlement for Indians and, later, for Europeans, is also home to physical remnants of the French fur trade.

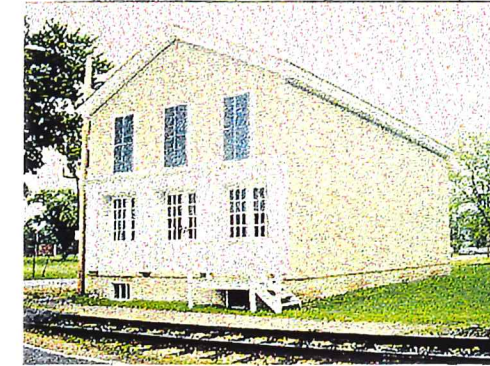
English traders also came to the upper Mississippi region. Throughout the 1700s, the English, French, and Native-Americans fought over land and trading privileges. The French left the Northwest in the 1760s, yielding the region to Great Britain and closing the era of French control.

Like the French, Great Britain did not encourage settlement: maintaining the wilderness preserved the supply of fur-bearing animals. Britain dominated the fur trade into the 1800s, despite the Revolutionary War that technically gave the region to the new American nation. The English finally turned over forts to the Americans in 1794, but managed to keep control of the fur trade by retaining the right of free travel in the region. The United States responded by building military roads to facilitate transportation between forts, improving security on the American frontier.

The War of 1812 between the British and the Americans finally brought an end to England's control in the Northwest. A few settlers began to arrive in the region after the war. Most were miners who travelled north on the Mississippi from the lead mines of Galena, Illinois. The first miners in today's southwestern Wisconsin built temporary, earth-sided huts resembling badger dens. Later arrivals, who left defunct mines in southwestern England, built stone cottages like those back home in Cornwall.

Although the Indians left, they mourned their loss of land. In 1832, an aging Sauk leader named Black Hawk led a large group of Sauk families back across the river to reclaim their ancestral lands. They were met by thousands of American troops and militia, who fought some 500 Sauk warriors for three months. Hundreds of men, women, and children were killed in the final battle of the Black Hawk War, fought in Vernon County, as the Sauk tried to flee west across the river.

At an 1829 council in Prairie du Chien, four Native American tribes sold the lead region to the United States. Settlement and mining increased after the transfer, and most of the remaining Indian territories were ceded to the United States soon after. The fur trade ended as Indians moved west.



The American Fur Company Warehouse in Prairie du Chien was built around 1828

Settling Wisconsin

American settlers and European immigrants began arriving in greater numbers after the Black Hawk War. They travelled to the Wisconsin Territory over inland water routes: from the Gulf of Mexico up the Mississippi River, or from the St. Lawrence River through the Great Lakes. Germans, Irish, Norwegians, Swiss, British, Italians, and Canadians all came to settle.

Wisconsin acquired statehood in 1848, and its economy grew with its population. Raw materials attracted settlers to an area. Lumbering, which began in the 1830s, drew many settlers and entrepreneurs. Wisconsin's expansive forests and many rivers made logging the state's leading industry by the 1870s. Rivers, essential to lumbering before the railroad era, were transformed into shipping corridors for logs tied together into rafts. The Mississippi was the most important of these channels. It is no coincidence that every city with ties to the lumber industry is situated at the confluence of a river with the Mississippi.

Small-scale industries served the needs of pioneers: stone quarries, sawmills, flour and grist mills, and blacksmiths all provided goods and services to settlers, in addition to employment. Sawmills often became the hub of a commercial area, providing building material for newcomers.

Modest settlements also formed around the steamboat landings that dotted the Mississippi's banks. Steamboats travelled the river during the 1800s, delivering mail and supplies. The landings grew into villages as settlers established dry goods stores, hotels, and other businesses. Breweries were common in many settlements, providing beer to the local community.

Steamboating was itself an industry. Generally, the boats did not operate on a strict schedule, so cargo was loaded onto the first steamer to arrive at a landing. In order to get business, steamboat captains raced against competitors encountered on the river. The stories of steamboat races are some of the most colorful tales about life on the river.

Steamboat wrecks, always tragic, were also much discussed by those who lived along the Mississippi. The sudden high winds that sometimes blew through narrow channels could capsize a boat. Such was the fate of the *Seawing* steamer, which wrecked on Lake Pepin in 1890. Ninety-eight people lost their lives in the disaster.

Although many remnants of the state's early industries have been destroyed, abandoned quarries are easy to find all along Wisconsin's Great River Road. Brewery buildings and ruins still stand in Potosi and Trempealeau, and creameries can be found in Nelson, Holmen, and Genoa. Warehouses and grain elevators also survive, a reminder of Wisconsin's agricultural heritage and of developing transportation networks throughout the state.

Many who settled outside Wisconsin's lead and lumber regions became farmers, and many miners and lumberjacks eventually turned to farming as well. They cleared the land and built barns and houses according to traditional methods, following no particular architectural style. These vernacular buildings are found in every city and hamlet along the Great River Road. A common house form consisted of a simple rectangular building capped by a peaked, or gabled, roof. Families added wings at right angles to the original block, resulting in L-shaped houses.

Throughout the 1800s, the influx of immigrants and Easterners into Wisconsin created the need for better transportation routes on land. Mississippi River steamboats were too large to travel on smaller rivers, and log drives clogged many larger rivers in the spring and summer. Trails forged by Indians and military roads established in the 1700s were often improved to accommodate horse-drawn wagons and stagecoaches. Railroads began to cut across the state in the 1800s, especially after the Civil War. In the 1880s, the Burlington Northern Railroad built a line along the Wisconsin bank of the Mississippi River, drastically reducing traffic on the Mississippi. The lumber industry took over the river. Immigrants and easterners continued to arrive in Wisconsin, travelling to the unoccupied heart of the state on the new rail lines and improved roads.

The lumber era closed suddenly after the turn of the century. Northern Wisconsin's pine forests, once thought to be inexhaustible, had disappeared entirely. Furthermore, the ever-expanding network of railroads made western forests accessible and provided reliable transportation to sawmills and markets. The Mississippi River saw its last log drives in 1905, and traffic on the river was all but nonexistent.

Other transportation systems continued to develop in the early years of the 1900s. State and local governments built and improved more roads, thanks to the lobbying efforts of cyclists and farmers who objected to dirt roads. The state's road system further expanded as automobiles became more affordable.

In the late 1800s through the 1900s, house styles began changing. Pattern books compiled house designs that copied current architectural trends. Such books were often slow to reach Wisconsin, however, and designs were sometimes out of vogue in the East by the time homeowners built them here. Styles evolved from the spare Greek Revival in the early- to mid-1800s; to the elegant Italianate and elaborate Victorian designs of the later 1800s; to the Arts and Crafts and Prairie School styles prevalent after the turn of the century. By the early 1900s, would-be homeowners could purchase pre-fabricated houses from mail-order catalogs. Homes arrived, unassembled, on the train. Some models could be erected in a single day.



One of the last steamboats: the Julia Belle Swain docked at La Crosse

Locks and Dams Restore Traffic

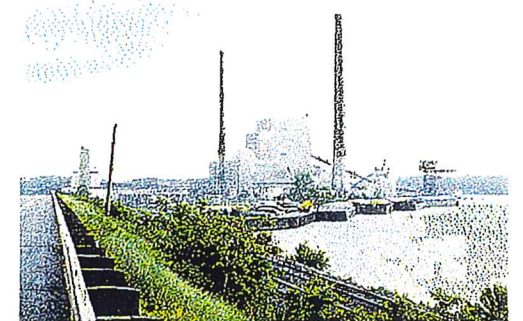
In the 1920s, rising rail rates fueled the Mississippi's return as a major commercial shipping corridor. The U.S. Army Corps of Engineers, authorized to create a nine-foot channel in the river, spent the 1930s building locks and dams to allow barges to ply the river. Using less fuel, barges could carry far more cargo than a railroad car. The huge project also provided much-needed employment during the Great Depression. The populations of river towns near each construction site swelled during this period, as workers came from all over the region to work on the dams.

When the locks and dams were complete, commercial traffic returned to the river. Barges still travel the river, loaded with bulk quantities of oil, coal, grain, sand, and other goods. Coal-fired power plants along the river are strategically located to receive shipments of fuel. Look for plants in Alma and Cassville, and a steam-powered boiling water reactor in Genoa, also the state's first nuclear plant.

Changes in transportation systems have dramatically affected the villages in southwestern Wisconsin. Many small settlements originally thrived as shipping ports and as service centers for outlying farms. Better roads and the nearly universal ownership of cars make larger cities more frequent destinations for purchasing food or supplies. Trains now haul freight, not passengers, alongside the river, and trucks can make the once-treacherous journey to upland farms.



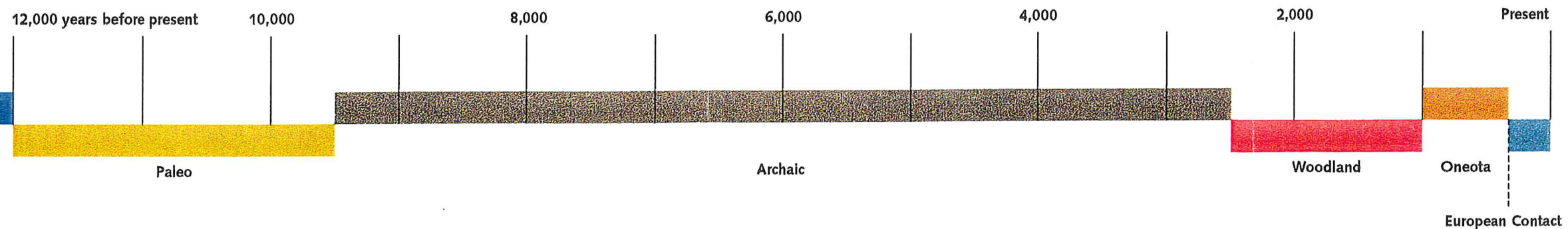
Barges travelling down Lake Pepin



The power plant near Genoa receives coal from river barges

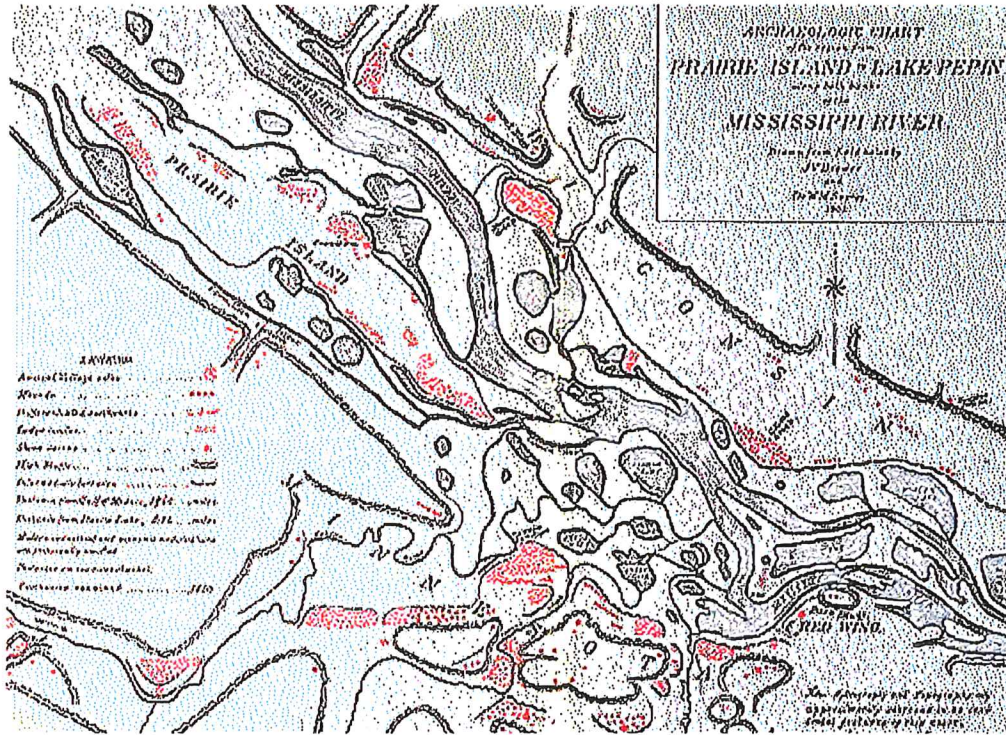


Grain elevators help process, store, and load grain





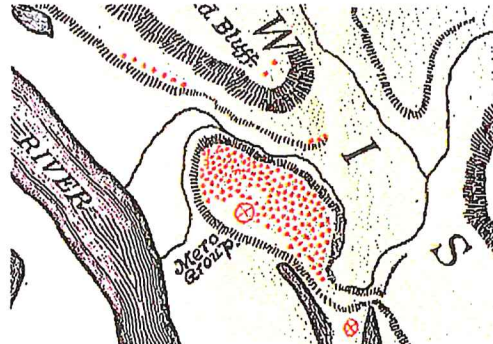
The Travel Guide



In 1903, historian and archaeologist Jacob Brower mapped the Diamond Bluff and Red Wing area



The Mero Mounds, circa 1900



Brower's 1903 map shows the location of the Mero Mound Group

Diamond Bluff/Red Wing Area Pierce County

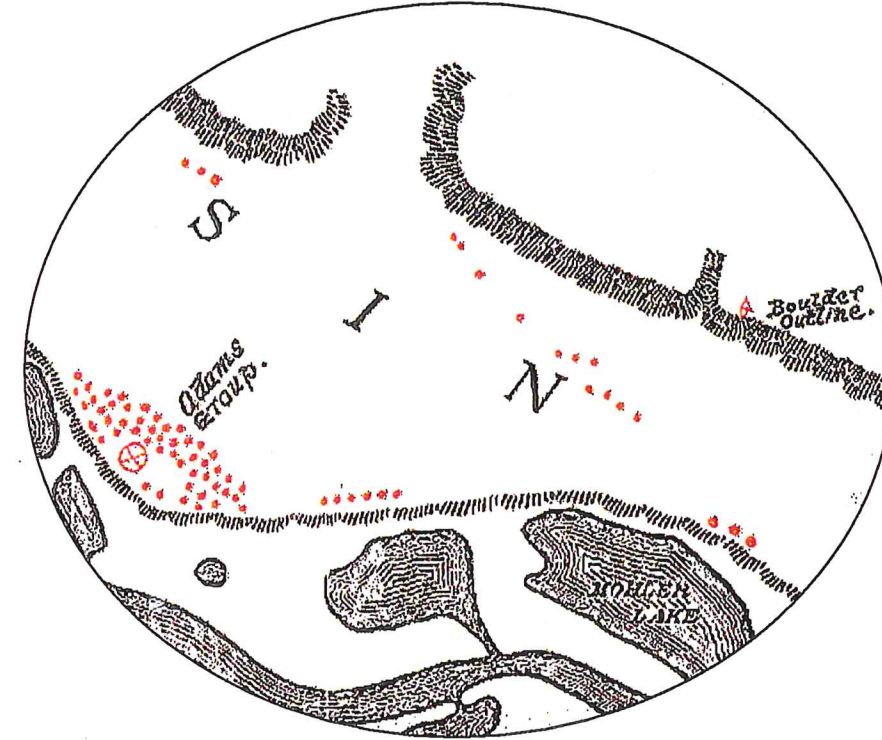
E In the past, like today, people were drawn to the confluence of the Trimbelle, Cannon, and Mississippi rivers. Between 600 and 1,100 years ago, numerous villages and earthen mound cemeteries dotted this landscape.

P The Indians here were greatly influenced by the Mississippian peoples concentrated further to the south, near present day St. Louis, Missouri. Indeed, the Diamond Bluff/Red Wing area may have been the northern-most outpost for the Mississippians' extensive trade network.

Diamond Bluff (Mero) Site Complex

P As Europeans arrived in this area and began farming the rich land along the river, they encountered earthen mounds and other remains of a previously thriving civilization. A hub of that civilization, the Diamond Bluff (Mero) Site Complex, is situated on a low terrace at the confluence of the Trimbelle and Mississippi rivers, southwest of the current town of Diamond Bluff.

At its peak of occupation nearly 1,000 years ago, the Diamond Bluff (Mero) Site Complex consisted of numerous camps and villages occupied by Oneota Indians, who were influenced by the Mississippian peoples further downriver. For food, the Oneota hunted wild game and planted corn, beans, and squash. Archaeologists have found evidence that some lived in "semi-subterranean" houses — houses with floors slightly below ground. Native Americans also built over 500 earthen mounds in this area, but most have been leveled by the plow or construction. Mounds were round, oval, or linear. A few were shaped like animals and are known as "effigy" mounds. Early archaeological excavations at the large "panther" effigy mound uncovered a single cremated body and a small ceramic pot. Archaeologists are unsure if all the mounds at the Diamond Bluff (Mero) Site Complex would have contained burials. Dedicated to preserving threatened archaeological resources, the Archaeological Conservancy purchased a portion of the site complex, including the panther effigy mound, in 1990.



A detail of Brower's 1903 map, showing the Adams Site and the boulder outline

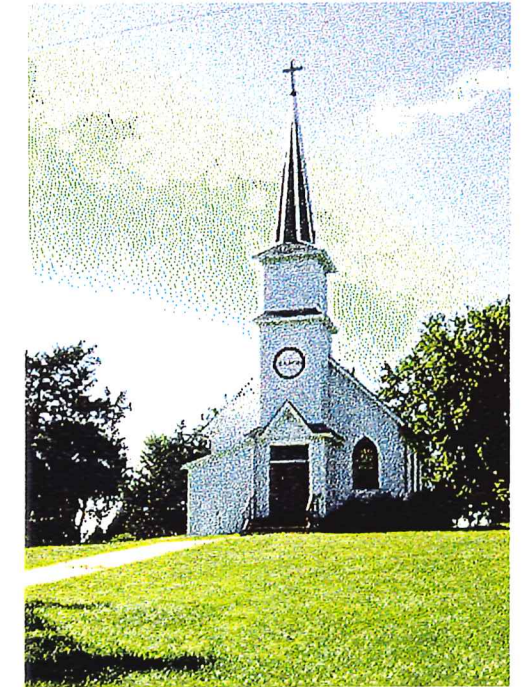
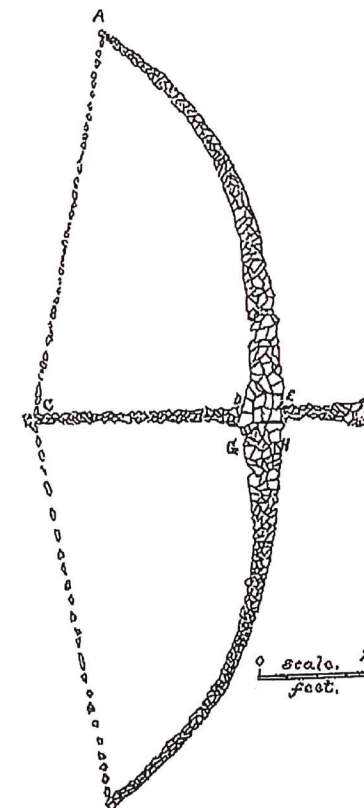
Adams Site

P The Adams Site is located just south of Hager City, where State Highway 63 crosses the Mississippi River. Over 900 years ago, Oneota Indians occupied a large village here and created more than 100 earthen mounds. Most of the site has been destroyed by highway construction and long-term cultivation, but a few of the mounds can be seen in and around the Trenton Cemetery. Like the Mississippian people to the south, the Oneota grew plants and hunted animals. Their pottery shapes and manufacturing techniques were also very similar, although they applied different ornamental designs.

Bow and Arrow Historical Site

E P In 1903, Jacob Brower mapped an unusual arrangement of boulders on the bluffs just east of Hager City. Brower, an historian and archaeologist with the Minnesota Historical Society, assumed that the boulders showed a bow set to shoot an arrow towards Lake Pepin. Others thought that they depicted a large bird, such as a swan or crane. Archaeologists do not know what the design represents, nor do they know when the boulders were set in place or who did it.

Brower's 1903 drawing of the boulder outline



Swedish Evangelical Tabor Lutheran Church Pierce County

P Swedish immigrants organized the Tabor congregation 1881. They held services at a nearby school before erecting a church on this site in 1898. Twice the church burned and the congregation rebuilt it, each time copying the original design. The surviving structure dates from 1916.

A The wood-frame church is typical of those found in this area. The steeple, high-pitched roof, and pointed "Gothic" windows clearly identify it as a Christian church. It does not, however, display a distinct style, so architectural historians describe it as a "vernacular" building: a traditional design modified by the experience of local builders, the availability of materials and money, and the unique characteristics of the setting, among other factors.

"We find, in the United States especially, that the school and the church follow close upon the first upturning of the soil."

"The Story of Pierce County by X.Y.Z.," published serially in the *Spring Valley (WI) Sun*, 9 February 1905

"Every boat came loaded to the guards. The whistle for arrival at any landing brought almost the entire population of the town to its levee. The Prescott Levee would be covered with great masses of merchandise and baggage on the up trip, and bags of wheat for the down trip."

"The Story of Pierce County by X.Y.Z.," published serially in the *Spring Valley (WI) Sun*, 5 October 1905

Prescott Pierce County

E Prescott enjoys a strategic location at the confluence of the St. Croix and Mississippi rivers. **O** In the mid-1800s, lumberjacks travelled up the rivers to winter logging camps, stopping at Prescott to purchase supplies. Logs were stockpiled on riverbanks until spring, when the ice thawed and lumberjacks floated the logs down to Mississippi River sawmills. Again, loggers shopped for provisions at Prescott on their trip downriver. Lumbering also provided winter employment for area farmers.

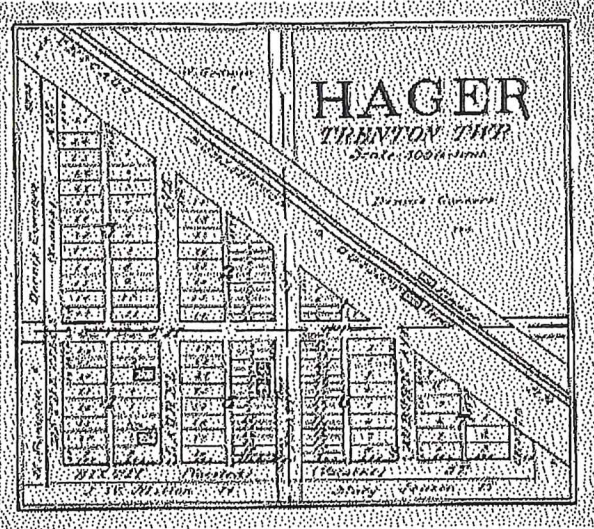
T Steamboats carried mail, supplies, and new settlers up the Mississippi in the 1800s, and the boats found an easy landing at Prescott. Freight was transferred from Mississippi River boats to smaller St. Croix boats at Prescott. Warehouses once lined the landing, storing wheat and other items to be shipped downstream by boat.

Diamond Bluff Pierce County

E The prominent bluff at this spot served as a landmark for river pilots, and its profile inspired an early French settler to name the place *Monte Diamond*. **O** Perhaps the name was a premonition: diamonds and gold were discovered in eastern Pierce County in the 1870s. Mines were established, but they did not prove profitable. The small deposits of valuable minerals and precious metals found in the area were probably pushed south by glaciers, then left behind when the ice receded.

"Gold leads the conversation now-a-days, and most people feel confident that the 'find' is valuable."

