

Our seven small towns invite you to explore and enjoy museums, shopping, dining, and sightseeing on the road less traveled.

The Highway 29 Community Partnership consists of a group of citizens from Boyd, Cadott, Curtiss, Owen, Stanley, Thorp, and Withee with the support of USDA Rural Development, WHEDA and XCEL Energy. The purpose of the Partnership is to share information and promote our region through housing, tourism and community and business development opportunities.

Wisconsin Highway 29, a major cross-state freeway ties our communities together economically. The Yellowstone Trail provides a shared historical theme.

You are invited to attend our monthly meetings if you have:

- ideas to better the Highway 29 Communities
- an interest in community history
- expertise in organizing, writing, marketing, event planning
- an interest in business or housing development
- an interest in promoting the Yellowstone Trail

Call Arlene Scalzo or Bryan Antony at 1-800-628-4833 or find the meeting schedule at www.partner29.com and just show up. You will be welcome.

Sponsors for this brochure are:

- Highway 29 Community Partnership
- Xcel Energy
- Chippewa County Economic Development Corporation
- Clark County Economic Development Corporation
- WHEDA - Wisconsin Housing & Economic Development Authority
- Yellowstone Trail Association

For information about the national Yellowstone Trail, the first coast-to-coast highway through the northern tier of states, visit:

www.Yellowstonetrail.org



Explore the Yellowstone Trail in Chippewa and Clark Counties, Wisconsin

See map in centerfold.



Find a Road Less Traveled.

Visit www.partner29.com or call these numbers for information:
 866-723-0337 for Chippewa County or
 800-236-4636 for Clark County.

Two roads diverged in a wood, and I – I took the one less traveled by, And that has made all the difference.

Robert Frost

Experience the difference. Explore seven unique towns along the Yellowstone Trail (County X). They are not suburbs looking for a city. They offer a buffet of little gems like small community parks, turn of the century churches, quaint restaurants, businesses, industries, and American history.



Painting the YT arrow on a utility pole near Cadott

Photo credit: Cadott Area Historical Museum

Explore some real mid-Wisconsin communities and our history by following the Yellowstone Trail from Cadott to Curtiss. This is small town America. And folks here have an appreciation of the past while they work for the future.

What was the Yellowstone Trail? It was a very popular trans-continental auto route that went right through these communities from 1915 to 1930. It was named Yellowstone to draw tourists along it to the national park, a favorite tourist mecca of the time.

It was a highway across the northern tier of states built to help Model-Ts “get out of the mud.” Since governments were not interested in building roads at the turn of the 20th century, private groups did so out of desperation. The Yellowstone Trail Association was such a group which endlessly prodded county governments to build connected roads until they had a “Good Road from Plymouth Rock to Puget Sound.”

There were no highway numbers, so citizen groups named “their” routes and blazed them with colorful signs across the country. The Yellowstone Trail’s colors were (what else?) yellow and black.

So, come travel a 90-year-old route. You won’t need goggles and a driving coat. You won’t need to crank your flivver. Just visit some early businesses that are



Withee Tourist Camp, c. 1920
 Photo credit: Withee Public Library Historical Project

still here, poke around in local museums, find a magnificent old church or a quiet picnic spot, and look at life from the slow lane - the Yellowstone Trail.

WOODLAND HOTEL Owen, Wisconsin	STRICTLY MODERN A Comfortable Stop-Over for Tired Tourists <i>Write or Phone for Reservations</i>
The Owen Garage OWEN, WISCONSIN	RIGHT ON THE YELLOWSTONE TRAIL A. M. Wilson, Proprietor Telephone 106
WITHEE GARAGE WITHEE, WISCONSIN	SERVICE STATION AND ACCESSORIES OAKLAND, CHEVROLET and FORD GOODYEAR AND FIRESTONE TIRES

Advertisements from the 1921 Automobile Blue Book, Volume 10.
 The Blue Book was THE mile-by-mile guide to driving on the primitive highways of the Yellowstone Trail era, an era before route numbers and road maps.