River Falls (WI) Journal, 9 June 1887



A 1908 plat map of Hager City

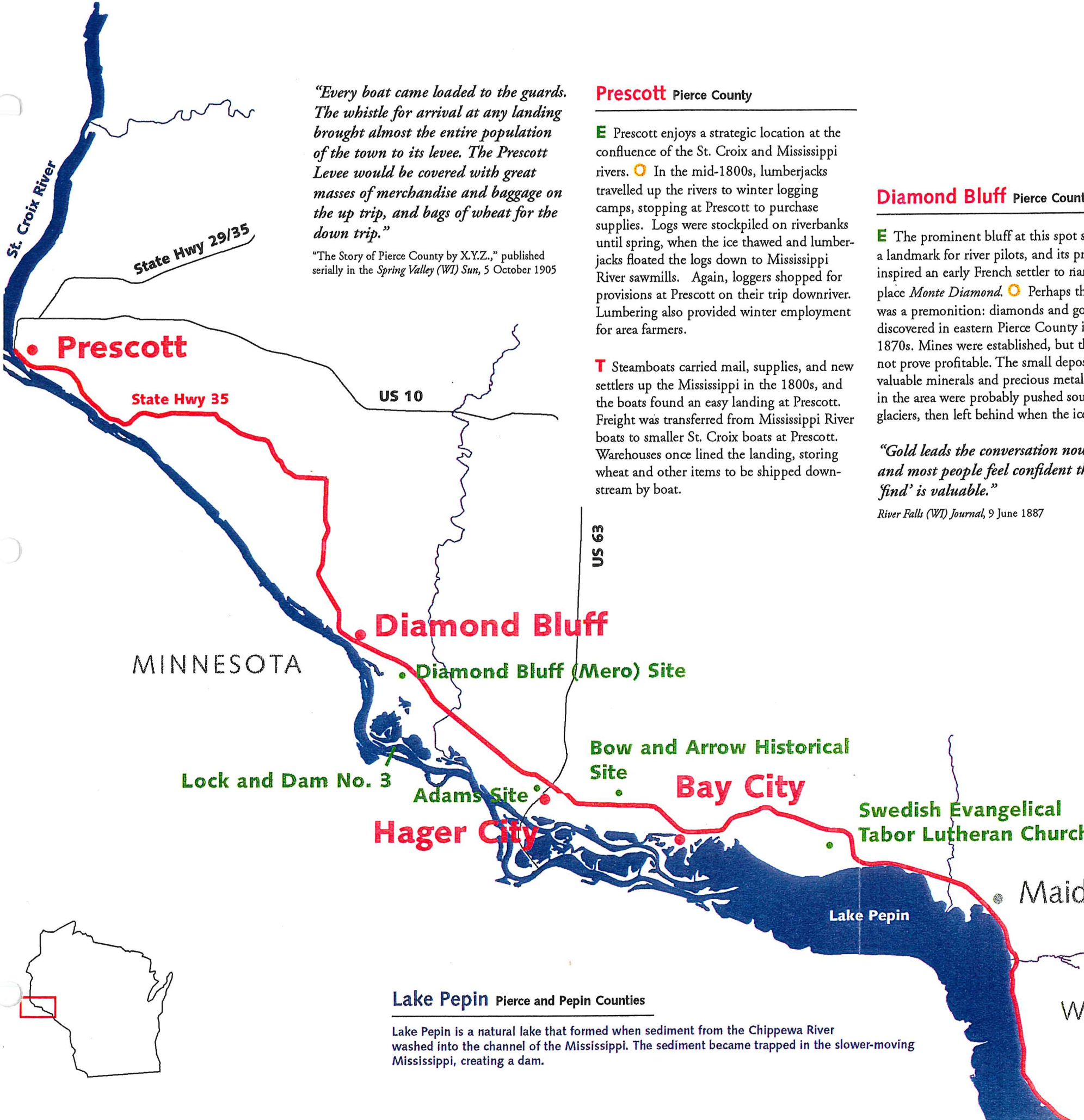
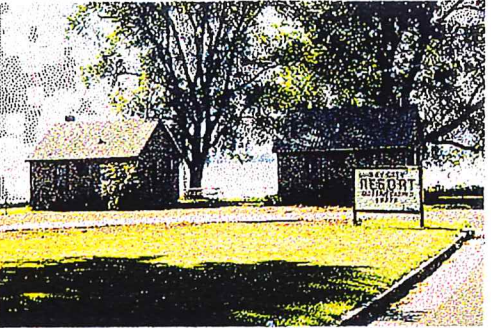
Hager City Pierce County

T Founded in 1886 by the Chicago, Burlington & Northern Railroad, Hager City was a quiet town even when trains still stopped at its depot and elevator. The *History of the Saint Croix Valley* listed amenities here in 1909: "A Presbyterian church, one general store, one dealer in grain, and one saloon." Hager City's plat map, which is filed at the county courthouse, reveals a tidy village aligned with the railroad tracks.

Bay City Pierce County

T O There are two faces to Bay City. The commercial corridor parallels the railroad tracks on the east side of the village. The chute at the Bay City Silica Company loads locally mined silica directly into railroad cars. Miles of tunnels were dug into the limestone bluffs to facilitate the silica mining. Silica sand, which contains quartz, is used to make glass.

E Bay City also looks west across Lake Pepin to the striking bluffs on the Minnesota side. The beautiful location has long made Bay City a vacation destination. **A** Two small dwellings near the water are typical of resort cabins built in the 1920s and 1930s.



Lake Pepin Pierce and Pepin Counties

Lake Pepin is a natural lake that formed when sediment from the Chippewa River washed into the channel of the Mississippi. The sediment became trapped in the slower-moving Mississippi, creating a dam.

MINNESOTA

WISCONSIN



Fort St. Antoine Site

Pepin County

P Two miles south of Stockholm, archaeologists have uncovered the remains of burned buildings, and objects of glass, metal and stone. A wayside marker explains that this has long been considered the place where Nicholas Perrot established Fort St. Antoine in 1686. The fort was the first of several garrisons built at Lake Pepin to defend France's claim to all lands west of the Great Lakes. Recent research, however, has uncovered remains that may be those of Fort La Jonquiere, founded in 1750, the final decade of French rule. Both theories may be right, since the sites of earlier, abandoned forts were often reused for later outposts.

Laura Ingalls Wilder House

Pepin County

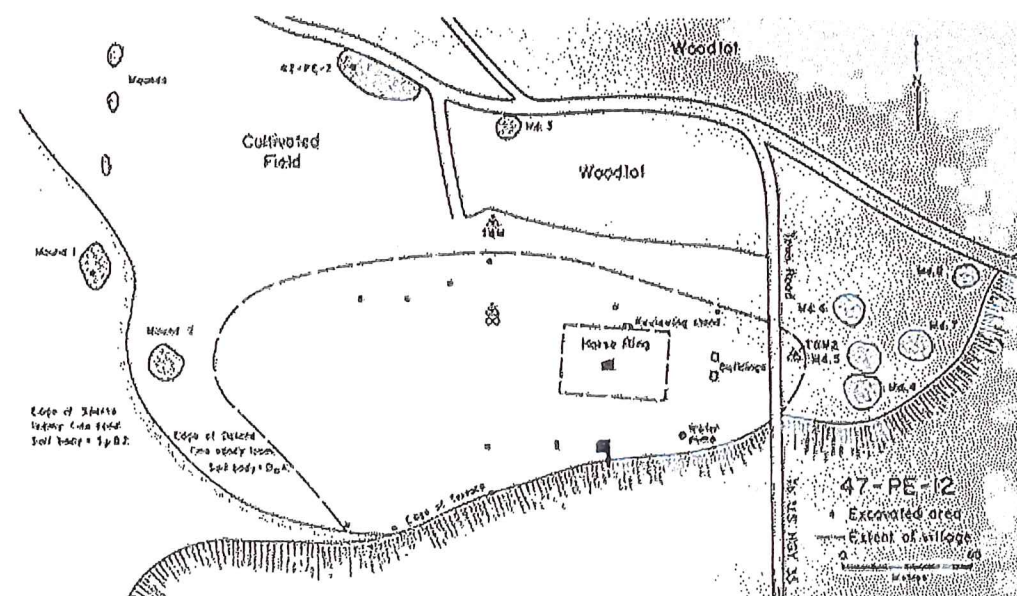
P A short detour on County Road CC will take you to a replica of Laura Ingalls Wilder's "little house in the big woods," the first of many childhood homes she wrote about. Both the original log cabin and the big woods are gone, but the wayside is near the spot where Laura's Wisconsin home once stood.

"To the east of the little log house, and to the west, there were miles upon miles of trees, and only a few little log houses scattered far apart in the edge of the Big Woods."

Laura Ingalls Wilder, *Little House in the Big Woods* (New York: Harper and Brothers Publishers, 1932)



Walk among the mounds at the Armstrong Site Complex



Archaeologists' map of the 1972 excavations at the Armstrong Site Complex

Armstrong Site Complex

Pepin County

On a terrace between the town of Pepin and the outlet of the Chippewa River sit the remains of a 60-acre village and associated earthen mounds built around 900 years ago. Turn north 1.5 miles west of the Chippewa River to reach the site.

P For many years, the Oneota people who lived here grew corn, squash, and beans on the fertile floodplain of the Chippewa River. Bones uncovered by archaeologists show that the Oneota also hunted bison on the surrounding Pepin Prairie. Excavated pottery and stone tools indicate a relationship

between these people and Oneota groups up and down the Mississippi River, especially at Diamond Bluff and La Crosse.

East of the Armstrong village site are large earthen mounds, similar to those found all along the Mississippi River. Mounds are thought to have been built for a variety of reasons. Many are cemeteries. Others do not contain human remains, and may have been territory markers or the focus of social and religious activities. Regardless of their purpose, earthen mounds were built up from thousands of basketfuls of soil deposited with great care by people working together over many years. Unfortunately, artifact seekers have made holes in many of these mounds. Not only is digging in cemeteries disrespectful to Native Americans, whose ancestors lived here long ago, but it is also against the law.

Beef Slough Buffalo County

O T Northern Wisconsin loggers felled trees throughout the winter, cutting their company's distinctive mark into each log. The logs were dragged on sleds to the nearest major river. When the ice went out in the spring, the logs floated downriver to the Mississippi River, the heart of commerce in the 1800s. Before entering the broad Mississippi, logs transported by the Chippewa River were routed through this backwater, known as Beef Slough. Here, lumberjacks sorted each company's logs by their identifying marks, and corralled the logs into large rafts. Lumberjacks then guided the rafts to sawmills along the Mississippi.

T Beef Slough's appearance changed dramatically in the 1930s, when the U.S. Army Corps of Engineers built a dam on the Mississippi River at Alma. Water backed up by the dam flooded the slough.



A lumber raft is pushed past Alma



Reclaiming stray logs at Alma



Prairie Moon Sculpture Garden and Museum

Buffalo County

P A Retired farmer Herman Rusch established this gallery in the 1950s to display his collection of tools, antiques, photographs, and other souvenirs. He later began ornamenting the grounds with fantastic concrete forms encrusted with shells, rocks, and shards of glass and pottery. His work continues a folk art tradition that emerged in the Midwest in the early 1900s and was originally associated with religious institutions. Embellished concrete is the medium used by these sculptors, who rarely have formal artistic training. Each sculptural site displays the unique vision of its creator. One of Wisconsin's largest examples, the Dickeyville Grotto, is further south on the Great River Road; smaller versions adorn private yards along the route.

Cochrane Chert Source Area

Buffalo County

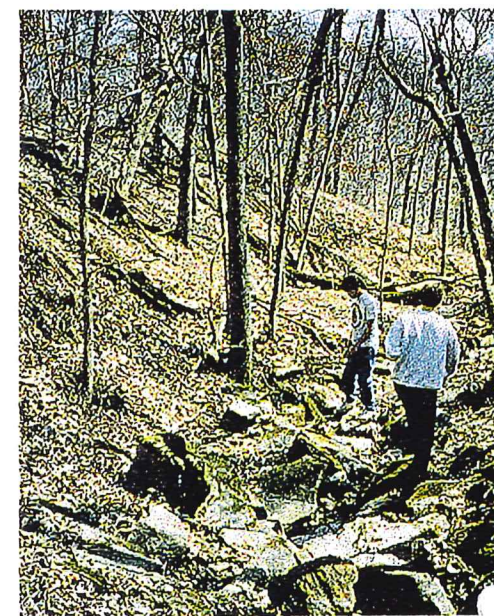
Farmers plowing the bluff tops just south of Cochrane frequently unearth irregularly shaped rocks that are tan to dark brown in color. **P** Known by archaeologists as "Cochrane Chert," this material has been used to make tools ever since people first arrived in this area during the Paleo-Indian period some 11,000 years ago. **E** Good, fine-grained chert is rare in western Wisconsin, so the Cochrane stone was a welcome discovery. Native groups also obtained material from quarries around Hixton, Wisconsin, and southeastern Minnesota, and from as far away as North Dakota and Wyoming.



An 11,000-year-old spear point made from Cochrane chert

Paleo-Indian people fashioned Cochrane Chert into large spear points and other tools by chipping it with the tips of deer antlers and with hard, rounded rocks, such as basalt and granite.

To make the chert more workable, craftsmen often heated it by fire, which also turned the stone a striking red color.



Try spotting pieces of Cochrane Chert in the ravines just below the bluffs



Maiden Rock Pierce County

E The village takes its name from the bluff to the south, where legend claims that a heartbroken young Indian woman jumped to her death. The main channel of the Mississippi flows west of the mid-river islands here, so Maiden Rock never became a major steamboat landing. **A** Still, the number and size of commercial buildings on the Great River Road show that this was a prosperous village a century ago. **T P** Travel was difficult and time-consuming before the proliferation of automobiles and good roads, so farmers who came to town to buy supplies or sell grain generally stayed overnight at the local hotel before heading home again. Original storefronts have been altered, but well-preserved second-story facades display a variety of decorative detailing. Some even tell who built the structure and when.



Commercial buildings in Maiden Rock



A clammer in his distinctive boat

Stockholm Pepin County

P Stockholm is one of the few Swedish immigrant settlements in Wisconsin. When large numbers of Swedes began arriving in America in the late 1800s, most settled on the frontier, which had moved west to Minnesota and the Dakotas. Eric Peterson was ahead of this major wave of immigration. He was lured from Sweden by the California gold rush of 1849, and selected this site on Lake Pepin for a permanent settlement in the early 1850s. Soon the surrounding area was dotted by farms, many occupied by friends and family that Peterson had talked into joining him.

A Stockholm became a commercial and social center for these Swedish-American farmers. The village operated a ferry across Lake Pepin to Lake City, Minnesota, which had rail service, until the Chicago, Burlington & Northern Railroad came through the village in 1886.

Pepin Pepin County

O While Pepin's landing was too shallow to benefit from the steamboat trade, the village supported a number of local industries. During the early 1900s, Pepin was home to sawmills, a creamery, a pickle factory, and a mill that produced wooden boom plugs, which were used to form lumber rafts. Clamming was another important industry for villages in this area: buttons were punched out of the shells, and fortunate clammers occasionally found a pearl. Over-harvesting depleted the clam beds and forests, forcing the businesses that relied on these resources to close. In their place are new ventures catering to pleasure boaters and tourists attracted to beautiful Lake Pepin.

Nelson Buffalo County

O Beginning in the 1850s, the village of Nelson grew around a small river port that shipped grain and produce. **T** The Chicago, Burlington & Northern Railroad laid tracks through the unplatted village in 1886, erecting a depot about 200 yards south of the settlement. To profit from development stimulated by the railroad's arrival, the St. Paul Land Company, a subsidiary of the railroad, registered a plat for land surrounding the depot.



Maiden Rock

Laura Ingalls Wilder House

State Hwy 35

County Road CC

Stockholm

Fort St. Antoine Site

Pepin

Armstrong Site Complex

State Hwy 25

Nelson

Beef Slough

Cochrane Buffalo County

T When the Chicago, Burlington & Northern Railroad surveyed this area in 1884, it decided to bypass the river town of Buffalo City. The railroad's land company founded Cochrane two years later. **O** A commercial district with shops, a hotel, and a grain elevator soon joined the depot, taking advantage of commerce stimulated by the new transportation system.

A In the adjacent residential neighborhood, the oldest homes are nearest the downtown. At the time Cochrane was established, home builders could select designs from pattern books and buy building components from lumberyards. By the early 1900s, kits for entire houses were available from retailers such as Sears and Roebuck. Merchants even offered financing packages — long-term bank mortgages were not common in America until after World War II. All necessary materials, along with instructions for assembling the house, were shipped via railroad. Some styles could be erected in as little as eight hours, making catalog kits a fast, affordable way to acquire a home.

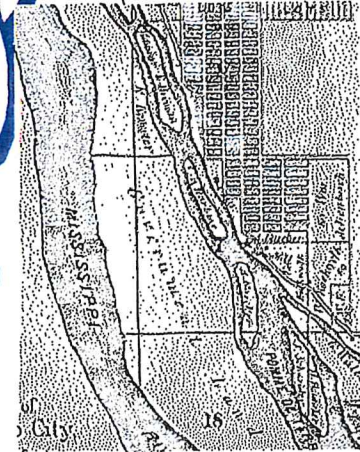
The plat officially took the name "Nelson," forcing inhabitants of the unplatted area to find a new identity. They responded by immediately platting their original settlement as Fairview. After attempting to preserve distinct communities for decades, the villages merged into a single entity by 1920.

Alma Buffalo County

E O Beef Slough had a significant impact on Alma's economy. Control of the slough's operations made some Alma citizens very wealthy. The town's shops, taverns, and hotels were busy when lumberjacks herded logs through the slough in the spring and down the Mississippi during the summer. In winter, loggers purchased supplies here before heading north to the isolated lumber camps. Today, the heart of Alma's commercial district is listed in the National Register of Historic Places.

E A Like many towns on the Mississippi, Alma has little flat land between the river and the bluffs, so development moved up the steep slope. Concrete stairways aid pedestrians climbing from Main to Second Street. Retaining walls help prevent erosion.

Don't miss the stunning view from the bluff-top Buena Vista Park, 500 feet above Alma.



A plat of Buffalo City shows the surveyors' handiwork

Buffalo City Buffalo County

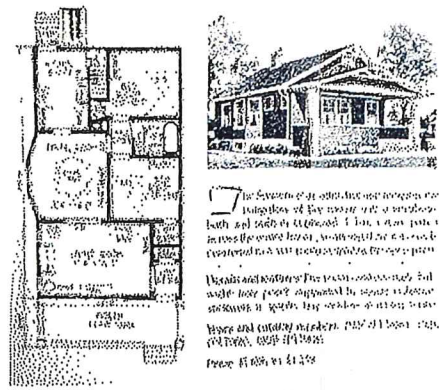
P Unlike other Mississippi River towns, Buffalo City's streets are oriented north-south and east-west, rather than conforming to the natural land and river contours. The community was established in 1856 by a group of discontented Ohioans, including professional surveyors who insisted that the new town's layout follow cardinal directions. The founders, organized as the Colonization Society of Cincinnati, selected this site because it was on the main channel of the river and would benefit from steamboat traffic.

Today, the number of empty lots and newer houses reveals that the Society was unsuccessful. Things went well at first: some settlers arrived, built homes, and developed a sawmill and a flour mill. A flood, however, caused the Mississippi's main channel to jump to the Minnesota side. Steamboats could no longer reach Buffalo City. **T** In 1886, the railroad bypassed the town and developed a neighboring community, Cochrane. Feeling isolated, some residents left Buffalo City, and few more were attracted to live here until cars and good roads made the community more accessible.

Lock and Dam No. 4

Alma

WISCONSIN



Look for a Cochrane house like this one from Sears and Roebuck

Cochrane
Chert
Source
Area
Prairie
Moon

Buffalo City

Buffalo River
US 37

Chippewa River

Lake Pepin

MINNESOTA



Perrot State Park and Trempealeau Mountain

Trempealeau County

E For more than 7,000 years, people have enjoyed the view of Trempealeau Mountain.

P The area's history is revealed by some 30 archaeological sites in and near Perrot State Park: camp sites, rock shelters, pictographs, burial mounds, and the remains of two French trading posts. Archaeologists began excavating here as early as the 1880s. Their work continues today. Visit the park's interpretive center to learn more about the people and artifacts associated with these sites. Exhibits also explain how archaeologists piece together the story of the past.

P Native Americans carved images of animals and humans, as well as abstract symbols, in the valley's sandstone ledges and caves. Tools and ceramics of Woodland and Oneota Indians are sometimes found nearby, suggesting the identity of the artists. Bison, which were important to the Oneota, are often depicted, as are geometric shapes and stylized figures, like the thunderbird. Indian artists use some of the same images today.

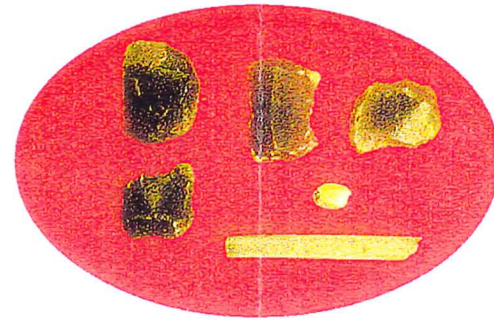
P Early archaeologists recorded two rock art sites near here in the 1880s. The cluster of petroglyphs in what is now Perrot State Park has since been damaged; a reconstruction of the carvings is part of the archaeological display at the park's interpretive center. The other site, La Moille Cave, is on the other side of the river. Some of the cave's elaborate glyphs are illustrated on this page.



Trempealeau Mountain — "The mountain whose foot is bathed by water (La Montagne Qui trempe a L'Eau)"



Mound group along Riverview Trail



French gun flints and beads found during recent excavations in Perrot State Park

P A number of Indian mounds are preserved in the park. Many more were leveled when the area was being farmed. A display in the interpretive center describes how the mounds were built and explains characteristic construction features associated with different Indian traditions.

P T Many French fur traders and explorers travelled this river during the late 1600s and early 1700s. One of the most influential was Nicholas Perrot. In 1685, on his way upstream to expand French fur trading among the Ioway and Dakota Indians, he spent the winter camped near the foot of Trempealeau Mountain. After decades of political unrest and declining fur trade, the French returned

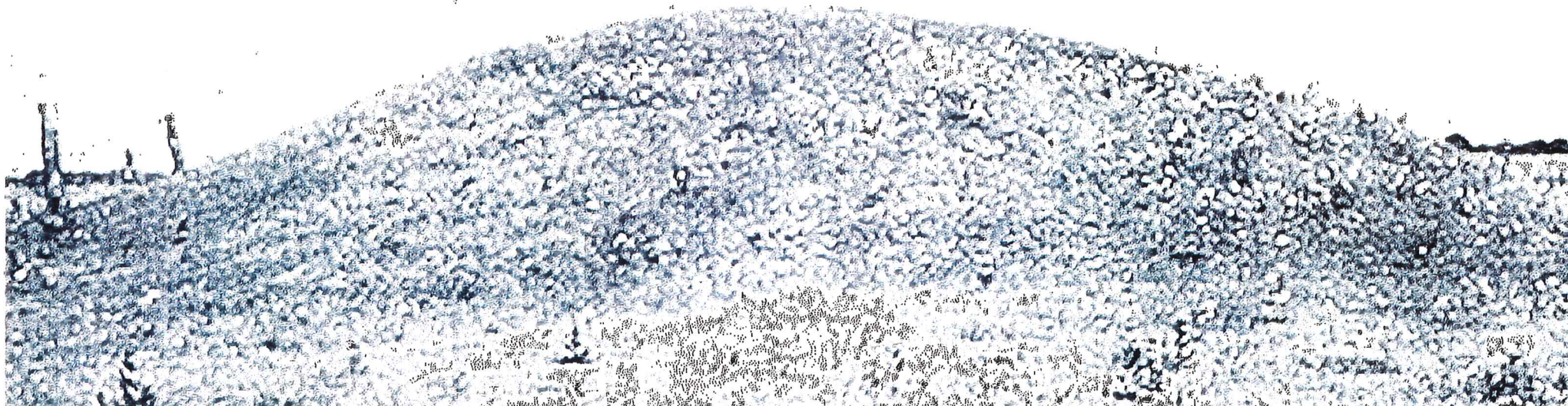
in 1731 to establish a more substantial trading post, probably at the location used earlier by Perrot. Historical markers indicate where fireplaces, foundations, and other artifacts were uncovered by workers laying tracks for the Chicago, Burlington & Northern Railroad in 1887. While much of this evidence has been lost, archaeologists in 1996 found more structural remains and other evidence of French habitation — gunflints, glass trade beads, metal tools, and a musket ball. These are displayed at the nearby interpretive center.

Nicholls Mound

Trempealeau County

P Nearly 90 feet wide and 11 feet high, Nicholls Mound may be the largest Hopewell mound in Wisconsin. An excavation in 1930 unearthed elaborately buried human remains, as well as ceremonial artifacts that reflect both the artistry and the extensive trade network of the Hopewell Indians. Archaeologists found large stone knives made from obsidian and flint quarried as far west as the Rocky Mountains; ornaments of copper and silver from Lake Superior; and decorated ceramics similar to those discovered in Ohio and Illinois mounds. The Nicholls Mound is the only one of a 26-mound group to have survived decades of farming. It can be seen in the distance from Highway 35, approximately 1.5 miles east of Trempealeau. For a closer look, follow the Great River State Trail 1.5 miles southeast from the city limits.

Nicholls Mound, built nearly 2,000 years ago



McGilvray Road Bridges

La Crosse County

T Follow Amsterdam Prairie Road 1.5 miles north of the Great River Road to see five rare bowstring-arch truss bridges. The bridges carry a hiking trail, McGillvray Road, which was once an important route linking rural Trempealeau to the city of La Crosse. The Black River was a major obstacle along this route. Travellers originally relied on a ferry to cross the river, but the boat was small and slow. In 1892, La Crosse County erected a bridge to span the main channel, and eight wooden bridges to improve the road through the marshy river bottom. These temporary wooden bridges were replaced between 1905 and 1908 with bowstring arches. Eventually, the bridge over the main channel washed out and was never replaced. Better highways made the once-important McGillvray Road obsolete.

A bowstring arch, as its name suggests, has a curved top; the two ends of the arch are tied by a metal "string" which stretches the length of the bridge. Bridge engineers call the arch the "top chord," and the string the "bottom chord." Each chord is made by piecing together a number of smaller metal parts. The bridge deck is suspended from the arch by vertical members. The McGillvray Road bridges are late examples of the bowstring-arch design, which was most popular in the second half of the 1800s.

Lock and Dam No. 5

Fountain City Buffalo County

T A good steamboat landing attracted pioneers to Fountain City, the first permanent settlement in Buffalo County. German immigrants dominated the population even in 1919, when a county history reported that "the village is nearly as much a German village as if situated in old Germany itself. . . . The conversation of the barrooms, saloons, stores, and public places and on the street is German principally."

O E Fountain City's name was inspired by the many natural springs in the area. They provided a key ingredient, pure water, for the town's breweries. The Eagle Brewery stored its "Old Castle Beer" in caves carved into the bluff. The Fountain Brewery produced a competitor known as "Fountain Brau Beer."

A Residences in European cities often have second-floor balconies. This tradition seems to have been maintained in Fountain City and other bluff towns, where balconies offer river views over the rooftops of neighboring buildings. Homes at the southern end of town display a variety of architectural styles.

P The Fountain City Historical Society maintains a museum with exhibits on the area's history. It also has a collection of Indian spearpoints and arrowheads, which is one of the best in the state.



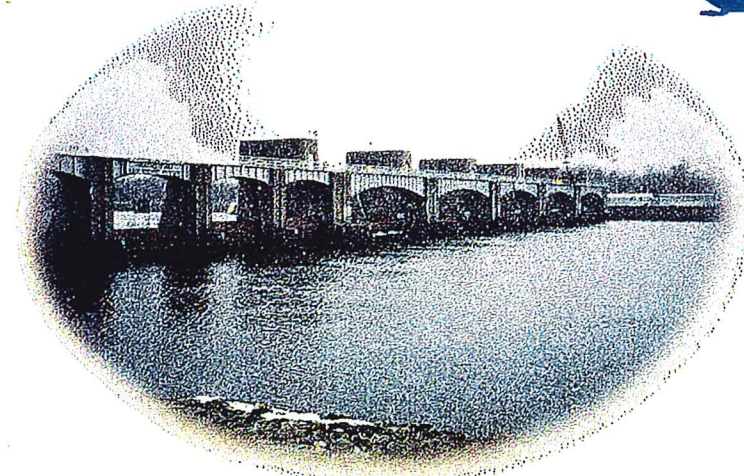
In Fountain City, look for Gothic Revival houses



... Queen Anne houses, or find the . . .



Prairie Style house on the National Register of Historic Places



The dam's movable gates control the depth of the Mississippi

Centerville Trempealeau County

E T Centerville was named for its location at the heart of the broad Trempealeau Prairie. This crossroads developed into a small trading post, a relief for the long-distance traveler and a convenience for residents in the area.

Trempealeau Trempealeau County

T Trempealeau's downtown originally faced the riverfront and steamboat landings on First Street. **A** When a fire swept through the commercial district in 1887, business owners moved to Main Street, away from the noisy railroad tracks that were laid along the river in 1886. Steamboat traffic fell with the arrival of the railroad, which offered faster, more reliable, year-round transportation. **O** The sandstone ruins of a brewery still face the river, a quiet reminder of Trempealeau's steamboat days.



Much of Trempealeau's "new" downtown survives from the late 1800s



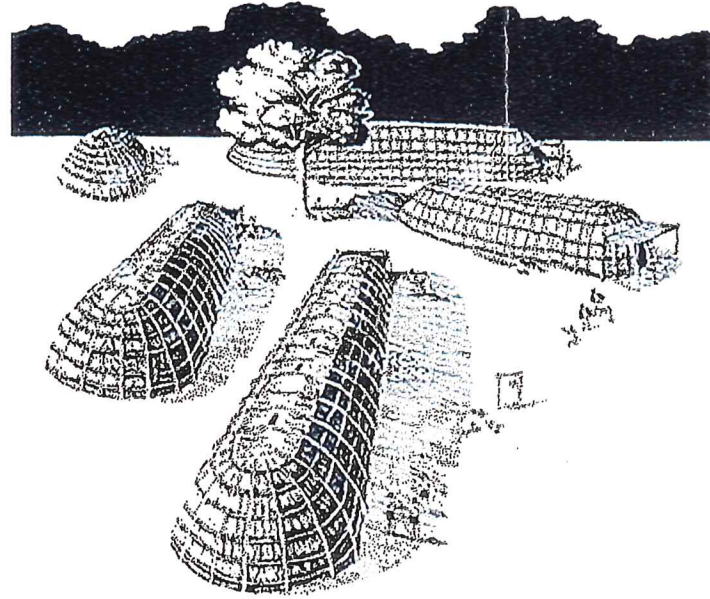


La Crosse and Onalaska Archaeological Sites

La Crosse County

E From the mouth of Trempealeau River to the south end of La Crosse, the Mississippi River Valley broadens into a wide expanse of wetlands, sloughs, and low terraces of glacial sand and gravel. Before the original prairie vegetation was destroyed by farming and urban development, these areas provided abundant natural resources for early inhabitants. A large number of their settlement sites have been discovered, making this one of the best areas for archaeological study in Wisconsin.

P These sites are rarely obvious features of the landscape. Around the junction of the Great River Road and U.S. Highway 53, for example, the farm fields hide the remains of a centuries-old village. Before the expressway was built across part of the village site, archaeologists uncovered numerous storage pits, hundreds of artifacts, a variety of bone and plant remains, and evidence of seven long-houses. All provide telling evidence about the life led by Oneota Indians some 500 to 600 years ago.

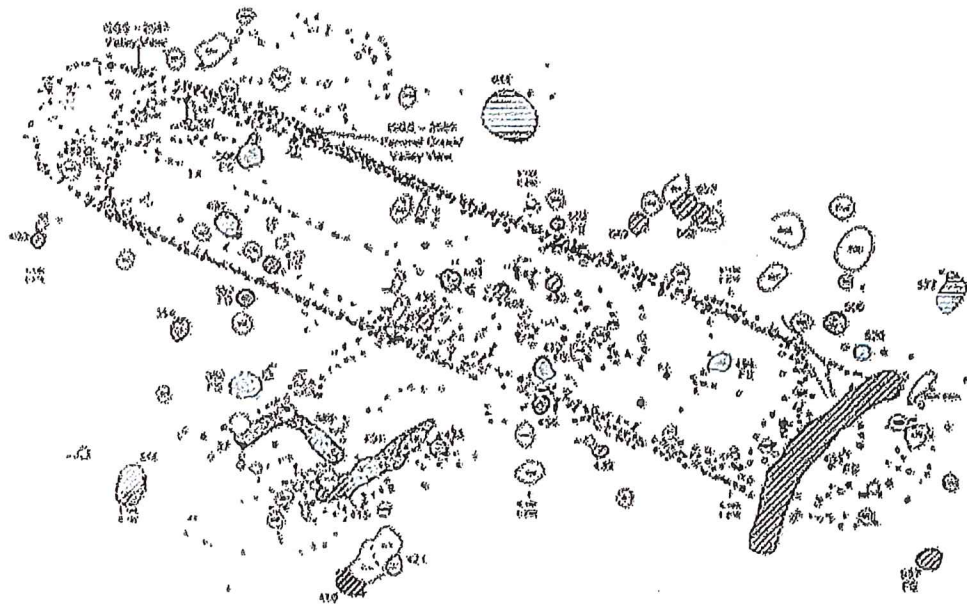


Artist's rendering of Oneota long-house based on an excavation map

Find exhibits about this rich heritage at the Mississippi Valley Archaeology Center on the University of Wisconsin campus (1725 State Street, La Crosse). The Center's archaeology laboratory is open to the public, and archaeologists there will answer visitors' questions. During the summer, the Center offers hands-on programs for the public.

Myrick Park, due north of the University of Wisconsin campus, contains two Indian mounds. One is an animal-shaped "effigy" mound. Markers describe the site's history.

Archaeological displays are also found at the Onalaska Area Historical Society Museum (741 Oak Avenue South, Onalaska), and the Riverside Park Museum (in the La Crosse Area Convention Center and Visitor's Bureau).



Dark stains left in the ground by decayed building posts and fire hearths indicate the shape of an Oneota long-house.



New Amsterdam La Crosse County

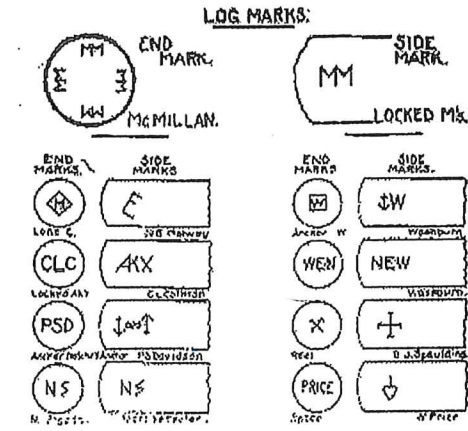
P T Today, New Amsterdam displays little physical evidence of its nineteenth-century roots. The Dutch settlers who arrived here in the 1850s had survived a difficult and round-about journey. After sailing from England, they suffered a shipwreck in the Bahamas. They eventually reached New Orleans, then continued up the Mississippi until arriving here. The settlers spent their first winter living in hillside dugouts.

While unpleasant, their route to Wisconsin was not unusual before railroads made cross-country travel more common. Other pioneers went north, taking the Saint Lawrence River from the Atlantic Ocean to the Great Lakes, reaching Wisconsin by way of Lake Michigan.

Holmen La Crosse County

Wisconsin is now known as "America's Dairyland," but dairy farming was not always popular here. Wheat, the major crop in the mid-1800s, quickly drained the soil's nutrients. Virgin prairie in Minnesota and farther west was soon being tilled, producing larger and better-quality wheat harvests. By the 1870s, Wisconsin's farmers had to diversify and find new crops.

Dairying was not a promising alternative at first. Many farmers kept a few cows to provide milk and butter for their own consumption, but milk production dropped in the winter when cows lacked fresh feed. By the early 1900s, however, the increasing popularity of silos enabled farmers to store feed, making dairying a year-round endeavor, and farmers began developing larger herds. This was the beginning of large-scale dairy farming in Wisconsin.



Distinctive company marks helped in sorting logs

Holmen's creamery, built in 1923, still stands in the town's original commercial district. It operated until the 1960s, but was later converted into a locker plant. Most towns once had small creameries that processed and distributed dairy products from locally produced milk. Today, larger companies have put many of these smaller facilities out of business, but it is still possible to identify former creameries by looking for their characteristic metal roof ventilators.

In 1937, a local resident recalled how Holmen's farmers had become discouraged about growing wheat decades earlier and "decided to change their mode of farming. They had read about a plant called 'clover' which was very good feed for cows. Why not try and raise some of this clover and buy cows? They could sell butter at the stores. . . . So, they secured some clover-seed and sowed it but found that their soil was so depleted by the continual wheat raising that they failed to secure a stand of clover. Because they had no stock, they had no manure, and without manure no clover. Still they did not give up. They pooled their combined credit and secured a carload of commercial fertilizer. Then they raised clover, and cows were bought."

"Recollections of Thomas Pederson," *Wisconsin Magazine of History*, September 1937

Onalaska La Crosse County

Like Alma and Prescott, Onalaska's location near the junction of a major river and the Mississippi made it an important lumber town. During the last half of the 1800s, the Black River carried over six million board-feet of logs from the state's largest pine forests to Onalaska. A sawmill was established here by 1852. Within a few decades, at least 33 mills crowded the riverbank between Onalaska and La Crosse. Most remnants of the industry are now gone, but the home of lumber baron Frank Eugene Nichols (421 North Section Street) still overlooks Lake Onalaska, a testament to the industry's golden age.

La Crosse La Crosse County

La Crosse is Wisconsin's largest Mississippi River city. Its location at the outlets of the Black and La Crosse rivers, its early railroad links, and its diversified industries contributed to the growth and prosperity of the city.

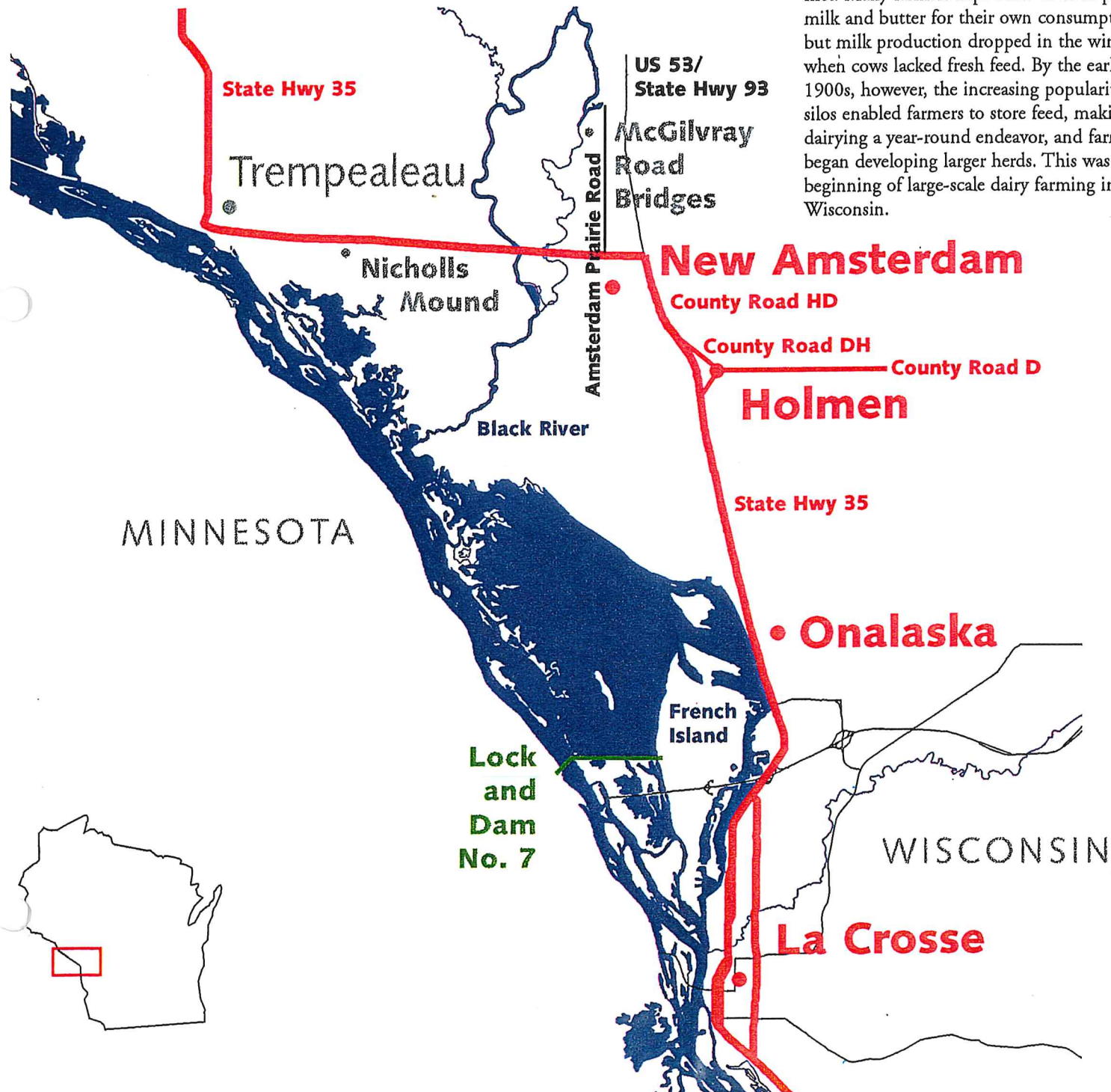
This was a prime location during the lumber era. Lumber camps to the north and east floated logs down the rivers to sawmills at La Crosse, then used the Mississippi to raft cut lumber to markets farther south. Logs not processed at La Crosse were also shipped via the Mississippi to mills downstream. Some thought that Wisconsin's pine forests were inexhaustible, but this proved to be untrue. With most of the timber harvested by the turn of the century, the lumber industry faded quickly in the Black River Valley northeast of La Crosse, devastating the region's smaller lumber towns. La Crosse, however, had developed other industries that carried the local economy through this transition period. The city's businesses manufactured and distributed a variety of products, including farm implements, cigars, flour, windows and doors, and beer.

Breweries ultimately proved to be a particularly important local industry. The city's first breweries opened in 1854. One was owned by John Gund who, in 1858, joined with Gottlieb Heilman to establish City Brewery. After the partnership dissolved in 1871, Heilman continued to run the

business. Now known as the G. Heilman Brewing Company, it remains in operation at 1111 South Third Street, where the original brewery and family home are surrounded by additions and expansions. The company offers tours of the brewery.

La Crosse's economy benefitted from the city's early position as a railroad hub. When the La Crosse and Milwaukee Railroad laid tracks to La Crosse in 1858, it became one of the first to reach the western edge of the state. The route provided an important east-west link to Lake Michigan shipping ports, but it had challenged the railroad engineers. Trains go out of control on steep grades, and the Mississippi River bluffs were formidable. To avoid the bluffs, the railroad followed the gradual slope of the La Crosse River Valley and reached the Mississippi just south of La Crosse. The route was soon joined by another set of tracks edging the Mississippi River. By 1872, the city had a direct line to St. Paul, Minnesota's capital.

The city's architecture reflects its economic vitality. Businessmen established the downtown commercial district in the late 1800s, filling blocks around 4th and Pearl Streets with two- and three-story brick structures. Other buildings appeared in the early 1900s, resulting in an interesting mix of architectural styles: from broad-arched Richardsonian Romanesque to finely detailed Italianate to streamlined Art Moderne. Just east of downtown, on King and Cass streets, the city's most prosperous families built grand Romanesque and Queen Anne homes. Development moved east of 17th Street by the early 1900s, creating an impressive collection of Prairie Style homes, many designed by local architect Percy Dwight Bentley. The Prairie Style, characterized by long, low, horizontal lines, is an American architectural style inspired by the prairie landscape. Developed largely by Midwest architects, the style's most famous proponents were Chicagoans Louis Sullivan and Frank Lloyd Wright. To learn more about La Crosse's history and architecture, visit the La Crosse County Historical Society at the Hixon House at 429 North 7th Street. The Society's walking tour brochures are an excellent guide to local architectural highlights.





Bad Axe River and the Black Hawk War

Vernon County

P **O** By the early 1800s, generations of Sauk and Mesquakie, also known as Fox, Indians had lived on the east side of the Mississippi River. Their villages dotted the valley for many miles, from Prairie du Chien south beyond the mouth of the Des Moines River. Even when the territory was under American rule, Native Americans carried on a lively commerce with British fur traders of the western Great Lakes region, also supplying them with corn from Sauk fields and lead mined by the Mesquakie. During the War of 1812, they allied themselves with the British — a choice with dire consequences. By 1816, following America's victory over Great Britain, the Sauk and Mesquakie were forced to cede their lands and move west across the Mississippi.



*"I loved my towns,
my cornfields,
and the home of my people.*

I fought for it."

—Black Hawk, Sauk leader

Most left their ancestral lands. A few kept returning, despite increased threats from the American military. Finally in 1832, when a large group of Sauk Indian families followed their aging leader Black Hawk back east across the river, the Americans went in pursuit. Nearly 7,000 American soldiers and militia men engaged some 500 Sauk warriors in three months of bloody skirmishes. The fighting ended with the Battle of Bad Axe on and near Battle Island, where hundreds of men, women and children were killed as they tried to flee back across the Mississippi. Black Hawk escaped, but was later captured.

The Black Hawk War was only one of many conflicts brought on by Native Americans' loss of traditional lands and their struggle to survive on rapidly decreasing resources. It was, however, the last in this region. Within a few years, remaining Indian lands in southern Wisconsin and northern Illinois were also ceded and cleared for American settlement.

Historical markers along the road and on Battle Island tell part of this story.



Historical markers indicate where skirmishes in the Black Hawk War were fought

Locks and Dams on the Mississippi

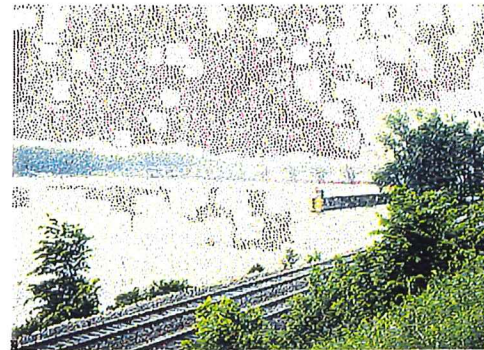
T In the 1930s, the U.S. Army Corps of Engineers built a series of dams on the Mississippi to maintain a channel deep enough for barge travel. Each dam creates a pool of water behind it, and each pool is at least nine feet deep. Use the map to compare the width of the river above and below Lock and Dam No. 8 to see how significantly the dams affect the Mississippi.



A tugboat pushes a barge into the lock at Lock and Dam No. 9

The elevation of each pool of water is a few feet lower than the one above. Locks help boats and barges travelling on the Mississippi get past the dams and move up or down the "step" between pools.

A lock is a concrete-lined chamber situated between a dam and the riverbank. Its upper and lower ends have swinging gates that keep water from flowing downstream. Beneath the chamber, huge concrete tubes allow the lock operators to control the level of water in the chamber when the gates are closed.



Railroads forced a decline in commercial river traffic, but locks and dams brought shipping back to the Mississippi

To help a boat travelling upstream, lock operators release water from the chamber through the underground tubes until the level of water in the lock matches the river level below the dam. The lower gates are opened, allowing the boat to enter the lock chamber. Once the gates close, water is admitted into the chamber through the underground tubes until the level matches that of the upstream pond. The boat exits the chamber through the upper gateway and continues on its Mississippi River journey. The process works in reverse for downstream travellers.

The locks along the Mississippi River have viewing platforms for watching boats and barges lock through. Not all the locks, however, are on the Wisconsin side.

National Fish Hatchery

Vernon County

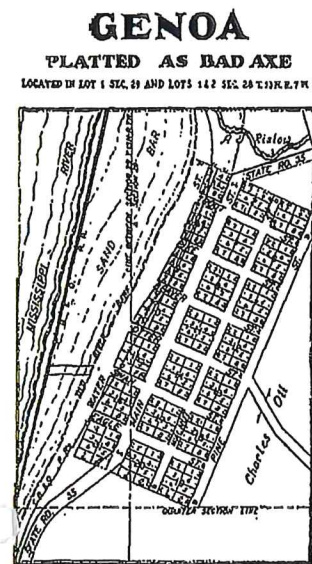
E The U.S. Fish and Wildlife Service raises several species of fish in a series of man-made ponds south of Genoa. Rivers and lakes are stocked with fish from hatcheries to protect fish populations and to preserve the food chain that is crucial to a healthy environment. This is one of nearly 100 hatcheries the Service operates throughout the country.

Each spring, the hatchery staff catches cool-water fish from the Mississippi River in nets. Up to 12 million ripe eggs are removed before the fish are returned to the river. Warm- and cold-water fish are also raised near Genoa; eggs from those types of fish are shipped to the hatchery. Fish raised in ponds like these are rarely exposed to disease or predators, and are therefore more likely to survive than fish living in natural lakes and streams. When the fish are old enough, they are shipped to public lands. Over a million are returned to the Mississippi River.