CHIPPEWA COUNTY

Cadott -- Historic Sites

Stop and visit one-room **Baker School** in River-view Park. It is open June-August on Sunday afternoons. See historical and Yellowstone River geological interpretive signs in the park. 715-289-4822 ➔3



At **Cadott Area Historical Museum**, view the medical exhibit and learn about Lansing Wilcox who was the last surviving Wisconsin veteran from the Civil War. Open most Mondays. 715-289-4916 ➔3

Cadott – Other Places to Visit:

● **Ambiance Floral**. Shop with relaxing sounds of piano music while browsing for that unique gift and/or flowers. 339 N. Main St. 715-289-3568 ➔3

● Take a horse-drawn wagon or sleigh ride deep into 400 acres of natural woods at **Cabin Ridge Rides**. 4271 220th St. 715-723-9537
www.cabinridgerides.com ➔1

● **Drywood Country Crafts**. Original handcrafted lodge look pine furniture and decorative items. 715-289-3895 ➔3

● **Roth's Sugarbush** tapped its first tree in 1956 and has grown to one of Wisconsin's leading packers of pure maple syrup. Maple syrup products available year round. 10976 County Hwy EE. 715-289-3665 ➔4

● Cadott is home to a **Veterans Tribute**, which features a large military display. Flags fly 24 hours a day, honoring five branches of the military and other military organizations. Corner of Hwy. 29 & Hwy. 27. ➔2



● **Huhn's Cheese House**. Offering a large variety of cheese, maple syrup, jerky,

Green numbers refer to places on map, pp 4&5.

sausage and honey for over 42 years. Corner of Hwy. 27 and Oak St. 715-289-4568 ➔3

● **Yellowstone Cheese, Inc.** Watch cheese being made and buy Wisconsin maple syrup, honey, meats, beers, wine, and ice cream. Named after the Yellowstone Trail which ran in front. 24105 Co. MM at Co. X. 715-289-3800 ➔1a

● **The Bohemian Hall** (built 1907) and **National Cemetery** are on the State and National Registers of Historic Places. Open by appointment. 715-289-3633. Seven miles north at Hwy. 27 and 135th. Ave.

Boyd – Historic Sites

St. Joseph Catholic Church, built in 1928, is a beautiful Romanesque style church. The priceless windows were created from mouth-blown antique stained glass imported from the Emil Frei Studio in Munich. The Emil Frei Studio in St. Louis designed and hand painted the three dimensional glass sculptures. Later during WWII the Munich studio was destroyed. Tours are available upon request. 801 E. Patten St. ➔5



Are the kids tired of riding in the car? **Lotz Park** provides play equipment for children of all ages, as well as volleyball, basketball, tennis courts, and a softball diamond, two pavilions and a gazebo. For reservations call the Village Clerk's Office at 715-667-3420. Located on the corner of Patten and Oshkosh streets. ➔5

Interested in genealogy? **Boyd History Room** is located in the Village Hall. There is a collection of early Boyd history featuring early business memorabilia and Boyd Transcript Newspapers from 1923–1965. Material is available for genealogical research. Independent research can be done during regular village office hours (Mon-Fri 8:30-4:30) or by appointment with a volunteer for assistance. 705 E. Murray St. ➔5



Through the generosity of John S. Owen, **St. Katherine's Episcopal Church**, which was originally in Eau Claire, was cut into sections, transported to Owen on flatbed railroad cars then re-assembled to provide a house of worship for Owen area Episcopalians. The cornerstone was laid in 1915. The church is named in memory of Katherine Owen, the young daughter of Mr. and Mrs. A. R. Owen, who had died about 1914. 206 E. Third St., Owen ➔12

While downtown, look for an "R" marking on the side wall of Taylor's **Do Drop In Tavern**. The "R" symbolized a right turn for travelers using the **Yellowstone Trail**. This "R" is the only original Yellowstone Trail marker known to remain in Wisconsin. The many yellow and black metal Trail markers disappeared in the 1930's. ➔12