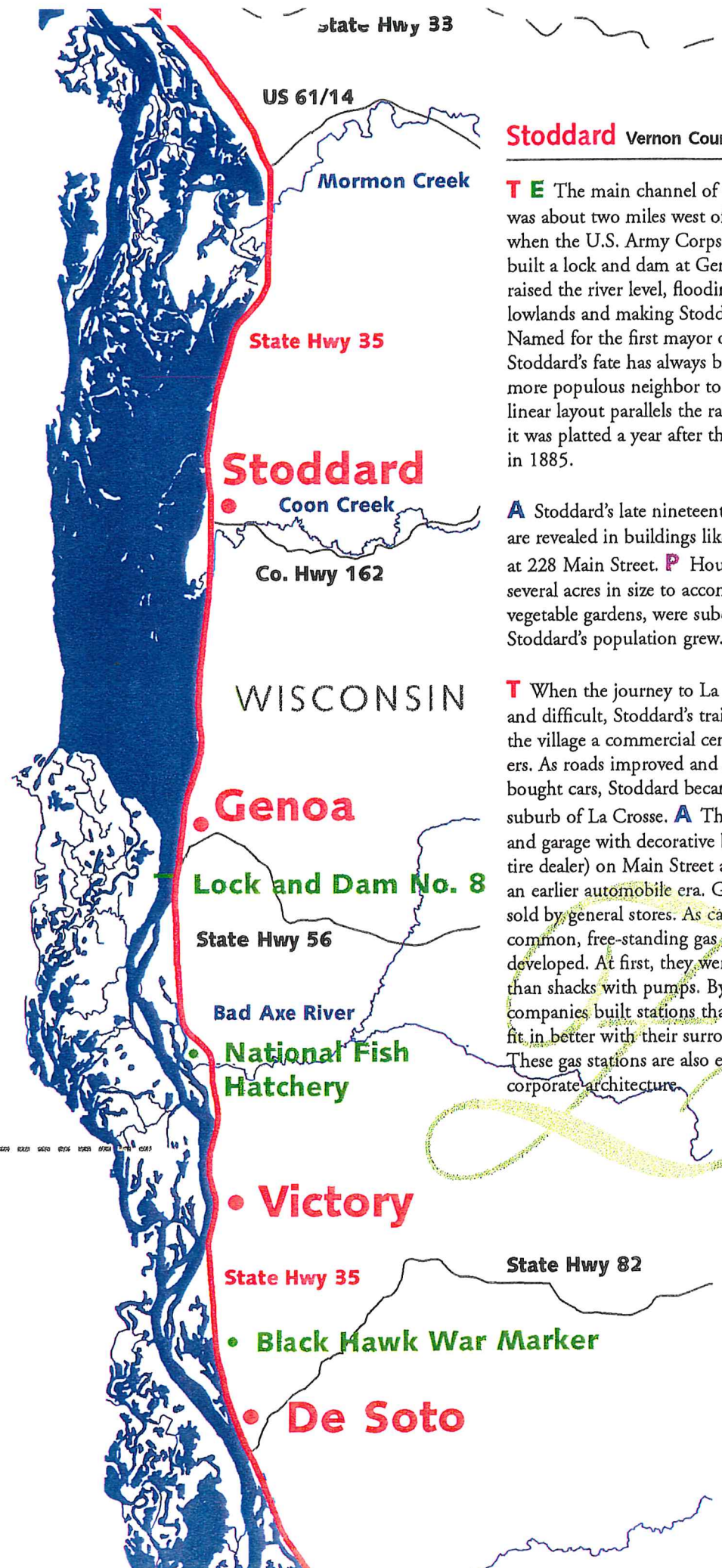
Fish raised at the Genoa hatchery include brook trout, rainbow trout, largemouth bass, sauger, walleye, and northern pike. The ponds are fed with water from artesian wells and from the nearby Bad Axe River. Take the self-guided tour at the hatchery to learn more.



Once the fish raised in these ponds are large enough, they are released into the wild



Genoa's 1854 plat shows the bay that once attracted steamboats to this spot.



Stoddard Vernon County

T E The main channel of the Mississippi was about two miles west of here until 1938, when the U.S. Army Corps of Engineers built a lock and dam at Genoa. The dam raised the river level, flooding adjacent lowlands and making Stoddard a river town. Named for the first mayor of La Crosse, Stoddard's fate has always been linked to its more populous neighbor to the north. Its linear layout parallels the railroad tracks, since it was platted a year after the tracks were laid in 1885.

A Stoddard's late nineteenth-century origins are revealed in buildings like the brick house at 228 Main Street. **P** House lots, originally several acres in size to accommodate extensive vegetable gardens, were subdivided as Stoddard's population grew.

T When the journey to La Crosse was long and difficult, Stoddard's train station made the village a commercial center for local farmers. As roads improved and more people bought cars, Stoddard became essentially a suburb of La Crosse. **A** The small gas station and garage with decorative brickwork (now a tire dealer) on Main Street are remnants of an earlier automobile era. Gas was originally sold by general stores. As cars become more common, free-standing gas stations were developed. At first, they were little more than shacks with pumps. By the 1920s, oil companies built stations that, like this one, fit in better with their surroundings. These gas stations are also early examples of corporate architecture.



Many early gas stations, like this one in Stoddard, resemble tiny cottages

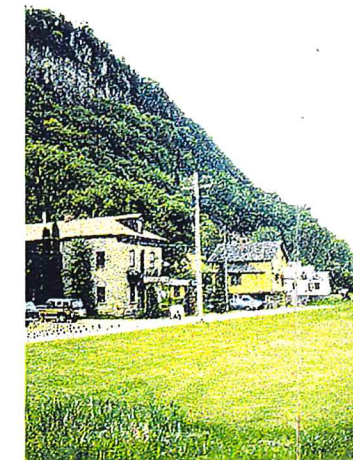
Genoa Vernon County

T E P A small bay once filled this valley, attracting steamboats needing an overnight harbor. In 1854, Italian and Italian-speaking Swiss immigrants relocated here from the lumbering and lead-mining community of Galena, Illinois, and founded the village of Genoa. Thirty years later, the Chicago, Burlington & Northern Railroad extended its route through Genoa. The tracks cut off the bay from the Mississippi, closing the harbor, but the railroad provided more reliable transportation than that available with seasonal steamboats. **O** Trains delivered merchandise to Zabolio's dry goods store, located in a building that still stands at the corner of Main and Swan Streets. The railroad carried to market the mother-of-pearl buttons produced at Genoa's two factories and tobacco grown by area farmers. **A** Genoa also had a local sawmill and limestone quarry. Local limestone can be seen in many building foundations, as well as in retaining walls and drainage ditches that support the slopes and channel the run-off from the region's dramatic hollows and ridges.

Genoa's bay has been filled in, and the Great River Road rerouted from Main Street to its present location. Old Settlers' Overlook south of the village offers another view from the bluffs.



This house at 228 Main is typical of Stoddard's late 19th-century character



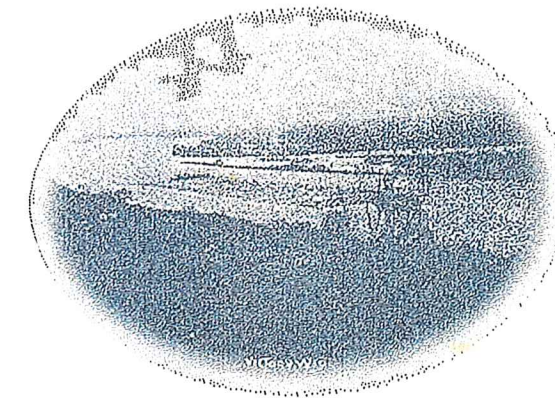
Genoa's stone house stands near the bluff where its limestone was quarried



A railroad spur once ran behind Zabolio's; supplies were loaded directly into the shop

Victory Vernon County

O Five settlers laid out this village in 1852. They named it "Victory" to commemorate the final battle of the Black Hawk War, fought south of the village twenty years earlier. Soon after Victory was platted, farmers planted fields of wheat east of the village. Victory prospered during the wheat boom of the 1850s and 1860s, boasting three large grain warehouses, but its success was short-lived. By the 1880s, the area's soil was depleted, and railroad expansion had opened more fertile western lands for wheat farming.



Victory in 1909

De Soto Vernon and Crawford Counties

T O De Soto, like Victory, was established in time to take advantage of the wheat boom in the 1850s. The village, just four miles south of Victory, was platted in 1854 on the site of a small outpost of the American Fur Company. Both De Soto and Victory hoped to grow into major cities, and a rivalry developed between the towns. De Soto got the advantage by building wing dams in the Mississippi, which diverted the main channel and allowed steamboats to reach the town.

While neither community became a great metropolis, De Soto's larger business district illustrates that steamboat traffic gave it an edge over Victory. In the 1880s, around the peak of De Soto's prosperity, local businesses included sawmills, grain dealers, general merchants, dressmakers, blacksmiths, a brewery, hotels, and restaurants.

MINNESOTA

IOWA





Wyalusing State Park and the Mississippi Valley at Prairie du Chien

Crawford and Grant Counties

E Scenic overlooks at Wyalusing State Park provide sweeping views of the confluence of the Mississippi and Wisconsin rivers 500 feet below. The panorama is much the same as when Catlin painted it more than 160 years ago. Only Prairie du Chien, then a small cluster of buildings, has changed significantly.



O P For nearly 10,000 years before European settlement, this area's abundant resources attracted Native Americans. They harvested aquatic plants, fish, shellfish, and turtles in the rivers. Their camps were protected by natural rock shelters in the deep tributary valleys. These valleys also offered exposed layers of chert, a stone used for making tools. The wooded bluff slopes provided edible plants and small game, while the prairies above were home to bison, elk, and other big game the Indians hunted.

Park overlooks offer sweeping views of the river valley

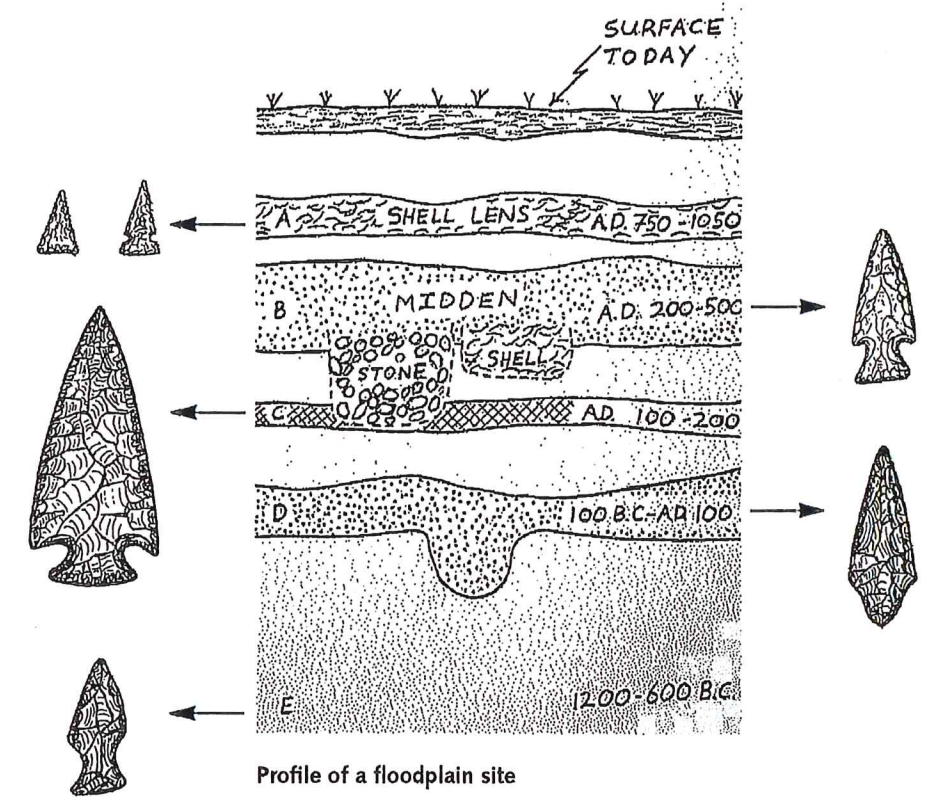


The Mississippi Valley at Prairie du Chien in the 1830s — view from the western bluffs.

P Archaeologists have explored dozens of sites in this area. Some can be associated with Paleo-Indian and Archaic hunting groups that roamed the valley between 3,000 and 10,000 years ago. The majority, however, date from the more recent Woodland period, when intensive use of the floodplain's resources supported an increase in population.

Where floods repeatedly spread silt over well-used island village sites, archaeological excavation pits look much like a layered cake. This "stratigraphy" makes it possible to examine changes in lifestyles over time. Archaeologists date the layers by analyzing charcoal and other organic remains.

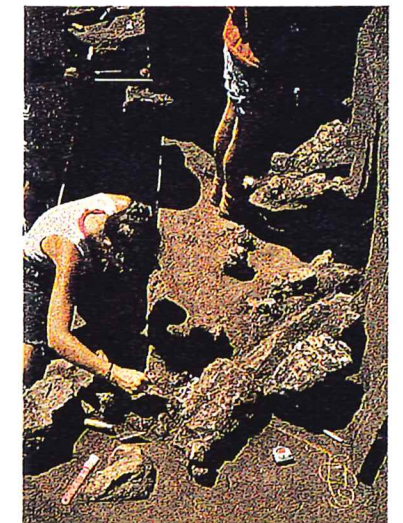
In the excavation pit illustrated, the lowest level indicates that Early Woodland groups spent most of their time hunting and gathering nearby. The next two layers show that Middle Woodland groups added cultivated plants to their diet. Growing maize became increasingly important for the Late Woodland people, who built permanent settlements on higher ground and returned to the islands only to hunt and fish. By 1050 A.D., after millennia of almost continuous use, the area was abandoned for some unknown reason.



Profile of a floodplain site

Effigy Mounds on Sentinel Ridge Grant County

P E The Woodland Indians left behind hundreds of earthen mounds. Some were built in the valley, while others, like those in Wyalusing State Park, were built on prominent bluffs. Many of the mounds are dome-shaped and contain human remains. Other are in the form of bears, buffalo, beaver, deer, birds, turtles, and other animals. In addition to serving as burial places, these "effigy mounds" may have marked territories or served as the focus of religious ceremonies. Different cultural groups built their own characteristic type of mounds between about 450 B.C. and 1300 A.D. This practice seems to have stopped well before Europeans arrived.



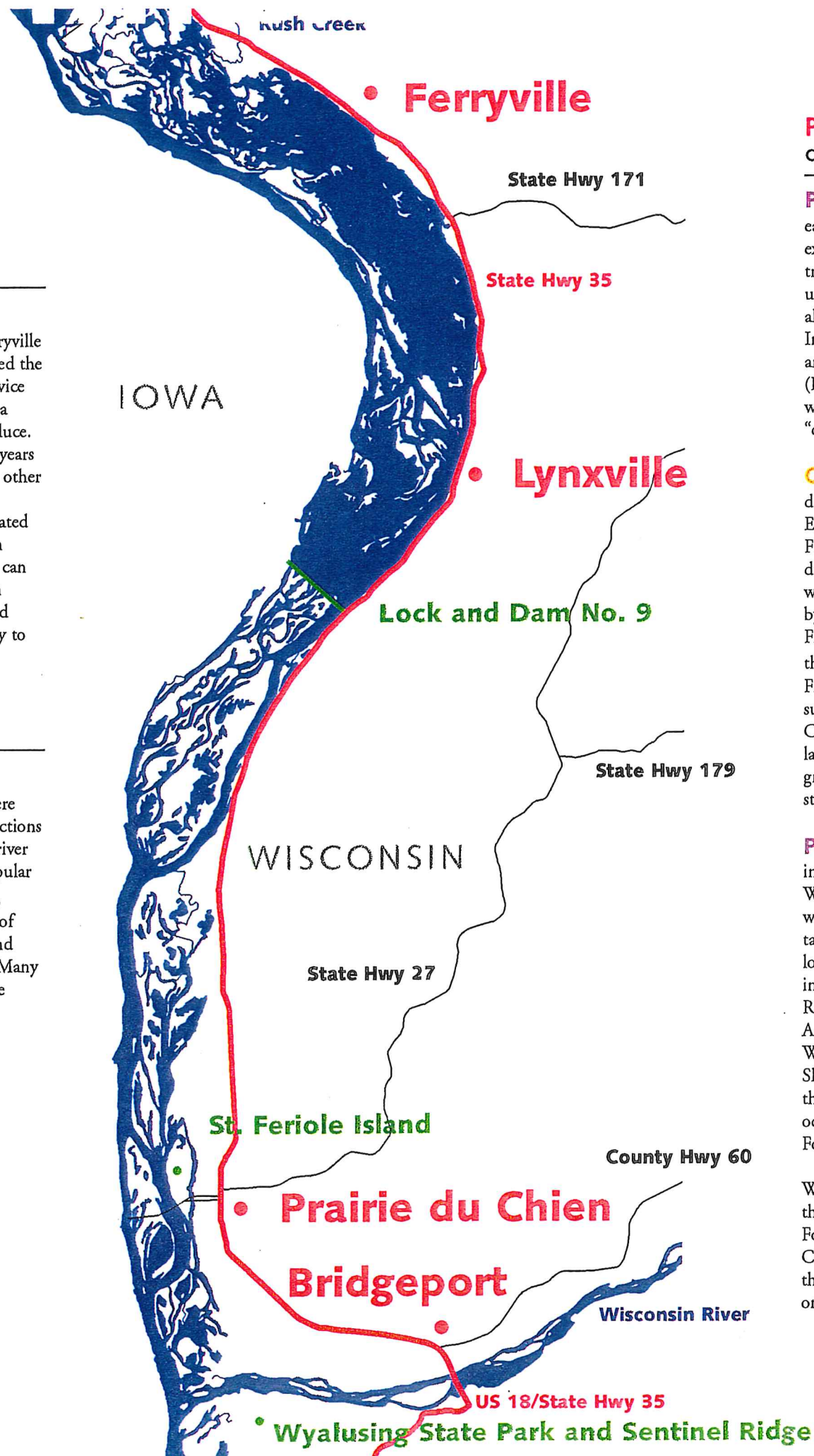
Archaeologists excavating at Mill Coulee Shell Midden near Prairie du Chien

Ferryville Crawford County

O T This village was originally called Humble Bush, but was rechristened Ferryville when platted in 1858. The name reflected the founder's intention to establish ferry service across the Mississippi to Lansing, Iowa, a prosperous shipping point for local produce. When the ferry began operating several years later, it transported grain, livestock, and other produce from Wisconsin farmers to the Lansing port. In 1878, a tornado devastated Ferryville. A county history published in 1884 reported that "today the passer-by can see no evidences of a village having been there." Fortunately, a railroad line arrived soon thereafter, inspiring the community to rebuild.

Lynxville Crawford County

T Before locks and dams regulated the Mississippi's flow, steamboat captains were challenged by frequent shifts in many sections of the channel. The stable depth of the river near Lynxville made it a reliable and popular landing. **O** From the 1850s until 1895, it was a busy port, with warehouses full of livestock, fish, apples, ice, clam shells, and other local produce awaiting shipment. Many of the warehouses were levelled when the railroad came through and offered more frequent service.



Prairie du Chien

Crawford County

P O E This area became a trading center as early as the 1670s with the arrival of French explorers Marquette and Jolliet. French traders were soon exchanging European tools, utensils, traps, firearms, blankets, beads, and alcohol for furs hunted by the Fox and other Indian tribes. The French called the broad area east of the Mississippi "Prairie du Chien" (Prairie of the Dog) after the Fox leader, whose Indian name the French translated as "dog."

O The fur trade flourished, but Europeans did not begin to settle here until the 1770s. Even then, settlements remained small. Frenchtown, just north of present-day Prairie du Chien, was established by French traders who moved from Illinois. They were joined by French Canadians in the early 1800s. Frenchtown Road (County Road K) passes the location of this early settlement. **A** The Francois Vertefuille House, a log cabin surviving from that era, displays a French Canadian construction method: hewn logs laid horizontally. The original French burying ground is also along the road, just across the street from a newer cemetery.

P The French lost the territory to the British in 1763, at the close of the French and Indian Wars. The British strengthened their trade with the Native Americans, and were reluctant to give up this lucrative relationship after losing the Northwest Territory to the newly-independent United States after the Revolutionary War. In 1814, to assert American ownership of the region during the War of 1812, the U.S. Army established Fort Shelby on St. Feriole Island. A month after the fort was dedicated, it was attacked and occupied by British forces, who renamed it Fort McKay.

When the British were finally forced to leave the area after the War of 1812, they burned Fort McKay. The U.S. Army erected Fort Crawford on the same site in 1816. In 1832, the Army built a new fort on the mainland, on higher ground slightly downriver. The

Blackhawk War ended that same year, and Native Americans were forced further west. The fur trade declined, and the fort became obsolete. **A** The military hospital, one of the few parts of the fort to survive, is now the Fort Crawford Medical Museum.

P A Other civilian settlements ultimately grew together to form the city of Prairie du Chien. The original commercial district, the Main Village on St. Feriole Island, was supported by the fur trade and steamboat traffic. The river's navigable channel was immediately west of St. Feriole, making the island more accessible than the mainland. Traders set up shops, storehouses, and hotels on the island. **T** Railroads reaching the area in the 1850s brought warehouses and rail yards to St. Feriole. This activity declined by the mid-twentieth century, and some of the commercial and industrial facilities were altered or demolished. In the meantime, many people built homes here to enjoy the island's unique setting. Severe flooding, however, was a regular problem, so the U.S. Army Corps of Engineers relocated the residents and removed their homes in the 1980s. Most buildings remaining on the island are historically significant remnants of the fur trading era, such as the American Fur Company Warehouse, the Rolette House, and Villa Louis.

By the 1880s, as the island became more industrial, St. Feriole Village on the mainland just to the east of the Main Village evolved into the dominant business district. Blackhawk Avenue (then Bridge Street) at the heart of St. Feriole Village has been the major commercial street since then.

O A The third concentration of settlement was at Lower Town, about half a mile downriver from St. Feriole Village. Sawmills, breweries, brickyards, mills and other industries became clustered in this area. Irish and Bohemian workers dominated the Lower Town population.

"A ride of six miles, through a high rolling prairie interspersed with open groves of oak, brought us at last in view of the bluffs of the Upper Mississippi, rising in rocky masses to the height of four or five hundred feet above the bed of that beautiful river. . . . Never shall I forget the first view of 'The Father of Rivers' . . . It was girdled, apparently, by inaccessible cliffs on three sides, and fringed by a broad meadow, which, in its turn, was bounded and sheltered by lofty bluffs, on the fourth. That meadow lay now beneath me, and it was Prairie du Chien."

Charles Fenno Hoffman, *A Winter in the West* (Chicago: Fergus Printing Company, 1882)

Bridgeport Crawford County

T O The name of this village gives a hint about its early prosperity. A ferry established here in 1835 carried grain and other farm products across the Mississippi to railroad transport on the Minnesota side. In 1857, the Chicago, Milwaukee and St. Paul Railroad laid tracks through Bridgeport and established a depot. A wagon bridge built over the Wisconsin River in the same year gave farmers easy access to the depot. Bridgeport quickly became one of the busiest livestock shipping points in the area.



Black Hawk Avenue in Prairie du Chien



Stonefield Grant County

P Nelson Dewey, the state's first governor, spent most of his adult life in Cassville. In 1868, after making a fortune from investments and his law practice, Dewey built a Gothic Revival mansion on a large estate and called it Stonefield. **A** A fire gutted the house in 1873. Twenty years later, another owner rebuilt the house using the surviving brick walls and maintaining the original floor plan. Some of the Gothic ornaments were also salvaged and reused. **O** Nearby, on land once part of Dewey's estate, is a reconstructed turn-of-the-century community, named Stonefield Village in honor of Dewey and his accomplishments. Both Stonefield Village and the Nelson Dewey Homesite are open for tours, as are the State Agricultural Museum and a recreated early 1900s farmhouse, also on the Stonefield grounds.

Grant River Public Use Area (Osceola Site) Grant County

E During the Archaic Period some 3,000 to 8,500 years ago, these blufflands were home to nomadic bands of extended families who moved with the seasons to take advantage of a wide variety of wild plants and small game.

P Archaic sites contain a wide range of stone tools. Toward the end of this period, people also began fashioning tools from chunks of natural copper, which they collected from riverbeds and other areas of eroded bedrock around the western Great Lakes. The metal was hammered into hunting and fishing implements, wood-working tools, and other useful objects. Archaic peoples also experimented with annealing, a process of heating and cooling that makes metal stronger. The use of these copper tools rose dramatically among the Archaic peoples of the Upper Midwest. Archaeologically speaking, the "Old Copper Complex" was a short-lived phenomenon, lasting less than a thousand years.