Owen & Withee – Other Places to Visit:

● **Mauel's Dairy**, which has been in business since 1919, makes delicious homemade ice cream in small batches. 609 W. Third St., Owen. ➔12

● **Owen Mill Pond and Park** are right on the Yellowstone Trail and provide a place to picnic and rest while out enjoying the trail. ➔12

● The **Cozy Corner Café** is at 136 N. Central Ave., Owen. ➔12

● Stop and visit **Hene Supply Stores**, which are located right on the Yellowstone Trail. The stores feature a variety of hardware supplies, bicycle repair shop, bulk foods and Mennonite specialty

items. On your visit, you may see a parked horse and buggy belonging to a Mennonite family. N14704 Frenchtown Ave., Withee. ➔12

● Also at the same corner of Frenchtown Ave. and Cty. Hwy X, stroll through the historic **Riverside Cemetery**. ➔12

● **Central Wisconsin Produce Auction** ➔10a &

● **Brubakers** sells Amish quilts and furniture, and sewing machines. ➔10a

Both on Co. O between Hwy 29 and Co. X.

● **Rod and Staff Publishers** produces literature to support the teaching and preaching of the Mennonite Community. The public is welcome to tour the facility, but are asked to be fully clothed and dressed modestly. Located just west of Withee on Cty. Hwy. X. ➔12

Curtiss – Historic Sites:

Curtiss State Graded School was built in 1912 and served as a two-room school until the 1960's when consolidation closed it. The building was saved from the wrecking ball and is now serving as the newly renovated Curtiss Community Center. The former school house is visible to anyone traveling the Yellowstone Trail on Cty Highway E. ➔14



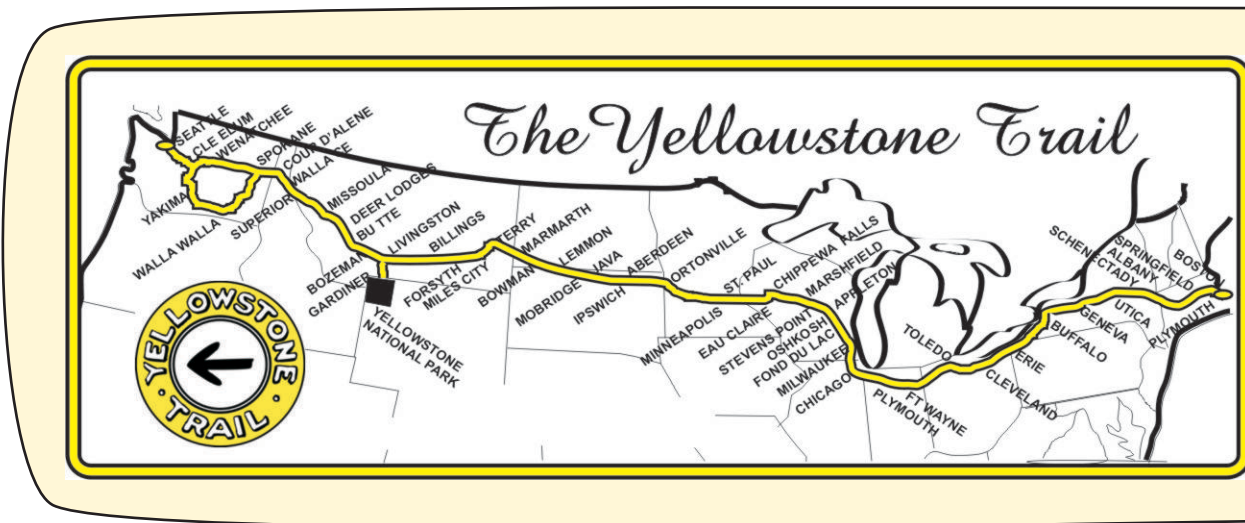
Our Place Bar and Hotel replaced the saloon destroyed by a "cyclone" in 1905. ➔14

Curtiss – Other places to visit:

● **Abbyland Travel Center**, is located on the southern edge of Curtiss. Abbyland Travel Center, with two restaurants, also offers many specialty gifts and Wisconsin-made products. Local products include Abbyland Meats, Mauel's Ice Cream and a variety of cheeses. ➔15

● **Abbyland Meats**, across from the Travel Center, is known as one of the largest hog processing plants in Wisconsin. ➔15

● Many surprises await you at **Cloverdale Country Store**. It includes household supplies, garden items, lawn furniture and other items. N13731 Co. Hwy. E. ➔13



A Good Road from Plymouth Rock to Puget Sound Founded in 1912



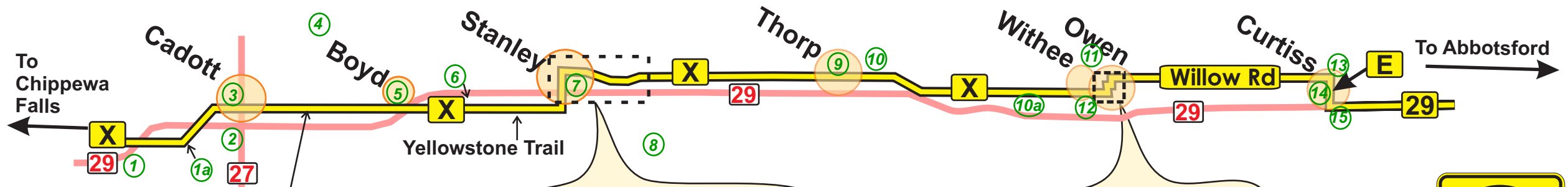
Yellowstone Trail in Central Wisconsin

In 1912, roads were dirt wagon roads – dust and mud. Citizens got together to improve and connect local roads to make the first coast-to-coast route in the northern tier of states: The Yellowstone Trail.

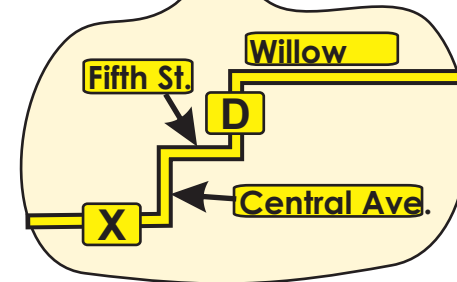
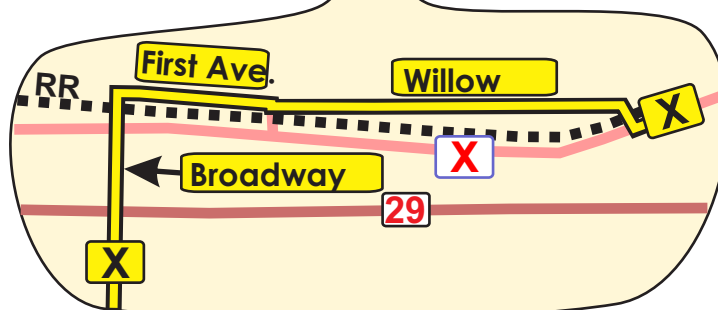
In 1918, Wisconsin became the first government anywhere in the world to number its highways and governments were starting to fund good roads.

By 1929, the Yellowstone Trail was the first Wisconsin highway to be paved with concrete all across the state.

Green numbers refer to places listed in text on pages 2-3 and 6-7.



Midway between Boyd and Cadott, Highway X now dips south along the railway for about one mile (not shown on map) to eliminate two railroad crossings. Railroad crossings were a major cause of auto accidents and such relocations were undertaken in hundreds of locations across the country. If you use the old YT route on 70th. Ave., do use extraordinary care at the two crossings.



Watch for the signs marking the Yellowstone Trail.