Spear points made from copper

Cemeteries and burial grounds provide a glimpse into the lives of the people interred there. Situated on a knoll near the Grant River Public Use Area, the Osceola Site is one of only three Middle Archaic "Old Copper" cemeteries that have been scientifically excavated in Wisconsin. Old Copper cemeteries contain individuals that have been buried in the flesh, reburied as bundles of bones, or cremated. Excavated teeth show signs of malnutrition, not surprising in a culture so profoundly affected by seasonal changes in food supply. Skeletons from these three cemeteries suggest that life expectancy was short by modern standards: few people survived beyond their late 30s.



An innovation 4,000 years ago: copper tools



British Hollow Grant County

O P There is not much to see in British Hollow — which is what makes it interesting. Like nearby Potosi, British Hollow grew from a mining settlement into a bustling village with several hundred people and shops, saloons, and hotels. A large lode of about 80,000 pounds of lead was discovered here one winter. Soon, four smelting furnaces filled the air with vapors toxic enough to kill all surrounding vegetation. Many animals died, too, except hardy hogs. After the lead was extracted, the mines closed and the air cleared. While some people remained in the area and became farmers, most had left the hollow by the 1930s.

Stone foundations are scattered throughout the hollow and on the hills. Most of the village site is now a private pasture. Across Highway 61/35 is the British Hollow cemetery, a poignant reminder of the village that once thrived here.

"As the town grew, rock and brick homes were built, but more of frame construction — all of them modest and simple in design, yet attractive and comfortable, especially those on the hilltops which were embellished with green shutters and cozy verandas, each overlooking a different panorama of wooded hills and brooks."

"British Hollow was Once Thriving Village," Platteville Journal, 26 September 1934

Barn Architecture

A O When the Great River Road swings inland, it offers sweeping views of fields and farmsteads. Barns are a particularly noteworthy feature of the agrarian landscape. They have evolved in response to changes in farming practices and machinery. Older barns are often endangered today because they don't adapt easily to new uses and take a lot of work to maintain.

Barns in Wisconsin often have three long, parallel interior spaces, and are therefore called "three-bay" barns. When wheat was grown here in the 1850s and 1860s, the middle bay was used for threshing — a process to separate grain kernels from the stalks. Bays on each side stored equipment and animals. A "raised three-bay" design, also called a "bank" or "basement" barn, became more popular as the dairy industry began to develop later in the 1800s. Farmers added stone basements beneath wooden barns, creating space to house more animals. These barns were often built into low embankments, giving animals access to the first floor from the other side.

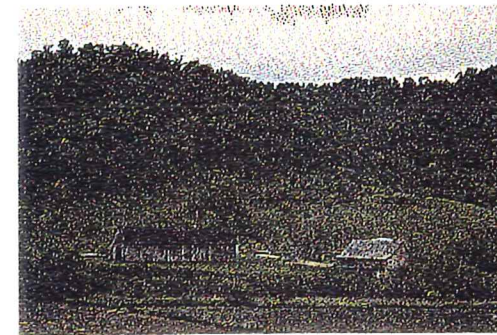
Farmers stored hay in the loft just beneath the roof of the barn. Roof types changed over the years in an effort to increase storage space. The gable design gave way to the gambrel roof which, in turn, was replaced for a short time by the gothic-arch roof.

As the dairy industry grew, the University of Wisconsin at Madison developed the model barn for farmers. Better ventilation and more interior light improved sanitation, so designers recommended a long, narrow barn with lots of small windows. A center aisle allowed farmers to attend to rows of cows facing each side of the barn. Chutes drew air out through roof ventilators to improve air circulation. The gambrel roof provided storage space for the herd's hay and feed.

A completely different design is used for tobacco-curing barns in Vernon County, where Norwegian immigrants began cultivating the leaf in the late 1800s. The long, single-story



Gable-roofed sheds and a gambrel-roofed bank barn



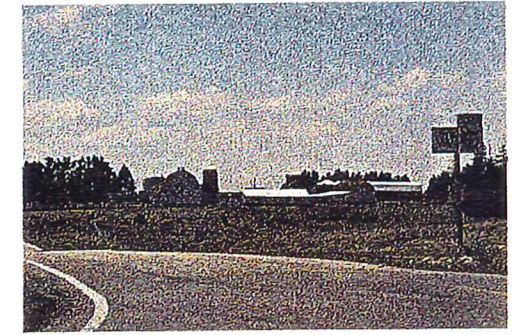
A tobacco barn in Vernon County

structures have vertical slats along the long sides. Tobacco leaves are laid over poles running the width of the barn, and air circulation is controlled by vertical vents. Vernon County tobacco is generally used to wrap cigars.

Silos, the round towers often connected to barns, have also evolved into an ever more functional form. Silos ferment organic material, typically the ears and stalks of field corn, into nutritious animal feed. Until farmers began making silage in the late 1800s, cows produced little milk in the winter. Silage made good feed available year round, turning dairying into a full-time, profitable business in Wisconsin. Silos are built of wood, stone, brick, concrete, tile, or metal. Older silos are shorter and slimmer than the modern metal giants. The structures grew taller as new machinery made it easier to load the raw materials and to process and unload the silage.



Gambrel roofs provide more hay storage space than gable roofs



Old and new barns surround this silo



Farmers add wings as more space is needed

Wyalusing Grant County

O Towns came and went on the frontier. Wyalusing was first established in 1843, just north of its current location. The village did not prosper, and the land was sold. In 1856, the new owner replatted Wyalusing on its present site, which might have offered a better boat landing. Soon, the village could claim a shop, a storehouse, two boat landings, a sawmill, and a ferry across the Mississippi. Steamboats delivered supplies to Wyalusing, where the goods were loaded in horse-drawn wagons to be delivered to inland towns. A steamboat's arrival created so much activity that traffic jams clogged Main Street.

T O In 1857, a bridge was built over the Wisconsin River, creating competition with nearby Bridgeport. A worse blow hit Wyalusing in the 1880s, when the railroad cut through the village. The steamboat freight warehouse was razed to accommodate the tracks. Since Wyalusing never gained prominence as a rail shipping point, its commercial heyday was over.

Glen Haven Grant County

Steamboats made this spot a busy livestock shipping port at least twenty years before Glen Haven was platted in 1857. Like other river communities, Glen Haven's layout reflects the Mississippi River's importance to the area's economy. Main Street runs from the adjacent farmland directly to the landing, where stockyards and storehouses held livestock and farm produce for shipping. In 1884, when railroad tracks severed Glen Haven from the river, the town's rail depot took over the bustling shipping business until trucks usurped that role in the twentieth century.



Wyalusing
US 18/State Hwy 35

Glen Haven

Co. Rd VV
Co. Rd V
Co. Rd VV

State Hwy 133

Stonefield Village

Cassville

State Hwy 133

IOWA

Bagley Grant County

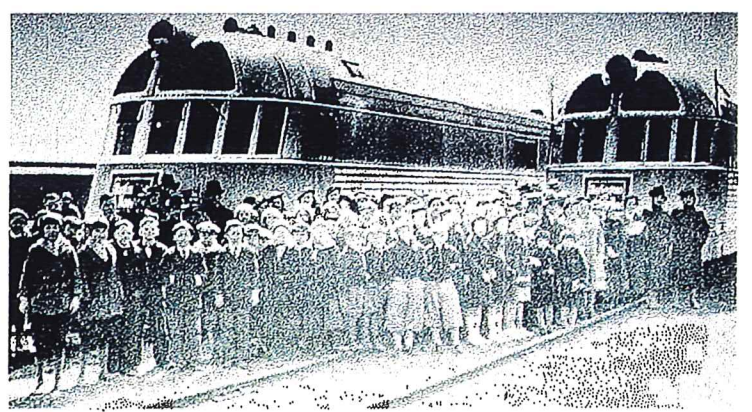
T The Mississippi, hardly visible from Bagley's main street, was clearly not important to the village founders. Street names reveal why the village is here: Chicago, Burlington, Northern. CB&N rail lines were laid here in 1885, and Bagley was platted a year later. It was the halfway mark on CB&N's line between Chicago and St. Paul, and later became the meeting place for the "Twin Zephyrs," passenger trains that ran the route. The village was laid out on a north-south axis, ignoring the river that influenced plans of other communities. Also, Bagley was not completely surrounded by bluffs, so it expanded eastward with two later additions. These new residential areas were populated by railroad employees and retired farmers.

Cassville Grant County

O Many early Cassville boosters hoped it would be chosen as the state's capital. "I look upon it as the germ of a great city," wrote a New York correspondent in 1836. "Its commercial position is unquestionably the best in the territory, on the east side of the Mississippi. . . . Steamboats are constantly arriving at this point from St. Louis and other towns on the river. . . . I see no reason why Cassville shall not become the emporium of as great an inland trade as Boston, Albany, Buffalo or Detroit, in whose latitude it is situated."

The drive to establish Cassville as the capital city was taken up by Daniels, Denniston and Company, a New York land developer. The company owned land in and around Cassville,

Twin Zephyrs and twins publicity photo, 1941

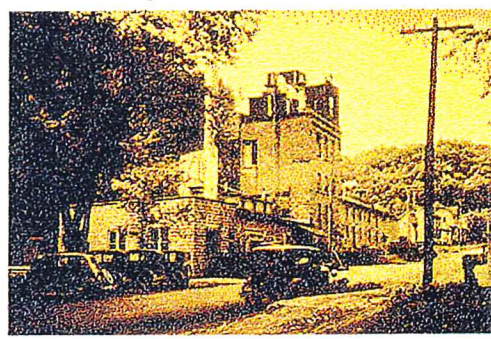


which would become very valuable if the city was designated the capital. It was not, and the firm went bankrupt.

A Cassville's elegant brick homes display the city's early prosperity. A local brickyard, once on the north end of town, probably supplied building material for many Cassville homes.

E As in other towns at the base of the river bluffs, a concrete drainage chute snakes through town to channel runoff each spring and summer.

Potosi Brewery in the 1930s



US 61/State Hwy 35

British Hollow

Potosi

Tennyson

Grant River
Public Use Area

US 151

Little Platte River

Dickeyville

US 151/61
State Hwy 35

Kieler

Wisconsin Visitors' Center

Potosi Grant County

O P Native Americans were the first to mine lead in this region. They showed European explorers, who arrived in the 1600s, where to find the valuable resource. When Willis St. John turned a lead-filled cave into a mine in 1827, laborers swarmed here from Galena, an Illinois mining town. The small earthen-sided huts they built into the bluffs resembled badger dens. Soon the miners, and later the entire state, had a nickname.

The settlement expanded into a village by the late 1800s. The community went by many names through the years, but villagers finally settled on Potosi, a Spanish word meaning "lead." Potosi's long, winding streets follow paths established well before it was officially platted. Potosi's "linear" plan was clearly influenced by the valley's restrictive topography.

The Potosi Brewery, a local landmark at the west end of the village, operated continuously from 1852 to 1972. During the Prohibition, from 1920 to 1933, the brewery produced legal "near beer."

Tennyson Grant County

P Potosi's neighbor was originally called Dutch Hollow. When workers came to the lead mines, they usually settled near others of their ethnic group. Community names often identified the nationality. Dutch Hollow was renamed to honor the poet Alfred Lord Tennyson.

Dickeyville Grant County

A P The Grotto at Dickeyville is famous throughout the region. The concrete shrine, dedicated to religion and patriotism, is elaborately embellished with rocks, shells, and other materials from around the world. It was built in the 1920s by the pastor of Holy Ghost Church, Father Mathias Wernerus. Wernerus may have been inspired by the work of Paul Dobberstein, a fellow clergyman who built ornate shrines and grottoes throughout Iowa and Wisconsin. These church-based grottoes fueled the imaginations of many individuals who created secular versions for their private use or for display. The Prairie Moon Folk Art Museum, an unusual example, is just off the Great River Road north of Fountain City.

Kieler Grant County

P A Kieler's stone church occupies a prominent site, reflecting its important role in community life. The village was established in 1855 by German Catholics. A small, wood-frame church, erected in 1859, served the congregation until a stone church was built in 1869. The new, gable-roofed church was nearly twice the size of the first building. An 1896 remodeling added Gothic Revival detailing to the main entrance and two stone towers to the front. John Kieler, for whom the village was named, worked as a stone mason and contractor before emigrating from Prussia. He might have been responsible for the use of stone for the church walls.

WISCONSIN

ILLINOIS

The Great River Road Today

Wisconsin's Great River Road is part of a system of designated scenic routes that follow the Mississippi from its source to its delta at the Gulf of Mexico. In addition to Wisconsin, the Great River Road passes through the Canadian province of Ontario and through the U.S. states of Minnesota, Iowa, Illinois, Missouri, Kentucky, Tennessee, Arkansas, Mississippi, and Louisiana.

Wisconsin's rich heritage is displayed along its Great River Road by thriving cities and villages, fertile farms and dense forests, towering bluffs and gentle plains. Many people live and work near the Mississippi River in Wisconsin, and many more visit to fish, admire the scenery, and explore the well-preserved communities along the way. Some of the buildings from the late nineteenth and twentieth centuries serve their original purpose; others have been converted into restaurants, shops, hotels, and museums.

For more information on food, lodging and attractions along Wisconsin's Great River Road, contact the Wisconsin Department of Tourism at

1 800 432-8747. Enjoy!

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Photo Credits

Archaeological Research Services: 5 (Mero mounds); 7 (Armstrong mounds, Cochrane ravines); and 9 (Trempealeau Mountain, Riverview Trail).

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Wisconsin State Historical Society, Madison: 7 (Alma historicals); 8 (clammer); 14 (Victory); and 16 (brewery).

Mississippi Valley Archaeological Center, La Crosse: 3 (Oneota vessel); 7 (spear point); and 9 (gun flints).

Minnesota Historical Society, St. Paul: 16 (Twin Zephyrs).

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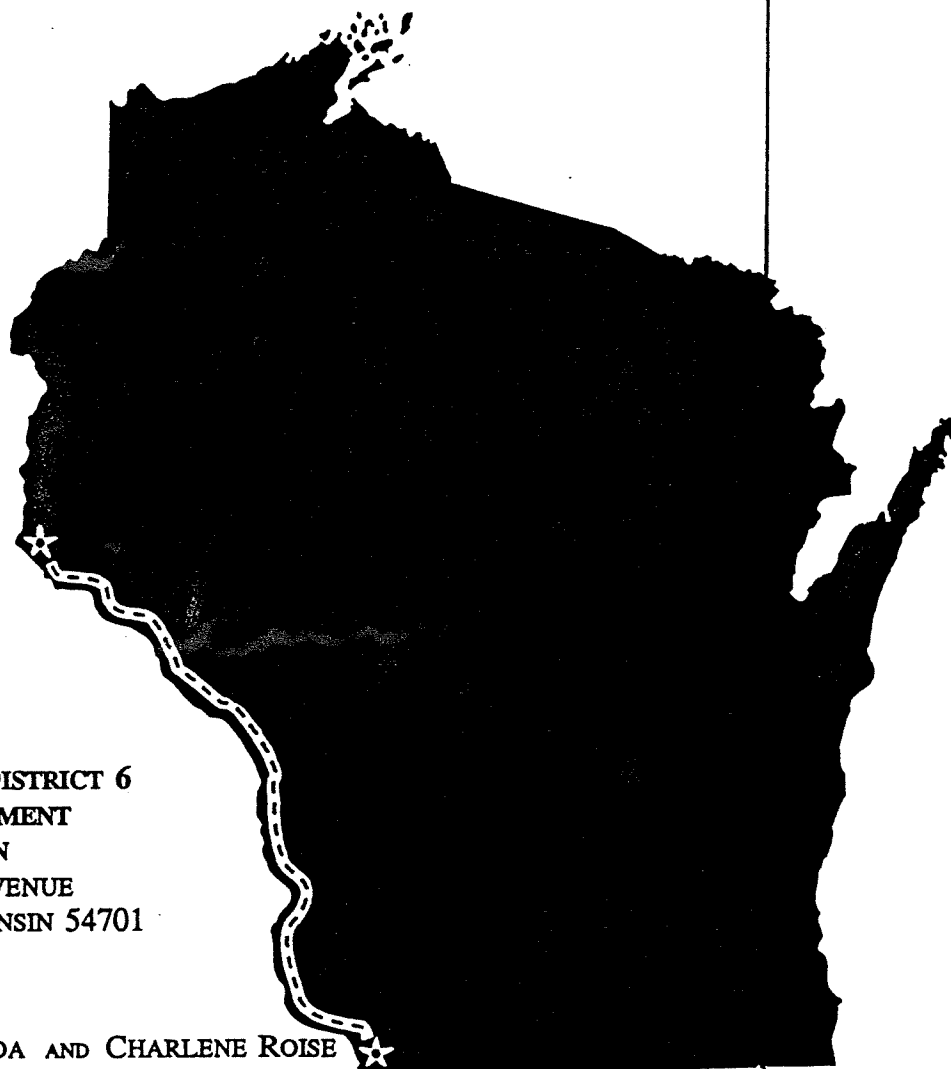
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THE GREAT RIVER ROAD IN WISCONSIN

HISTORICAL MARKERS ON THE ROUTE



APRIL 1997

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**WISCONSIN'S GREAT RIVER ROAD:
HISTORICAL MARKERS ON THE ROUTE**

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PROJECT OVERVIEW

In February, 1996, the Wisconsin Department of Transportation (WisDOT) commissioned historical consultants Hess, Roise and Company of Minneapolis to undertake research and prepare a report on the historic and archaeological resources of Wisconsin's Great River Road. WisDOT recognized that past efforts to identify cultural resources along the route had been sporadic and incomplete. This project sought to research, organize, and present the individual cultural resources along the entire length of Wisconsin's Great River Road in a consistent manner; to incorporate the sites into an overall historical context; and to determine how those sites could be interpreted. The project, funded by Enhancement and Scenic Byway provisions of the Intermodal Surface Transportation Efficiency Act of 1991, would also provide Wisconsin's Great River Road communities with tools and guidance for developing future interpretive programs for the historic and archaeological resources located along the route.

Work on the project was completed in two phases: an initial survey and evaluation period followed by intensive survey and research. Each phase culminated in a written report. The Interim Report, delivered in May 1996, outlined the initial phase and presented recommendations and guidelines to direct the second phase. Second-phase deliverables are a Technical Report, which detailed the project's administrative matters, and following interpretive products and guiding documents.

- * Prototype Travel Guide
- * Gateway Kiosk designs
- * Slide show
- * Camera-ready walking tour
- * Guidelines for future walking tours
- * Visual Identity Package
- * Research dossiers
- * Negatives and photo logs from field photography

This report, a supplement to the Technical Report, reprints recommendations for the State Historical Marker program originally presented in the Interim Report. It also compiles text for the existing State Historical Markers found on and near Wisconsin's Great River Road.

RECOMMENDATIONS FOR CORRIDOR'S EXISTING HISTORICAL MARKERS

The research team evaluated the historical markers that dot the Great River Road corridor. Wisconsin's Historical Markers Program was established in 1953 to create an official, standardized system of identifying and describing historically interesting sites throughout the state. Markers in the Great River Road corridor, then, were planned and erected over the course of the past forty years, and they display a high level of consistency in their appearance and landscaping. They vary greatly, however, in their interpretive styles and adequacy. Some markers relate directly to the immediate landscape, while others do little to encourage the reader to explore the surroundings.

A well-designed marker explains the landscape or property with which it is associated, allowing the reader to better understand the natural and human forces that have shaped that site and the broader region. A marker should refer directly to specific elements in the landscape in order to make the view part of the story. The "Coulee Region" marker, which stands east of La Crosse on State Trunk Highway 33, exemplifies this strategy well:

. . . The area before you and in the entire coulee region of west central Wisconsin has been dissected by water erosion into a series of narrow ridges separated by steep-sided valleys called coulees. Fertile soils are farmed on the bottom and sites of coulees. The narrow ridges, often protected with woodlands, are capped by erosion resistant dolomite bedrock which commonly overlies sandstone. During formation of the coulees, erosion cut through the dolomite and removed the underlying weaker sandstone thereby creating the valleys. To the north and south of this marker, you can view several coulees and intervening ridges and note that State Highway 33 is situated on one of the dolomite-capped ridges. . . .

Other markers seem to ignore the fact that the reader is actually at the site. For instance, the "Lake Pepin" historical marker is situated at a wayside with a remarkable view of the lake and the Minnesota bluffs. The sight of the lake clearly inspired William Cullen Bryant, an American poet, who declared that the spot "ought to be visited in the summer by every poet and painter in the land." While the marker does dutifully record Bryant's sentiment, it buries the quote at the end of the text, beginning instead with the decidedly uninspiring statistics related to the size of the lake.

In this case, the marker has plenty of good information, namely, a description of the geological forces that created a lake in the middle of a river, as well as the human reaction to those geological forces. The information, however, is poorly organized. The statistics that introduce the lake do not say as much as the sight of the lake itself. Further, statistics rarely make captivating text, while the inspired words of a poet often do.

Statistics are necessary and interesting at times. The markers that relate to lumbering in Wisconsin contain illuminating figures that demonstrate the scale of that industry in the state. "Rafting on the Mississippi," a marker just south of Lynxville in Crawford County, reveals the amount of lumber that was contained in the Mississippi's largest log raft and largest lumber raft. Unfortunately, the marker fails to explain the lumber industry's terminology. Since most readers will not know what a board-foot of lumber is, they will be at a loss to understand how full of logs the river must have been. Furthermore, the marker discusses log rafts and lumber rafts without defining either term. Statistics are an integral part of the story told by this marker. However, to most travellers, this marker says very little.

Since the markers are meant to be a lasting reminder of Wisconsin's river history, it is advisable to eliminate any language that, in future years, may become obsolete. The Denniston House marker, erected outside the Cassville landmark in 1969, states that the building "has been in continuous operation as a hotel" since 1854. On the site visit of March 1996, this no longer seemed to be the case, and a call to the city clerk's office confirmed that the building has been converted into apartments.

Many markers in the corridor are also poorly written. Several contain errors in grammar that lead to confusion. The text of other markers is unorganized or contradictory. If the markers are to be revised, a concerted effort should be made to ensure that the text of each marker is grammatically correct and easily understood. Poor grammar and confusing text diminish the authority of the marker and reduce its effectiveness as an educational tool.

(Reprinted from May 1996 Interim Report)

"BOW AND ARROW"

The rock outline you see on the distant bluff is an archeological curiosity. Jacob V. Brower, a Minnesota archeologist, observed this formation in 1902 and interpreted it as a bow and arrow. In 1903 he wrote, "Some of the stones representing the bowstring are displaced. The intention seems to have been to represent a bow and arrow drawn to shoot toward Lake Pepin." Modern archaeologists think the boulders may form a bird effigy, but no one has reached a definite conclusion. Although it is an old, well-known landmark, perhaps even ancient, its origin and age are unknown; and it is not part of the Indian lore of this region. Boulder alignments made by Indians exist in other states, but this is the only one known in Wisconsin. Was it made by Indians? Is it a bow and arrow or a bird? It remains a mystery.

Erected 1979

[Location: Pierce County, Highway 35, 1 mile south of Highway 63,
southeast of Hager City]

LAKE PEPIN

This beautiful lake is twenty-two miles long, varies in width from one to two and half miles, and covers about thirty-eight square miles. It was caused by the delta of the Chippewa spreading across the gorge of the Mississippi at the southeastern end of the lake. Because of its steeper grade, the smaller Chippewa River was able to bring in more glacial debris than the Mississippi could carry away. This delta provided a natural dam, and as the water was backed up, Lake Pepin was formed. State Highway 35 hugs Lake Pepin along most of its Wisconsin shore and has been called one of the most scenic drives in America. One of Lake Pepin's admirers was William Cullen Bryant. He praised its natural scenery and declared the area "ought to be visited in the summer by every poet and painter in the land."

Erected 1979

[Location: Pierce County, Highway 35, 3 miles west of Maiden Rock]

MAIDEN ROCK

The story of Maiden Rock has several versions. One by Mary Eastman was published in 1849. She heard the story from an old Indian friend, Checkered Cloud, who firmly believed the event happened around 1700. A more romantic version in verse was written by Margaret A. Persons.

James Duane Doty accompanied the Henry Schoolcraft expedition into this area and on June 3, 1820, Doty wrote in his journal: "It is told that many years since, a young and beautiful Sioux girl was much attached to a young Indian of the same band, and who would have married her but for the interference of her relatives. They insisted upon her marrying another one whom she despised, and she contrived to avoid the connexion for near a year. At length her relations, having sent away the young man she loved, on this point they compelled her to marry the one they wished. It was evening, and she had not been united more than an hour, before they missed her from the lodge. Nothing could be found of her until morning, when they discovered her at the foot of this precipice, down which she probably precipitated herself."

Erected 1966

[Location: Pepin County, Highway 35, Maiden Rock]

SITE OF FORT ST. ANTOINE 1686

Nicholas Perrot was a daring adventurer, fur-trader and able diplomat. The handsome Frenchman built Fort St. Antoine on the shore of Lake Pepin near here in 1686. Alarmed by the aggressions of the English, the French government felt it was necessary to repeat their claims with sufficient pomp and ceremony to impress the Indians and to assure their allegiance. Accordingly, here at Fort St. Antoine on May 8, 1689, Perrot formally took possession of the entire region west of the Great Lakes "no matter how remote" in the name of Louis XIV. When A.W. Miller surveyed this area in 1855, he reported the fort site occupied "a space of about sixty by forty-five feet, and stood about seventy feet back from the point of the highest water mark on the lake shore."

Erected 1955

[Location: Pepin County, Highway 35, 1 mile northwest of Pepin]

LAURA INGALLS WILDER

This park is named in honor of Laura Ingalls Wilder, author of the "Little House" books which were awarded a medal in 1954 as "lasting contributions to children's literature." Laura Ingalls was born in a log cabin seven miles northwest of here February 7, 1867. In the 1870s her parents moved the family to Kansas Territory, then to Minnesota, and finally to South Dakota. At 15 Laura was teaching school and three years later married Almanzo Wilder. They lived for awhile in South Dakota before settling on a farm near Mansfield, Missouri.

Mrs. Wilder began her writing career when she was sixty-five. First in the series of eight books was "Little House in the Big Woods," describing her experiences here in the Pepin area. The book was an immediate success.

The author was surprised at her success and told an interviewer after writing her first book, "I thought that would end it. But what do you think? Children who read it wrote to me begging for more. I was amazed because I didn't know how to write. I went to little red schoolhouses all over the West and I never was graduated from anything." She died in 1957.

Erected 1962

[Location: Pepin County, Highway 35, Pepin Park, Pepin]

LITTLE HOUSE WAYSIDE

"Once upon a time a little girl lived in the Big Woods of Wisconsin in a little gray house made of logs."

Writing about herself and her life here, Laura Ingalls Wilder thus began "Little House in the Big Woods," the first in her famous "Little House" books.

Laura was born here on February 7, 1867. Late in 1868 or in the spring of 1869, the Ingalls family left Wisconsin and travelled by covered wagon to Kansas. They found Kansas to be Indian country, so shortly after Carrie was born in August of 1870, Charles Ingalls brought his family back to the little house near Pepin. In 1871, Mary and Laura enrolled in the Barry Corner school near here. They sold this farm in 1873 and moved to Minnesota.

Laura Ingalls Wilder is loved, both for her delightful writing style and for her good homespun philosophy. Reflecting on her rugged frontier youth, she said "It has been many years since I beat eggs with a fork or cleaned a kerosene lamp. Many things have changed since then, but the truths we learned from our parents and the principles they taught us are always true. They can never change."

The Laura Ingalls Wilder Memorial Society, Inc. of Pepin, Wisconsin, organized in 1974, is proud to provide "Little House Wayside" as a memorial to this great lady and beloved author.

Erected in 1978.

[Location: County Road CC north of Pepin]

BEEF SLOUGH

The Beef Slough was a sluggish branch of the Chippewa River that provided an excellent storage pond for the logs floated downstream by numerous logging companies. Here loggers were employed to arrange the mixed-up logs into orderly rafts to be towed by steamboats to sawmills down the Mississippi.

The Chippewa Falls and Eau Claire sawmills felt threatened when the Beef Slough Manufacturing, Booming, Log Driving and Transportation Company was organized near here in 1867. Camp No. 1 built offices, a railroad depot, post office, church and dormitories to house 600 men during the rafting season.

The competition between the Eau Claire and Beef Slough interests developed into a brief dispute in 1868, sometimes called the "Beef Slough War." The most important result of the "war" was the arrival on the scene of Frederick Weyerhaeuser, whose Mississippi Logging Company brought skilled management and seemingly unlimited capital into the picture and changed the logging operations on the Chippewa from locally-operated activities into a major interstate industry.

Erected 1976

[Location: Buffalo County, Highway 35, north of Alma]

FOUNTAIN CITY

Before the white man came to this area Indians of the Chippewa, Winnebago and other tribes roamed freely along the Mississippi River. Recorded history tells of an Indian tribal battle that took place on these river banks which was witnessed by some of the earliest settlers who first came here in 1839. Adventurous pioneers, nevertheless, continued to arrive in greater numbers bringing farming, river commerce and small industries to this wilderness site, and soon the community of Fountain City was established. Throughout the years local residents have found many stone artifacts and other remnants that bear witness to the earlier cultures, which vanished as the new city grew along the Mississippi River.

Erected in 1985

[Location: Buffalo County, in Fountain City, at triangle formed by intersection of Highway 35 and Main Street]

PERROT'S POST

One of the leading early French traders and diplomats among the Indians of the upper Mississippi region was dark and handsome Nicholas Perrot. After building Fort St. Nicholas at Prairie du Chien in the summer of 1685, Perrot moved north and spent the winter here "at the foot of the mountain behind which was a great prairie abounding in wild beasts". These "wild beasts" were buffalo, elk, deer, bear, cougar and lynx. Today, only deer are still common to this area.

From here Perrot continued up the Mississippi to establish another fortified post on Lake Pepin and named it Fort St. Antoine. There on May 6, 1689, he formally took possession of the entire region west of the Great Lakes "no matter how remote" in the name of his king, Louis XIV.

In 1731 Godefroy de Linctot build a small fort among the Sioux at "the mountain whose foot is bathed by water", sometimes written La Montagne Qui Trempe a Leau" and now referred to as Mount Trempealeau. De Linctot's fort existed until 1736 and when its ruins were uncovered at this site in 1887, below them was found a hearthstone probably used by Perrot during the winter of 1685-1686.

Erected 1964

[Location: Trempealeau County, in Perrot State Park]

THE MISSISSIPPI RIVER PARKWAY: FIRST PROJECT

The first 5-mile-long section of the Great River Road project, or the Mississippi River Parkway as it was originally named, was built near here in 1953 and extended east across the Black River. Eventually, the Great River Road would follow the Mississippi River through the scenic and historic heartland of the United States, from the river's source near Lake Itasca, Minnesota, to its mouth in the Gulf of Mexico, offering panoramic views and spectacular vistas to the traveler.

Built by Wisconsin with federal aid and with the confidence that the other nine river states would continue the work, this section of the project symbolized the faith of Wisconsin in the integrity and permanence of the nation's institutions.

The completion of this first part of the 2,000 mile project provided tangible evidence that the concept of a pleasurable riverside highway along the banks of the Mississippi River, from its source to the sea, would be realized.

Erected 1994

[Location: Trempealeau County, Great River State Trail, Highway 35,
½ mile east of Trempealeau]

LUTHER COLLEGE

The first college founded by Norwegian Lutheran pioneer immigrants in the United States opened in the parsonage of Halfway Creek Lutheran congregation, Sept. 1, 1861. Teachers were Laur. Larsen and F.A. Schmidt, who also served as pastors for area immigrants. Enrollment was 16. The parsonage was destroyed by fire in 1865. The site and a marker are one-half mile west of Halfway Creek Lutheran Church on Knutson Road, near Halfway Creek Cemetery. The College moved to Decorah, Iowa, in 1862 where it continues.

Erected 1977

[Location: La Crosse County, off Highways D & W, 2.5 miles east of Holmen]

NATION'S FIRST WATERSHED PROJECT

This point is near the center of the 90,000 acre Coon Creek Watershed, the nation's first large-scale demonstration of soil and water conservation. The area was selected for this purpose by the U.S. Soil Conservation Service (then Soil Erosion Service) in October 1933. Technicians of the S.C.S. and the University of Wisconsin pooled their knowledge with experiences of local farm leaders to establish a pattern of land use now prevalent throughout the midwest. Planned practices in effect include improvement of woodlands, wildlife habitat and pastures, better rotations and fertilization, strip cropping, terracing and gully and stream bank erosion control. The outcome is a tribute to the wisdom, courage and foresight of the farm families who adopted the modern methods of conservation farming illustrated here.

Erected 1955

[Location: Coon Valley Park, Coon Valley]

THE COULEE REGION

Coulee is a term derived from the French verb "couler," meaning to flow. The area before you and in the entire coulee region of west central Wisconsin has been dissected by water erosion into a series of narrow ridges separated by steep-sided valleys called coulees. Fertile soils are farmed on the bottom and sides of coulees. The narrow ridges, often protected with woodlands, are capped by erosion resistant dolomite bedrock which commonly overlies sandstone. During formation of the coulees, erosion cut through the dolomite and removed the underlying weaker sandstone thereby creating the valleys. To the north and south of this marker, you can view several coulees and intervening ridges and note that State Highway 33 is situated on one of the dolomite-capped ridges. The Wisconsin novelist, Hamlin Garland, was a native of this area and wrote about pioneer life in the coulee region.

Erected 1975

[Location: La Crosse County, Wayside B, State Highway 33,
west of the junction with County Road OA]

THE UPPER MISSISSIPPI

From Lake Itasca, Minnesota, to Cairo, Illinois, the upper Mississippi River flows through America's heartland for over 1100 miles. Its currents have borne the Indian's canoe, the explorer's dugout, and the trader's packet. Jacques Marquette, Louis Jolliet, and Zebulon Pike tested its strength. Mark Twain gave it life in literature. Paddle-wheelers by the hundreds ferried lesser-known passengers over its waters during the halcyon days of steamboating in the 19th century. Into the Great River pour the St. Croix, Chippewa, Black, Wisconsin, Rock, Illinois, Missouri, and Ohio Rivers. Along its banks have flourished the cities of St. Paul, Winona, La Crosse, Davenport, Keokuk, Quincy, and St. Louis. For a time diminished in importance by the railroads, the Great River came back into its own in the 20th century through dredging and damming. The present nine-foot channel and a series of locks and dams allow 300-foot barges to transport coal, cement, grain, and other products vital to the region's economic well-being. Imposing in size and beauty, violent and muddy in flood-stage, calm and serene on a summer morn, the Great River sustains life and livelihood within itself, along its banks, and upward in the hinterlands east and west.

Erected 1980

[Location: Rest Area-Tourist Information Center No. 31, I-90, French Island, La Crosse]

MAJOR GENERAL C.C. WASHBURN

Cadwallader Colden Washburn was born in Maine in 1818. He settled in Mineral Point, Wisconsin, in 1839 and served in Congress before moving to La Crosse.

When the Civil War broke out, Washburn organized the Second Wisconsin Volunteer Cavalry Regiment and became its colonel. Washburn's ability and political influence marked him for advancement. He served with distinction throughout the war. He commanded the Military District of Western Tennessee by 1865, and he was one of only two Wisconsinites to attain the rank of major general.

Washburn returned to Congress in 1866 and became governor in 1871. Washburn advocated moderate reforms such as government control of telegraphs, regulation of railroads, and support for libraries. Washburn retired from politics in 1874 to attend to his business and philanthropic interests. He donated an observatory to the University of Wisconsin, funded the establishment of a public library in La Crosse, and with his Madison residence ("Edgewood") endowed a Catholic girls' school. His flour-milling concern in Minneapolis eventually became General Mills. Washburn died in 1882 and is buried in La Crosse.

Erected 1990

[Location: Rest Area-Tourist Information Center No. 31, I-90, French Island, La Crosse]

"The Mississippi River Parkway"

The Parkway project extending westward from this place and across the Black River was the first to be planned and constructed as a portion of the Parkway which eventually will extend from the source of the Mississippi River in Lake Itasca (Minnesota) to its mouth in the Gulf of Mexico.

Built by Wisconsin with federal aid coming from all 48 states with confidence that our nine sister states on the river will continue the work, this project symbolizes the firm faith of our people in the strength and integrity of our country and the permanence of its institutions.

[Location: 8 miles north of La Crosse, west of intersection of Highways 35 and 93]

SPENCE PARK

Because of the fertile soil and lush woodlands on the river shores, the Winnebago Indians settled in this area in 1772. Sixty years later they ceded these lands to the U.S. Government. In 1842, Nathan Myrick, the first white settler in La Crosse, built his log cabin and trading post on this site. It was designated a public boat landing in 1851.

This was the most strategic Mississippi River port on the western boundary of Wisconsin. Boats traveling north and south docked here, and wagons traveling west crossed the river on ferries from this place. La Crosse thus became known as the Gateway City.

The Indians made this a neutral ground and met on the prairie east of here only in peace and competed in athletic contests. Their most notable game was la crosse, from which the city derived its name.

In 1903, the city named this park for Thomas H. Spence, a pioneer businessman and civic leader, who gave this land to the people.

Erected 1978

[Location: La Crosse County, in riverfront park in city of La Crosse]

BATTLE OF BAD AXE

After holding off his pursuers at the Battle of Wisconsin Heights (about 1½ miles south of present Sauk City) Black Hawk led his people over unfamiliar country toward the Mississippi. In the meantime, the Army alerted Fort Crawford at Prairie du Chien. When the Indians reached the Mississippi, they found an armed steamboat blocking escape. The Battle of Bad Axe fought near here August 1-2, 1832, ended the Black Hawk War. Driven into the water by their pursuers, the Indians - warriors, old people, women, and children - were shot down or drowned as they tried to escape. Black Hawk succeeded in getting away but was soon taken prisoner. Later, when asked about his ill-fated venture, he said simply: "Rock River was a beautiful country; I loved my towns, my cornfields, and the home of my people. I fought for it."

Erected 1955

[Location: Wisconsin 35, 2½ miles north of De Soto]

CHIEF WIN-NO-SHIK, THE ELDER

Win-no-shik, the Elder, was a notable chief of the Winnebago. On a treaty signed February 27, 1855, at Washington, D. C., his signature reads "Wau-kon-chaw-koo-haw, or the Coming Thunder, or Win-no-shik."

Win-no-shik was promoted to the rank of chief when quite young and always was popular with his people. Historians have written that he was of medium-size, handsome, and "always carried a pipe, especially at council meetings. As a man, he was modest, kind and courteous; as a chief, dignified, firm and just in the exercise of his authority."

In 1829, Win-no-shik was head chief of the large Winnebago village at La Crosse. When the Winnebago moved to Iowa, he was made head chief of the tribe and remained chief of his own band. After Win-no-shik's death, his brother, Young Winneshiek, or Short Wing, and his son, Little Winneshiek, or Striking Tree, moved back to Wisconsin, near Black River Falls, where his descendants still live.

Erected 1975.

[Location: Vernon County, Highway 35, 2 miles north of De Soto]

DAMS ON THE MISSISSIPPI

Lock and Dam No. 8 at Genoa, 679.2 miles above the mouth of the Ohio River, is set on a foundation of sand, gravel and broken rock. The lock has a 110 foot wide chamber and an 11 foot lift from the lower to the upper pool. Construction of the dam cost \$6,702,500 and affected 18,591 acres of land. In May 1937 the battery of fifteen gates closed and the Genoa Dam opened for navigation. This dam is one of 26 locks and dams built by the United States Government to improve transportation from Minneapolis to the mouth of the Missouri River. The project, approved by Congressional Act on August 30, 1935, was largely completed by 1938. In the next fifteen years river traffic increased from 458 to 2,636 million tons.

Erected 1958

[Location: Vernon, County, Highway 35, immediately south of Lock and Dam 8]

WISCONSIN'S First Nuclear-Fueled ELECTRIC GENERATING STATION

Dairyland Power Cooperative in April of 1961, was designated by the Joint Congressional Atomic Energy Commission as eligible to construct and operate a nuclear-fueled electric power plant as a research and development pilot installation. On June 8, 1962, the Atomic Energy Commission entered into a contract with the Allis-Chalmers Company of Milwaukee for the fabrication of a 50-megawatt facility, now identified as the La Crosse Boiling Water Reactor (LACBWR), and with Dairyland Power Cooperative for its eventual operation. Construction began in May of 1963. On July 11, 1967, at 7:39 in the evening, the reactor achieved its first self-sustaining chain reaction, which ushered Wisconsin into the nuclear age. Operation at full power level was attained on August 1, 1969. After several modifications and numerous tests, it was declared operational for commercial use on February 1, 1971, with a firm capacity of 50 megawatts. Dairyland Power Cooperative acquired full ownership of this nuclear-fueled electric generating facility by its purchase from the Atomic Energy Commission in August of 1973.

Erected 1976

[Location: Vernon County, Power plant parking lot, west side of Highway 35, Genoa]

RAFTING ON THE MISSISSIPPI

After 1837 the vast timber resources of northern Wisconsin were eagerly sought by settlers moving into the mid-Mississippi valley. By 1847 there were more than thirty saw-mills on the Wisconsin, Chippewa and St. Croix river systems, cutting largely Wisconsin white pine.

During long winter months, logging crews felled and stacked logs on the frozen rivers. Spring thaws flushed the logs down the streams toward the Mississippi River. Here logs were caught, sorted, scaled and rafted. Between 1837 and 1901 more than forty million board feet of logs floated down the Great River to saw-mills.

The largest log raft on the Mississippi was assembled at Lynxville in 1896. It was 270 feet wide and 1550 long, containing two and one-fourth million board feet of lumber.

The largest lumber raft on the river originated on Lake St. Croix in 1901. Somewhat smaller in size, 270 feet wide and 1450 feet long, it carried more lumber, nine million board feet. The last rafting of lumber on the Mississippi came in 1915, ending a rich, exciting and colorful era in the history of Wisconsin and the Great River.

Erected 1965

[Location: Crawford County, south of Lynxville]

"Villa Louis"

On the site of old Fort Crawford, Col. Hercules Louis Dousman, important agent in John J. Astor's fur company, built his "house on the mound" in 1843. Later it was named Villa Louis.

Today this luxurious mansion appears much as it did in the days when it was a brilliant center of social activity, even while the pioneer lived side by side with the Indians.

[Location: at entrance, Villa Louis Road, Prairie du Chien]

This marker was down when survey was completed, and the above text could not been verified.

MUSEUM OF MEDICAL PROGRESS Site of SECOND FORT CRAWFORD
MILITARY HOSPITAL

The Second Fort Crawford Military Hospital was built here in 1831. In 1934 this portion of it was restored with original stone as a memorial to William Beaumont, M.D. (1785-1853), pioneer military surgeon.

Among prominent military personnel stationed at Fort Crawford were Zachary Taylor, later President of the United States, and Jefferson Davis, President of the Confederacy.

The Museum of Medical Progress has been established by the Charitable, Educational and Scientific Foundation of the State Medical Society and is operated by the State Historical Society of Wisconsin.

Erected 1962

[Location: Crawford County, Beaumont and Rice Streets, Prairie du Chien]

PRAIRIE DU CHIEN

In prehistoric times water from melting glaciers cut a wide valley between the bluffs of the Mississippi River to form a broad flood plain. On it French explorers, traders and missionaries found a large and well-established Fox Indian village. The chief's name was Alim in Indian, Chien in French and Dog in English.

Jonathan Carver visited the village in 1766 and called it "Dog Plain" but the residents preferred the French "Prairie du Chien." Another traveller, who could trade and fight better than he could spell, was Peter Pond. In 1773 Pond visited Prairie du Chien and wrote: "This Plane is a Very Handsum one. The Plane is Verey Smooth hear. All the traders and all the Indians of Several tribes Meat fall & Spring."

The United States Government negotiated three important treaties with the Indians here in 1825, 1829 and 1830. Most important was the council that opened August 5, 1825. In a conference that lasted fourteen days, leaders of most of the Indian tribes of the Northwest met with William Clark and Lewis Cass to establish territorial boundaries for each tribe.

Erected 1962

[Location: Crawford County, U.S. 18, 2 miles south of Prairie du Chien]

PERE MARQUETTE AND SIEUR JOLLIET

In 1673, Louis Jolliet, Canadian fur-trader and explorer, and Father Jacques Marquette, French Jesuit Missionary, with five French Canadian boatmen, were the first white men to enter the upper Mississippi River.

Indians directed them to the Great River via the Fox-Wisconsin waterway from the present site of Green Bay to Prairie du Chien. The Frenchmen entered the Mississippi River June 17, 1673.

Descending the river until July 16, the explorers turned back at the Arkansas River because they anticipated possible danger ahead from the Spanish and Indians. Returning North, the expedition pioneered what is now the Illinois-Des Plaines-Chicago River passage to Lake Michigan.

Marquette and Jolliet were back at the mouth of the Fox River by the end of September. The trip had taken them over 2,000 miles through country never before seen by white men.

Erected 1973

[Location: Crawford County, Tourist Information Center at Mississippi River Bridge,
Prairie du Chien]

THE PILOT'S WHEEL

Official emblem of the Mississippi River Parkway. The 12 spokes represent the 10 member states and two provinces. Signs are displayed along the route with "The Great River Road" and the respective state names thereon.

Adopted in 1958 by the MRPC Committee chaired by J. Alvin Dru'yor, Prairie du Chien, WI

[Location: Crawford County, Tourist Information Center at Mississippi River Bridge,
Prairie du Chien]

"War of 1812"

Although Prairie du Chien belonged to the United States after the American Revolution, its pioneer residents were tied by trade, tradition and family to the French-British community at Mackinac and to the St. Lawrence River ports.

During the War of 1812, Governor William Clark of Missouri recognized the strategic importance of Prairie du Chien's location, and sent about 150 soldiers to build a fort here. When it was dedicated June 19, 1814, the American flag was raised for the first time over a Wisconsin fort.

Pro-British residents alerted the British at Mackinac and a force of 150 militia and 400 Indians were quickly sent to Prairie du Chien. Fort Shelby was compelled to surrender on July 20 and was re-named Fort McKay by the British.

When the war ended, the British burned the fort and withdrew to Mackinac. The Americans began construction of another fort July 3, 1816, and named it Fort Crawford. This reconstructed blockhouse marks one corner of the first Fort Crawford.

Erected 1964

[Location: Villa Louis, Prairie du Chien]

This marker was down when survey was completed, and the above text could not been verified.

DENNISTON HOUSE

When Wisconsin Territory was established by Congress in 1836, more than a dozen communities eagerly sought to become the capital. Daniels, Denniston, and Company of New York offered this building free if Cassville were chosen. When the Legislature selected Madison, Denniston's dream ended in bankruptcy.

Nelson Dewey arrived in Cassville in 1836 and worked for the Denniston firm. Later, Dewey acquired vast properties here including this building which he opened as "Denniston House" in 1854. It has been in continuous operation as a hotel ever since. Dewey's plantation home "Stonefield" is preserved in Nelson Dewey State Park about one mile upriver from here.

Erected 1969

[Location: Grant County, Front and Frederick Streets, Cassville]

NELSON DEWEY - FIRST GOVERNOR OF WISCONSIN

When Nelson Dewey left his parents' home at Hamilton, New York, at the age of 23, he traveled by stagecoach, steamer, sailing vessel, horseback, and on foot to reach Wisconsin. The trip took five weeks and Dewey arrived in Cassville in June of 1836, about two weeks before Wisconsin was officially established as a territory. He soon became interested and active in politics and when Grant County was organized the next year, he became its first Register of Deeds and moved to Lancaster. Next he entered the Territorial Legislature and when Wisconsin became the thirtieth state in 1848, Dewey was elected its first governor. Because of his election to such high office at the age of 35, many people expected him to continue in a political career but he disliked politics and returned to Grant County. In 1854 he began to acquire land at Cassville and developed a 2000-acre plantation which he called "Stonefield" today preserved in Nelson Dewey State Park. He died July 20, 1889, and his was the last burial in this cemetery.

Erected 1961

[Location: Grant County, Highways 35 and 81 and U.S. 61 - in Cemetery,
1 block west from highways in Lancaster.]



Wisconsin's *Great River Road* Gateway Kiosk

April 1997
Wisconsin Department of Transportation
District 6
Eau Claire, Wisconsin

Prepared by
Jensen & Wilcoxon, Inc.
Minneapolis

Great River Road Kiosk

basic unit

The basic unit for the kiosk can be configured in a number of ways depending on the situation. At Prescott where space is limited, it may be a two-panel, side-by-side configuration that goes up against the building. Elsewhere along the *Great River Road*, the kiosk may be a back-to-back configuration, or if the community wishes to produce a panel of its own, the kiosk may be an equilateral triangle in plan.

The basic elements are a steamboat-inspired structure that holds a 42-inch-square information panel. A replica pilot's wheel logo. And *Great River Road* logo pennants.

The painted steel structure will require minimal maintenance and the porcelain panels are scratch resistant and virtually graffiti proof.



Welcome to Wisconsin's Great River Road

Introduction

The area's rich heritage is reflected in bustling cities and quaint villages, fertile farms and dense forests, towering bluffs and gentle plains—all edging the magnificent Mississippi River. Discover history embedded in the buildings and landscape by exploring five historical themes: Environment, Transportation, Architecture, People, and Occupations.

For more information about exploring the heritage of Wisconsin's *Great River Road*, visit the Welcome Center or contact the Wisconsin Department of Tourism at 1 800 432-8747.

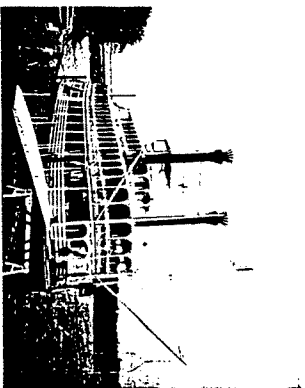


Environment

The environment has molded the region's dramatic landscape. Runoff from melting Ice Age glaciers carved the river valley. Glaciers moved across the region about one million years ago, crushing rock into gravel. The rubble, known as "drift," was dropped as glaciers thawed and receded, endowing the region with rich mineral deposits and, later, fertile soil. The glaciers missed part of southwestern Wisconsin, leaving more rugged terrain in the "driftless" region.

The majestic bluffs that overlook the river, along through this region, charm one with the grace and variety of their forms, and the soft beauty of their adornment. The steep verdant slope, whose base is at the water's edge, is topped by a lofty rampart of broken, turreted rocks, which are exquisitely rich and melon in color. . . . And then you have the shining river, winding here and there and yonder; its sweep interrupted at intervals by clusters of wooded islands, threaded by silver channels. . . .

Mark Twain, *Life on the Mississippi*, 1883



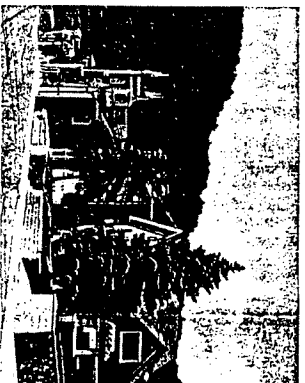
Transportation

The highways that now dominate the area's transportation system were preceded by boats and trains. Mississippi River boats served as the main mode of transportation for people and goods until the 1880s, when eastern railroad lines reached this area. Railroad tracks often edged the river, cutting communities off from suddenly obsolete steamboat landings. Towns established after the railroad arrived are oriented to the tracks. River traffic was revived by the construction of locks and dams on the Mississippi in the 1930s.

Viewing platforms at the locks at Alma, Tempeleau, Genoa, and Lynxville offer a close view of these massive "elevators" that help boats and barges move past the dams.

Architecture

The *Great River Road* also offers a chance to study many styles of architecture from the nineteenth and twentieth centuries—Greek Revival farmsteads, Italianate business blocks, Queen Anne mansions, and much more. There are many well-preserved downtowns to enjoy; and commercial buildings in Maiden Rock and other communities often have plaques that name their builder and year of construction. La Crosse has a particularly impressive concentration of Prairie School homes. House styles in Fountain City and other towns range from Gothic Revival to Queen Anne Victorians to Prairie School. A local brickyard in Cassville left a legacy of elegant brick homes and commercial buildings. Farmhouses, barns, silos, and outbuildings are also plentiful along the route.



People

Nomadic Paleo-Indians, the first in the region, hunted woolly mammoth, mastodon, and other large animals about 12,000 years ago. Late Paleo-Indians and their Archaic descendants hunted smaller prey in addition to fishing and harvesting wild plants. About 2,000 years ago, the Woodland Indians were the first in the region to make pottery and cultivate crops. They also built burial mounds, some of which survive today. Later, Oneota Indians became farmers and built villages along the valley. Visit mound groups and village sites near Diamond Bluff, Lake Pepin, and Tempeleau, and in Perron State Park, La Crosse, and Prairie du Chien. Archaeological displays can be found in Prescott and Perron State Park. At the Mississippi Valley Archaeology Center at the University of Wisconsin at La Crosse, archaeologists explain techniques for learning about prehistory. European explorers and missionaries arrived in 1673. First claimed by the French, then the British, the region was prized as a source of valuable fur. The U.S. gained control of the "Northwest Territory" in 1794, but many British traders maintained their lucrative posts until after the War of 1812. Learn more at the Fur Trade Museum and Villa Louis in Prairie du Chien.

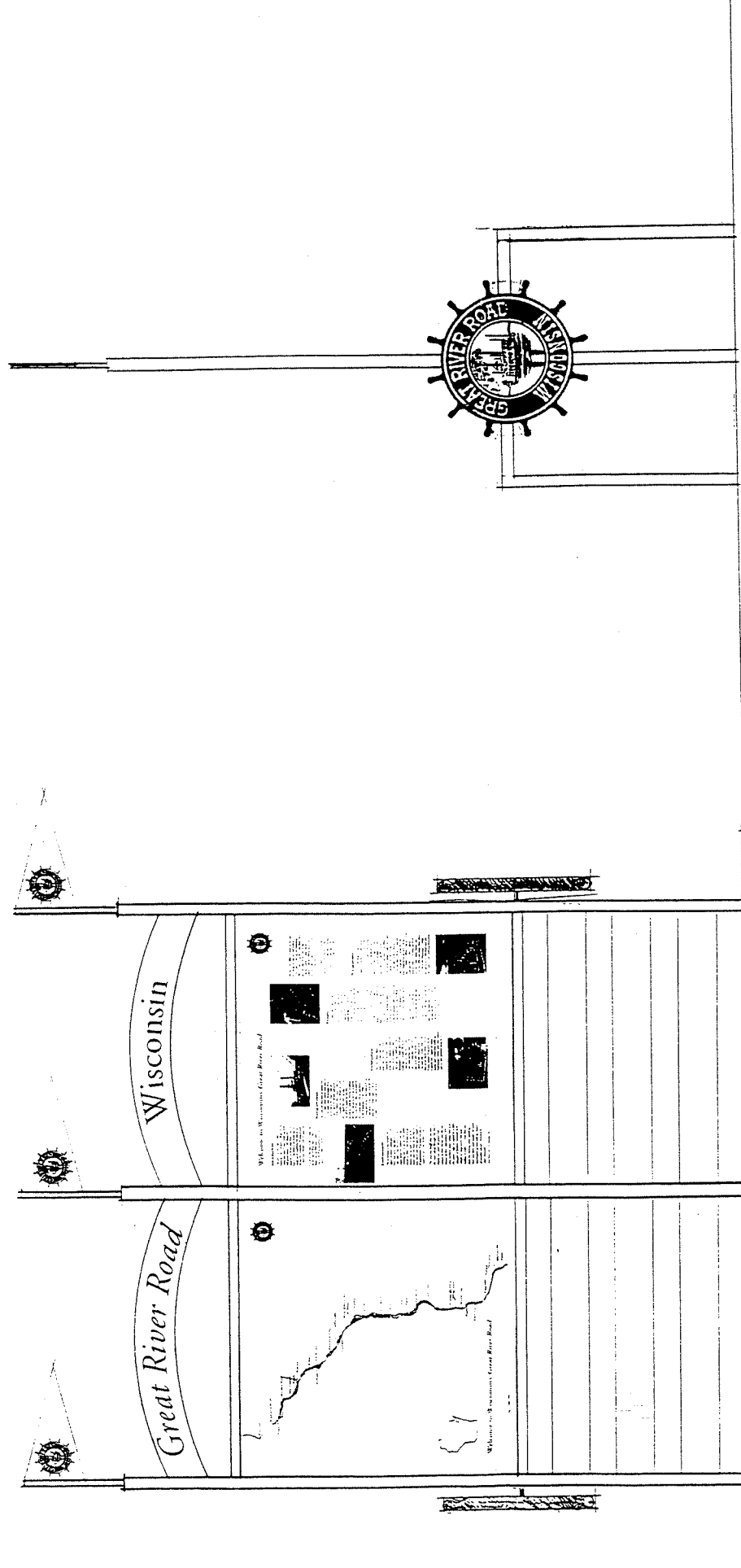


By the early 1800s, steamboats brought European immigrants and settlers from eastern states up the Mississippi. Place names along the *Great River Road* provide clues about early residents: Italians founded Genoa. Swedes established Stockholm. Welsh miners lived in British Hollow, and the French settled in Prairie du Chien.

In the late 1800s, German was the language most often heard on the streets of Fountain City. The culture of these nineteenth-century immigrants lives today in the food, crafts, and folklore of the river communities.

Occupations

Steamboats heading downstream transported products of the region's early occupations: lead from mines in Potosi and other parts of the Driftless Region; wheat farmed on the bluffs and in the valleys; and rafts of logs from the territory's vast pine forests. Farmers later raised cows, earning Wisconsin a reputation as the nation's dairyland. Other settlers fished, caught river clams, brewed, silica mines, tobacco warehouses, grain elevators, and other industrial properties along the *Great River Road* reveal the variety of the region's commerce. While some surviving buildings still serve their original purpose, others have been converted into restaurants, shops, hotels, and museums. When the *Great River Road* strays from the Mississippi, it winds through acres of cultivated land and offers views of ever-evolving farmsteads.



Front View

Side View

The above drawings of the gateway marker and support frame are intended to portray a concept rather than a design detail. The concepts are as follows:

Framework:

- steamboat motif
- pilots wheel (operational)
- 2 panels

Left Panel:

graphic presentation of physical attributes of the Wisconsin Great River Road. i.e., its length, its configuration, its river towns, counties, etc. Perhaps, the panel being presented in relief.

Right Panel:

brief overview of the Wisconsin Great River Road corridor by five themes in text and picture form. (see opposite page)



Wisconsin's *Great River Road* Visual Identity

April 1997
Wisconsin Department of Transportation
District 6
Eau Claire, Wisconsin

Prepared by
Jensen & Wilcoxon, Inc.
Minneapolis

Why Visual Identity is important for Wisconsin's Great River Road

A consistent visual image is critical to the success of Wisconsin's *Great River Road* as tourist attraction. Image is projected through any number of communication forms—signs, brochures, and advertising. Every application influences the conclusion one reaches about an organization, company, or tourist destination.

When a coordinated visual identity system is adopted and consistently implemented, an image emerges. The visual identity program developed for Wisconsin's *Great River Road*, if consistently used over time, will not only increase the public awareness of the route, but also create a positive image. The purpose of the manual is to convey the principles and spirit of the visual identity program and to guide its implementation by local communities.

Flexibility and versatility are essential in a visual identity program. This manual is not intended to restrict creativity, but instead provides guidelines for solving specific problems.

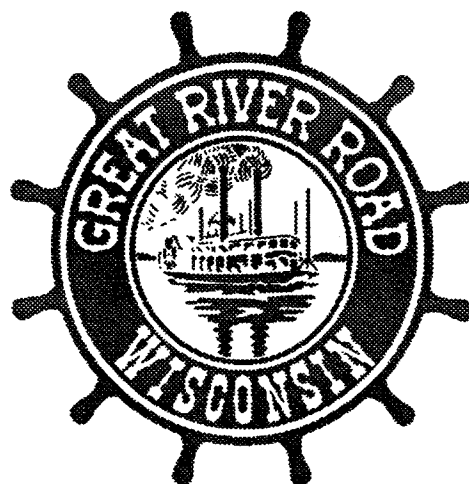
Augmented by good design judgment and common sense, these guidelines should lead to a consistent, effective identity for Wisconsin's *Great River Road*.

Thank you for your support.

Great River Road logo

This is the *Great River Road* logo.

The form depicts a pilot's wheel with a steamboat in the center. Surrounding the steamboat is typography that reads "Great River Road" and "Wisconsin." A version of the logo (reflecting the state or province) is used consistently from Canada to the Gulf of Mexico. The dark green color is an integral part of the logo and should be used wherever possible.



Computer (EPS) files of the logo in **green**, **black**, and **gray** (a screen percentage of black) are available from the Wisconsin Department of Transportation. Camera-ready artwork is also available. Official logos should **always** be used to maintain the integrity of the logo and to insure copyright.



Other colors should not be used. The only exception is a one-color printing, such as blue on white paper, where everything is printed in the same color. The use of dark green is encouraged whenever possible.



Color

The color to be used for the *Great River Road* logo is dark green. The exact color for printing purposes is:



Pantone 342
(also called PMS 342)

The color is the same whether it is printed on coated or uncoated paper.

The **four-color process** equivalent for PMS 342 is:

100 %	Cyan
0 %	Magenta
69 %	Yellow
43 %	Black

Dark blue is used to depict the Mississippi River and its tributaries. Red is used to show the *Great River Road* and towns along it on maps where color is available.

Typography

Typography is the style of lettering that is used and the way the lettering is organized on a page. If typography is used consistently it can reinforce the visual identity of an organization.

For the Great River Road we have used two typefaces:

- Adobe Garamond
 - regular (Roman)
 - *italic*
 - **bold**
 - ***bold italic***

- **Syntax black**

Syntax black is used only for display purposes, such as maps. All text should be in Adobe Garamond. Italic is used for emphasis and to denote book titles, etc. Garamond bold is used for emphasis and for subheads.

While much of the appeal of Wisconsin's *Great River Road* is historical, the documents about it are contemporary. The visual identity has been designed to have a timeless, contemporary appearance—neither old-fashioned nor trendy. Typography is organized flush left, ragged right, as you see in this publication. Try to keep the size for text at least 12 points. Publications will be read by a range of ages, as well as by people walking or in their cars.

do

Use **Times Roman** and **Helvetica Bold** as substitutes if they are the only fonts available—they are resident on all laser printers.

DON'T

Do not use shadow, outline, or ALL CAPS.
Do not use ***other typefaces.***

There are hundreds of typefaces available, and all manner of ways to manipulate typography. It would be counterproductive for the communities along Wisconsin's *Great River Road* to try to create unique visual identities. Remember the purpose of the identity is to build a **national** image and awareness for Wisconsin's *Great River Road* over time. Consistency and repetition are the means to this end. Advertising campaigns may change from year to year, or even season to season, but the identity remains constant.

Layout

Layouts for Wisconsin's *Great River Road* publications should be simple and clear. Elements should be organized along a flush left axis or axes.



If the logo is used it should either be completely separated from typography (as it is on the cover of this publication) or flush left, with the circle aligning with the typography and the handles on the pilot's wheel **extended**, (sticking out beyond the axis) as shown here.

Images may be any combination of square-cut, round, oval, or silhouettes. Try to have captions in proximity to the images and in **bold** type. Also try to use the captions to quickly tell your story. This is your chance to engage the reader. Don't use captions only to identify the image.

Imagery

The most compelling images associated with Wisconsin's *Great River Road* are those associated with the river and its inhabitants—both current and historical. Try to use dramatic images of:

steamboats

19th-century architecture

Prairie-School architecture

native cultures

locks and dams

river vistas

local industry

European immigrant culture

Remember, your publications and advertisements are intended for tourists, not residents. Although many topics and images are of enormous local interest, they may not be suitable for a **national** or **regional** tourist audience.

Walking Tour Publications

Computer templates for Wisconsin's *Great River Road* walking tours are available from the Wisconsin Department of Transportation.

The templates have been prepared by a professional graphic design firm and require a rudimentary knowledge of desktop publishing. They can be completed by anyone with a Macintosh computer and Quark Xpress page-layout software. (The version used for the templates is 3.32.) Kinkos, a national chain, has the computers, software, and the knowledgeable staff to help with the preparation of a *Walking Tour* using the provided templates. Many printers or most graphic design firms can also do the work for you.

For those communities for whom base maps have been created—such as Cassville, shown here—the bulleted numbers are provided and are simply dragged into place on top of the map. More numbers can easily be created if they are needed.

The type fonts and sizes have been determined for easy readability and stylistic consistency. The user simply selects the type from the template and begins typing. The type styles and sizes are also in the *style sheets* that are part of the software.

Photographs can be introduced either by scanning and importing into the Quark Xpress document, or by having a conventional halftone made and stripped in by the printer.

NOTE: This will be bewildering to a lay audience, but very simple for anyone in the graphic design field.



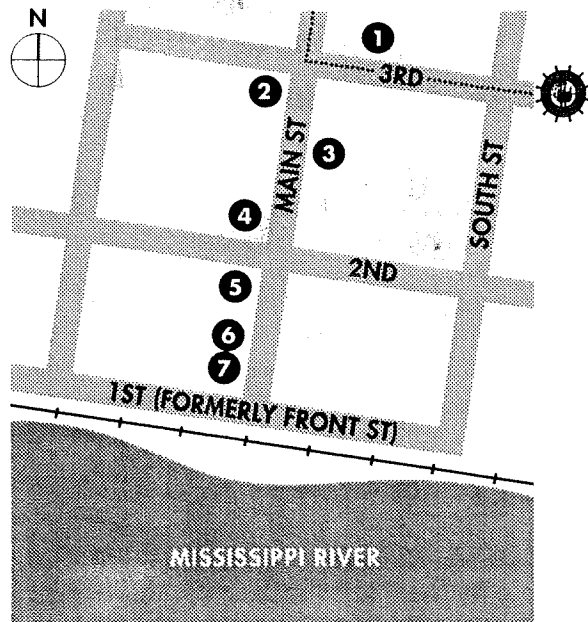
Cassville Historic Walking Tour

- 1** Building, address (F1 see style sheets) c. 1800
text (F2 see style sheets)

Extremely Long Building Name,
address 1915
text (F2 see style sheets)

NOTE: to make the dates in regular (not bold), you will have to select the dates by double clicking on them and then select **AGaramond** from the measurement window (see View at top)





Trempealeau Walking Tour



Wisconsin
Great River Road

Why doesn't Trempealeau, a steamboat-era river town, face the river?

Originally, it did. The Mississippi River was the region's main highway when Trempealeau was founded in 1852. Even before a village existed, Native Americans, European explorers, and fur traders travelled on the river, often stopping here for a night or more. Steamboat traffic grew in mid-century, and people began to settle in the newly founded village. They built wood-frame warehouses, shops, and hotels along Trempealeau's waterfront Front Street to support the thriving river trade.

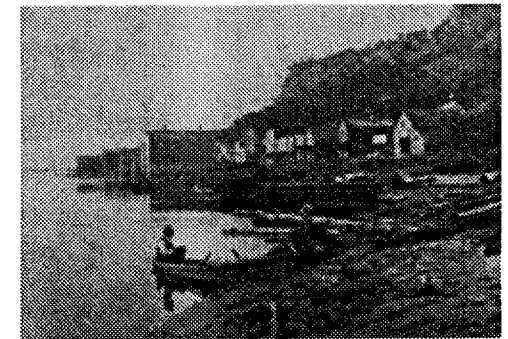
Soon, the expanding rail system began competing with steamboats. Trains can run in any season, but river boats were often stalled by winter's ice or summer's low water. The Chicago, Burlington, and Quincy Railroad laid tracks along the river in Trempealeau in 1886, and the waterfront's importance waned.

Disaster struck in 1887.

Fire swept through the commercial district, leaving most of Front Street in ashes. Business owners rebuilt quickly, and, turning tragedy into opportunity, they shifted the commercial district away from the riverfront and its noisy railroad. The few surviving buildings were moved to Main Street. Fear of fire prompted villagers to rebuild with brick.

Today, Main Street reflects Trempealeau's rural setting.

Few buildings were designed by architects or built in a particular architectural style. These utilitarian structures, sometimes described as *vernacular architecture*, were built by local craftsmen or property owners using methods learned from relatives, neighbors, or experience. People took pride in their buildings, often including their name or some decoration in the simple facade. In Trempealeau, modest ornament is generally found in the *cornice* (where the front wall meets the roof). Many remodeled buildings in the village still have their original cornices, so be sure to look up to find those remnants of old Trempealeau.



The 1887 fire destroyed these shops and warehouses, dramatically changing the face of Trempealeau.



For more information about Trempealeau or the Great River Road, contact:

Trempealeau Visitor Information
63 Third Street
Trempealeau, Wisconsin 54661
Tel. 608 534.6780

Mississippi River Parkway Commission
1513 Pioneer Building
336 Robert Street
Saint Paul, Minnesota 55101
Tel. 612 224.9903

Trempealeau Historic Walking Tour

1 House (Tourism Office), 63 Third Street c. 1866 House, 41 Third Street c. 1868

Many Trempealeau houses built in the mid- to late 1800s have modest decoration. These two show some typical details: *overhanging eaves* supported by *brackets*; *pedimented windows*; and *bay windows*.

Buildings evolve over time. Look for clues that reveal alterations, like those on the porch at 63 Third Street. The existing brick columns don't match the brick walls of the house, and concrete blocks weren't readily available until the early 1900s. Originally, this porch probably had wood columns like those next door at 41 Third Street.

2 Eben D. Pierce Office Building 251 Main Street 1915

Dr. Pierce was a physician who also wrote histories of the area. In 1915, he erected this brick office building for himself. The cornice has a row of small, tooth-like blocks called *dentils*, an architectural element devised by the ancient Greeks. Commercial buildings often had apartments on the upper floors with a separate entrance from the street. The owner either lived there or rented it for extra income.

3 Citizens State Bank, 240 Main Street 1912 architect: Percy Dwight Bentley, La Crosse, Wisconsin

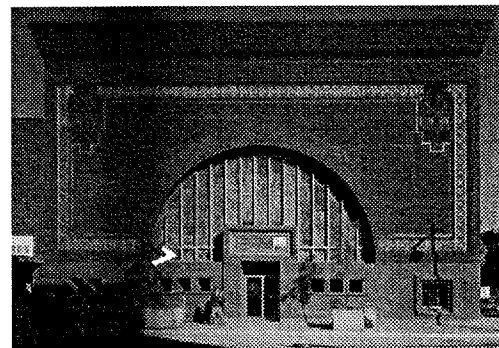
Bank buildings often used Classical architectural details to project an image of security and stability. Here, however, the architect turned to the Prairie School, a progressive, uniquely American style of architecture championed by Chicago architects Louis Sullivan and Frank Lloyd Wright. Bentley's design is a simpler version of Sullivan's famous bank in Owatonna, Minnesota. Both banks are dominated by a *massive arched window* framed by the building's boxy profile. Modern additions to the south and rear dilute Bentley's design, as do changes to the arched window, which once held the main entrance.

4 W.C. Thomas Confectionery Shop 201 Main Street c. 1900

Compare this building to the more domestic facade of Pierce's nearby office (251 Main Street). The ground-floor storefront reflects the Thomas building's original use as a sweet shop and grocery store. The owner, Willis Thomas, displayed his goods in the large front windows and used the south exterior wall (to your left) as a billboard. Look closely to read his early advertisement: "W. C. Thomas. Confectionery, Fruit, Cigars, Tobacco, Can Goods, Bread."

5 E. J. Hankey Building, 193 Main Street 1888 builder: Charles W. Thomas, Trempealeau

As the building proclaims, it was erected in 1888 for E.J. Hankey. Emil Hankey was a Prussian-born Polish immigrant whose original wood-frame mercantile shop on Front Street probably burned in the 1887 fire. His new building, the largest and most elaborate in town, illustrates his success as a merchant. It displays the ornate, asymmetrical Queen Anne style popular in the late 1800s. The *decorative bricks* over the first-floor display windows, the *sunburst* in the arch over the middle second-story window, and the *oriel window* (a bay window above the ground floor) directly above the door are all typical Queen Anne details.



Compare Trempealeau's bank to this Louis Sullivan bank in Owatonna, Minnesota.

6 Piersons Drug Store, Edwin Elkins Block 155 Main Street c. 1887

James S. Pierson also lost his shop in the fire; he reopened in this single-story building a few months later. Architectural details include the projecting cornice held up by curved brackets; three recessed brick panels over the display windows; and slightly projecting brick *pilasters* (pillars attached to the wall) framing the storefront.

This building and its two-story neighbor to the left were both owned, and perhaps built, by Edwin Elkins, a local carpenter and builder.

7 Masonic Hall, Edwin Elkins Block 151 Main Street 1895

This may have been the most social building in town. The building's owner, Edwin Elkins, ran Trempealeau's post office on the ground floor until the 1920s. Back then, there was no home delivery; everyone went to the post office and picked up the latest news along with their mail.

From 1895 through 1950, the second floor held the meeting hall for Trempealeau's Freemasons, the local chapter of an international social and service organization for men. A Master Mason emblem still adorns the *pressed-metal cornice*, which may have arrived by train. Pre-fabricated metal trim became popular for commercial buildings in the late 1800s.

8 Trempealeau Hotel, 150 Main Street c. 1871

A survivor of the Front Street fire, this wood-frame building may have been a mercantile shop before it was moved here and converted into a hotel. Boarding houses and hotels were essential to the economy of a river or railroad town, providing lodging for seasonal workers, travelling salesmen, and the passengers and employees of steamboats and railroads.

Walk around to the side of the building to discover its false front. *False fronts* were often added to commercial buildings to make them more imposing, just as *parapets* (the low walls above the cornice) made flat-roofed buildings seem taller.

Other Notable Sites in Trempealeau

Melchoir Hotel and Brewery Ruins (on First Street, west of Main Street) 1857

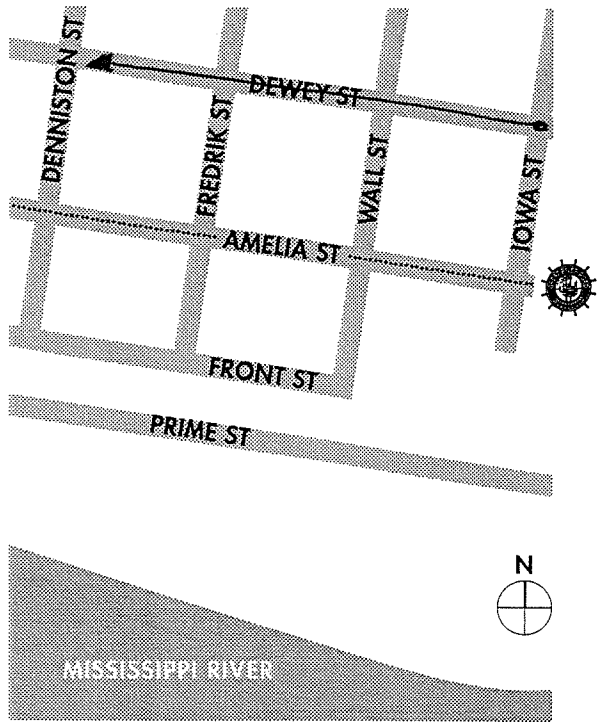
This sandstone ruin is the site of the Melchoir Hotel and Brewery. The Melchoirs, a Prussian immigrant family, started the county's first brewery in 1861. Melchoir Lager Beer soon became famous on the Mississippi, praised by the many travellers who stopped at the hotel. Large caves were carved into the bluffs behind the complex to keep the beer cold in the days before refrigeration; the temperature in the caves is always about 44° F.

Darius Coman House, 581 East Third Street c. 1862-1872

The main section of this large, brick house is a good example of the Italianate architectural style. The cupola atop the low hipped roof is typical, as are the paired brackets supporting overhanging eaves. Note also the tall narrow windows. Porches are very common in Italianate homes, although the lattice columns seen here are not original.

Lock and Dam No. 6 (southeast of Main Street) 1933-38

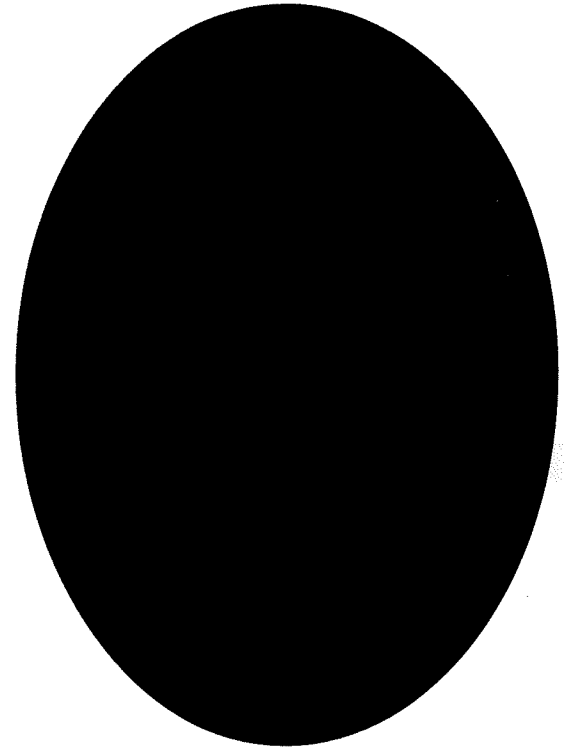
The U.S. Army Corps of Engineers built the lock and dam as part of a project to provide a nine-foot-deep channel for river traffic. An observation deck offers a great view of the lock and an explanation of how locks lift and lower boats.



Head (see style sheets)
Intro text (see style sheets)

Cassville

Walking Tour



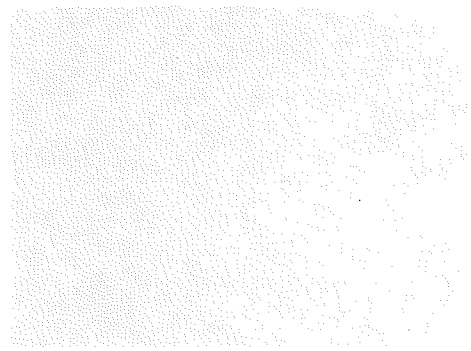
*For more information about
Cassville or the Great River Road,
contact:*

Cassville Visitor Information
Street
XXX, Wisconsin 54661
Tel. 000 000.0000

Mississippi River Parkway Commission
1513 Pioneer Building
336 Robert Street
Saint Paul, Minnesota 55101
Tel.. 612 224.9903

Wisconsin

Great River Road



caption (F4 see style sheets)

Cassville Historic Walking Tour

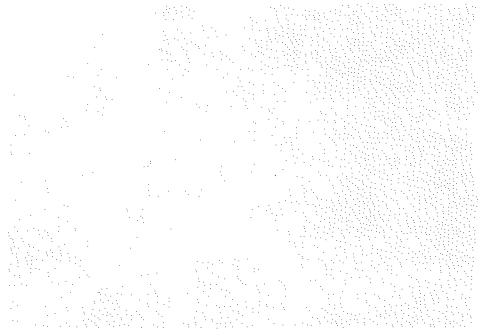
1 Building, address (F1 see style sheets) c. 18XX
text (F2 see style sheets)

**Extremely Long Building Name,
address** 1915
text (F2 see style sheets)

NOTE: to make the dates in regular (not bold),
you will have to select the dates by double clicking
on them and then select AGaramond from the
measurement window (see View at top)

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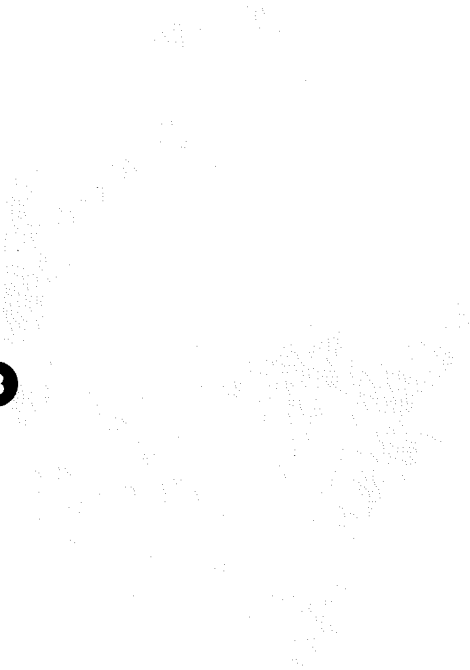


caption (F4 see style sheets)

6

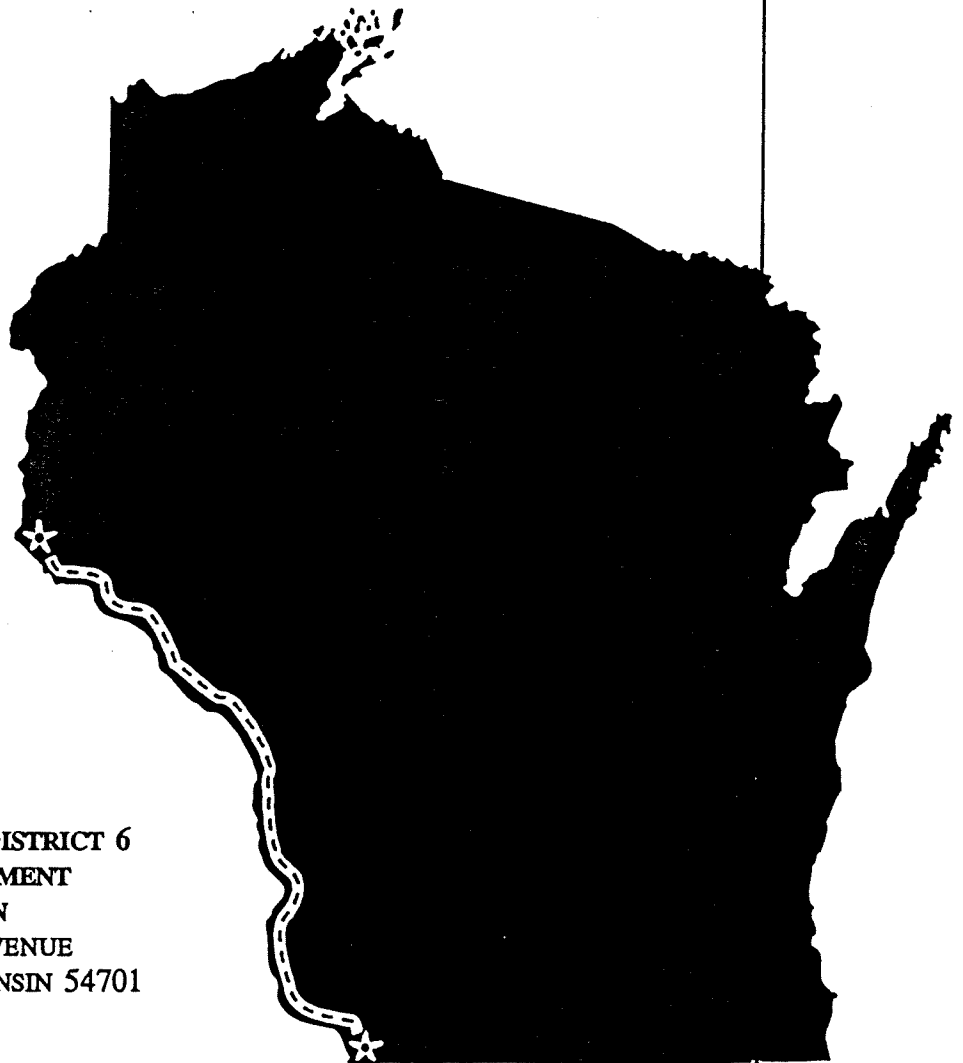
7

8



THE GREAT RIVER ROAD IN WISCONSIN

SLIDE SHOW



PREPARED FOR
TRANSPORTATION DISTRICT 6
WISCONSIN DEPARTMENT
OF TRANSPORTATION
718 CLAIREMONT AVENUE
EAU CLAIRE, WISCONSIN 54701

PREPARED BY
CYNTHIA DE MIRANDA AND CHARLENE ROISE
HESS, ROISE AND COMPANY
100 NORTH FIRST STREET
MINNEAPOLIS, MINNESOTA 55401

APRIL 1997

WISCONSIN'S GREAT RIVER ROAD: SLIDE SHOW

The Mississippi River

has etched an abiding presence into Wisconsin's history by shaping the landscape, luring settlers, and influencing industry.

1: Buena Vista
bluff view w/
Alma & GRR

Perhaps most importantly, the river has been a natural highway carrying travellers, goods, and ideas throughout the region.

2: Bluffs, road,
and barges on
river

The Mississippi forms Wisconsin's southwestern border.

Like the nine other Mississippi River states, Wisconsin has designated roads that parallel the river as part of the Great River Road.

3: Map of
Mississippi River
States

The two-hundred-and-thirty miles of scenic highways that make up Wisconsin's Great River Road bring travellers to thriving, quaint, historic towns like Stockholm, where the old post office now serves as a museum.

4: Stockholm

Uncover the stories embedded in the buildings and in the land along Wisconsin's Great River Road by exploring five historical themes:

- ▶ ENVIRONMENT
- ▶ TRANSPORTATION
- ▶ PEOPLE
- ▶ OCCUPATIONS, and
- ▶ ARCHITECTURE.

5: Bluffs, river,
road, and
buildings
between Alma
and Nelson

For millions of years,
the ENVIRONMENT has molded
the striking landscape along the road.

6: Bluff and
gravel

The towering limestone bluffs along the Mississippi
mark the banks of an ancient riverbed.

Glaciers once covered most of Wisconsin.

As the massive sheets of ice receded,
they scraped away earth and rock.

Eventually, the glaciers melted into huge rivers
whose rushing currents carved out deep valleys.

7: Bluffs
converging at
Mississippi

Much later, sediment from the Chippewa River washed into the Mississippi and created a dam. The riverbed widened to form a natural lake, known today as Lake Pepin.

8: Lake Pepin

Glaciers missed the southwestern corner of Wisconsin, and the topography here retains the intricate pattern of ridges and valleys that glaciers obliterated in other areas.

9: Holmen from County Road S

The land continues to change today. Erosion control and soil conservation tactics help maintain fertile farm fields. Strip cropping, seen here on fields near Dickeyville, is one of these techniques.

10: Dickeyville, view from park

Farmers alternate wide bands of crops with sod-forming plants like alfalfa to keep soil from washing down the slopes.

11: Tractor plowing fields near Prescott

For more than ten thousand years,
the PEOPLE who have lived in this region
have changed, and have been changed, by the landscape.
Native Americans once gathered plants and hunted wild game
in the valleys and highlands along the Mississippi.

12: Wyalusing
State Park,
view from bluff

From these ravines near Cochrane,
Indians collected chert,
a stone used to make spear points and other implements.

13: Cochrane
chert ravines

Archaeologists have studied many sites along
Wisconsin's Great River Road.
Excavated bones and teeth can reveal what early inhabitants ate,
while tools and shards of pottery serve as clues to their culture.

14: Archaeology
at Mill Coulee

Burial mounds, like these low mounds at
Perrot State Park near Trempealeau,
are evidence of the customs and traditions
practiced by Wisconsin's early inhabitants.
Indian place names,
like "Mississippi" and "Wisconsin,"
also reflect the Native American heritage of the area.

15: Perrot State
Park mounds

Far more visible are changes made to the landscape by European immigrants and American settlers who moved here in the 1800s.

16: Church and cemetery near Prescott

Many newcomers found OCCUPATIONS as farmers, growing wheat and raising livestock. The increasing popularity of dairy farms in the late 1800s and early 1900s made Wisconsin "America's Dairyland."

17: Cows and outbuildings

Silos and dairy barns, still plentiful today, are emblems of Wisconsin's dairy industry.

18: Bridgeport barn and silo

Another distinctive barn type is associated with a lesser-known Wisconsin crop: tobacco. Harvested tobacco leaves are dried in these barns. The building's single-story height and vented walls promote air circulation throughout the interior.

19: Tobacco barn on road to Norskedalen

Wisconsin-grown tobacco,
used to make cigar wrappers,
was a popular crop with Norwegian immigrants.

A tobacco barn or warehouse, like this one in Coon Valley,
often means that the area was settled by Norwegians.

20: Tobacco
warehouse in
Coon Valley

In addition to farming,
the Mississippi River corridor has supported many other industries.
Settlers quarried rock from the majestic limestone bluffs.

In Genoa, this handsome stone house
stands at the foot of the bluff from which its limestone was quarried.

21: Genoa,
Stone House at
foot of bluff

Immigrants established breweries and vineyards
based on traditions they brought from their homelands.
Small breweries, which supplied beer just to a village or township,
were plentiful in the late 1800s.

The Potosi Brewery, gutted by fire in 1996,
was in business continuously from 1852 to 1972.

22: Potosi
Brewery

Many of the early settlements established along the Mississippi River are still vibrant communities. Their ARCHITECTURE and layout can provide clues to their history.

23: Alma storefronts

River frontage was essential to settlements that grew from steamboat landings or logging centers. Main Street in Alma, a town that owes its early prosperity to logging, follows the river. The commercial district claims the flat land near the riverbank, while houses climb the bluffs to the left and look out across the river, which is to the right.

24: Alma, Main Street

In Maiden Rock, however, houses and other buildings turn their backs to the Mississippi. The river channel at Maiden Rock, seen here in the background at left, was not deep enough for a steamboat landing.

25: Maiden Rock house with river behind

Still, the number and size of buildings
are testament to Maiden Rock's prosperity . . .

26: Maiden Rock
commercial
buildings

. . . brought about thanks to the railroad, which came through in 1886
and created jobs and opportunities in the village.

27: Maiden Lane
building and RR
tracks

Other communities were not so fortunate.

Towns like British Hollow

tell their own tales of hope, hardship, and changing economies.

British Hollow thrived in the 1800s

during southwestern Wisconsin's mining heyday.

Lead mining was the major industry for many villages

at the southern end of Wisconsin's Great River Road.

28: Historical
shot of British
Hollow

When the mines closed, however,

British Hollow had no riverfront,

no railroad depot, and no industry to sustain it.

These stone building foundations

are some of the few remnants the village left behind.

29: British
Hollow

Buildings, like towns, speak of the past.

Whether designed by an architect, a carpenter, or the owner, a building can reveal much about the people who use it.

This rare log house in Prairie du Chien features hewn logs joined at the center with vertical posts, a style typical of French Canadian immigrants.

30: Francois
Vertefuille
House

Many commercial buildings are marked with the year of construction or the builder's name . . .

. . . like this former bank building in Prescott that now serves as a Museum and Welcome Center.

31: Detail of
Prescott
Welcome Center

Churches, hotels, and boarding houses also have something to say about life in their communities. The congregation of the Swedish Evangelical Tabor Lutheran Church built this church near Bay City in 1916.

Aside from its identifying cross, architectural elements like the steeple, the high-pitched roof, and the Gothic-arch windows, identify it as a Christian church.

32: Prescott
Welcome Center

33: Swedish
Evangelical
Tabor Lutheran
Church

Building materials can provide clues about local industry.
A local brickyard supplied the walls for many of Cassville's century-old, red-brick structures.
Others towns relied upon locally quarried stone or Wisconsin pine.

34: Cassville,
brick buildings
on Amelia

The railroad era brought new resources to the region.
Trains delivered unassembled, pre-fabricated catalog houses that homeowners ordered from catalogs.

35: Cochrane
house

Later, in the 1940s and 1950s,
pre-fab metal houses were delivered by truck.
Customers purchased them from dealerships, like cars.

36: Buffalo City
Lustron house

Architectural style can indicate when buildings and neighborhoods were built.
The square cupola atop this brick house in Trempealeau is typical of the Italianate Style.
Other characteristic features are the boxy shape of the house, the double brackets supporting the roof's overhanging eaves, and the tall, narrow windows.
The Italianate Style was often used in the mid- to late-1800s.

37: Trempealeau,
Darius Coman
house

Stone or brick buildings
with round-arched windows and entrances
generally indicate the Richardsonian Romanesque Style,
popular at the end of the 1800s.
The style was often used for large public buildings,
like this bank in La Crosse.

38: La Crosse,
Batavian Bank

The steep, irregular rooflines,
the elaborate front porches and asymmetrical facades,
and the fanciful towers on these La Crosse houses
are typical Queen Anne details.
This type of Victorian design
was popular in Wisconsin in the late 1800s or very early 1900s.

39: La Crosse,
three Queen
Anne houses

La Crosse also has many examples
of houses built in the Prairie School style,
a truly American design that emphasizes the long, low,
horizontal lines of the Midwestern landscape.

40: La Crosse,
brick Prairie

Broad chimneys and ribbons of windows tucked just below the wide eaves of a gently sloping roof are common traits of the Prairie School.

These houses were built in the early twentieth century, between about 1900 and 1920.

41: La Crosse, Prairie (white with blue trim)

Like architectural styles, TRANSPORTATION systems have changed over the past centuries. Railroad companies laid tracks along the river banks in the 1880s.

42: Tracks near Ferryville

Unlike steamboats, trains were not stalled by winter ice in the river. Freight trains also delivered building materials and other supplies faster, cheaper, and in greater quantities than river boats. Railroads promoted growth in Mississippi River towns, but destroyed commercial traffic on the river.

43: Train

In the 1930s, the installation of locks and dams revitalized the river's role as a commercial shipping corridor. The dams, along with a dredging program, gave the often silt-clogged Mississippi a reliable nine-foot-deep channel.

44: Alma, dam from bluff

The new depth enabled larger boats to ply the Mississippi.

Goods are now shipped in bulk

on barges that can carry more than a freight train.

45: Close-up of

barges

Locks help boats and barges get past the dams.

Observation decks at the locks and dams offer

an excellent view of boats as they "lock through"

and continue their journeys on the Mississippi River.

46: Lock and

dam south of

Lynxville

The river, the limestone bluffs, the farms, the communities:

all these things are a tangible chronicle of the past.

They are linked by Wisconsin's Great River Road,

part of a route running from the Mississippi River's headwaters to its

mouth at the Gulf of Mexico.

47: Alma, main

street and bluffs

Explore Wisconsin's Great River Road to learn about and enjoy the


state's unique heritage, and to discover stories of Wisconsin's past.

48: Fountain City

Buena Vista Bluff View
w/ Alma + GRR

①

← INSERT



①

Bluffs, road, +
bugs on river

②

← INSERT



②

Map

③

← INSERT




③

Stockholm

4

← INSERT




+ omit

Bluffs, river,
road + buildings

5

← INSERT



bet. Alma + Nelson
S

⑤

Bluff + gravel

⑥

← INSERT



omit

⑥

Bluffs converge
@ Miss.

⑦

← INSERT



⑦

Lake Pepin

8

← INSERT



⑧

Holman farm
Co. Rd. S

9

← INSERT



⑨

Dickeyville
view from park

10

← INSERT



omit

10

Tractor plowing
fields nr. Prescott

11

← INSERT



omit

11

Wyalusing State Pk.
view from bluff

12

← INSERT




⑫

13

Lockport Curt

13

← INSERT



⑬

14

Archaeology at Mill
Cove

14

← INSERT



⑭

Perrot State Pk.
mounds

15

← INSERT



15

Church + cemetery
nr. Prescott

16

← INSERT



omit

⑯

Cows +
outbuildings

17

← INSERT




⑰

Bridgport barn
+ silo

18

← INSERT



omit

18

Tobacco barn

19

← INSERT




19

Tobacco Warehouse
in Corn Valley

20

← INSERT



omit


⑳

Genoa, stone house (21) ↑ INSERT




(21)

Potosi Brewery (22) ↑ INSERT




(22)

Alma Stonefronts (23) ↑ INSERT



(23)

Alma, Main St. (24) ↑ INSERT



(24) omit

Maiden Rock, house (25) ↑ INSERT



(25) omit

Maiden Rock - Comm. bldg. (26) ↑ INSERT




(26)

Maiden Lane + RR tracks (27) ↑ INSERT



(27) omit

British Hollow - Wistritzal (28) ↑ INSERT




(28)

British Hollow (29) ↑ INSERT



(29)

Francis Vertefuille house (30) ↑ INSERT



(30) ? omit

Detail - Prescott Welcome Ctr. (31) ↑ INSERT




(31)

Prescott - Welcome Ctr. (32) ↑ INSERT




(32)

Tabor Church (33) ↑ INSERT



(33)

Cassville - brick bldg. on Amelia (34) ↑ INSERT



(34)

Cochrane house (35) ↑ INSERT



(35)

Buffalo City Weston house (36) ↑ INSERT



(36)

Trempealeau: Darius Loman house (37) ↑ INSERT




(37)

Bathonian Bank (38) ↑ INSERT



(38)

Queen Anne homes (39) ↑ INSERT



(39)

Brick Prairie-Style home (40) ↑ INSERT



(40)

Prairie Style:
White w/ blue trim

(36)

↑ INSERT



(41)

Tracks near
Ferryville

(42)

↑ INSERT



(42)

Train-
nr. Diamond Bluff

(43)

↑ INSERT



(43) omit

Alm-dam

(44)

↑ INSERT



(44)

Barges

(45)

↑ INSERT



(46)

Lock + dam S. of
Lynxville

(46)

↑ INSERT



(46)

(47)

↑ INSERT



(47)

Alma - Main
St. + lights

Hill Street, Fountain
City

(48)

↑ INSERT



(48)