CLARK COUNTY Thorp – Historic Sites

Step into the past. The **Thorp Area Museum** is housed in the former Saint Hedwig's Rectory. A large Yellowstone Trail rock marks the corner where the visitor turns north from Co. X for the short drive to the museum that houses a variety of historic displays and exhibits. Behind the museum is an old cemetery to explore. St. Hedwig's Church dates back to 1907. It has a new collection of bells. The museum is open Saturday and Sunday 2-5 p.m. Memorial Day-Labor Day. N14945 Gorman Ave. ➔10

St. Bernard's-St. Hedwig's Catholic Church is a relic of history. Built in 1914, it is located one block north of the Yellowstone Trail. This cathedral style church with its expansive ceilings features several beautiful stained glass windows. 111 N. Church St. ➔9

Community Bank, formerly known as Peoples Exchange Bank, was officially chartered in 1931. Notice the eye-catching architecture of the corner building and the beautiful window above the main entrance. 300 N. Washington St. ➔9

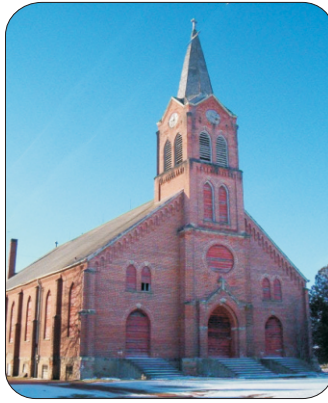
Bob's Corner Service is located at the intersection of County Hwy. X and 73. Al Capone frequently visited it on his trips north to his hideout near Couderay, Wisconsin. Mr. Capone would often stop for a shower and a fill of gas. 100 E. Stanley St. ➔9

The Heritage Court Motel once reflected its heritage from the 1890's. In 1989 the home was abandoned, but with the help of local craftsmen, the restoration began in 1992. This 100+ year old motel sits at the corner of Hwy. X and Hwy. 73 along the Yellowstone Trail. 715-669-5705 ➔9

Thorp – Other Places to Visit:

● **Nolechek's Meats.** A large selection of award winning processed meats and other Wisconsin products. 104 N. Washington St. 715-669-5580 ➔9

● **Sweet Memories of Thorp, LLC.** Handmade bakery products. 114 N. Washington St. 715-669-5434 ➔9



● **Kari's Koffee.** A variety of coffees, sandwiches, soup and ice cream. 110 W. Prospect St. 715-669-5277 ➔9

● **The Thorp Dairy Bar Cafe.** 221 N. Washington St. 715-669-5485 ➔9

● **Bar BK Leatherworks, LLC.** Custom leatherworks and leather repair. 207 E. Stanley St. 715-669-3272 ➔9

● **U-N-I (U-Name It).** Antiques and lighting collectibles. N. Washington St. ➔9

● **Rustic Resale and Consignment.**

Antiques, clothing, crafts, music, more. N. Washington St. ➔9

Owen & Withee – Historic Sites

For nearly 70 years the **Wooden Trestle Bridge** near Owen has been used as a crossing over the Canadian National Railroad tracks. Experience the feeling of rumbling over the wooden planks that make up the bridge's platform. To find the bridge turn north off County X at North West Street on the far west side of Owen. ➔11



The old **Owen High School**, built in 1921, and the now demolished grade school, built in 1906, were named in Yellowstone Trail directions for Owen in 1920s touring books. The high school and adjoining 1952 gym are the only buildings along the Trail in northern Clark County that are listed on the State and National Register of Historic Places. The Friends of the Old School, Inc. offers a Heritage Room of local history items in the gym. The room is open by appointment. Call 715-229-2245. ➔12

Woodland Hotel, located on N. Central Avenue in Owen, was built by the Owen Lumber Co. in the early 1900's. The hotel is now used for apartments. ➔12.

Green numbers refer to places on map, pp 4&5.



Do you like old fire trucks? A **1921 Stoughton Fire Truck** is on display at the Boyd Edson Delmar Fire Department, 100 S. Oshkosh St., Boyd. ➔5

Stanley – Historic Sites:

The **Stanley Area Historical Society Museum** is recognized as among the best small town museums in northern Wisconsin. Visitors will be surprised at the many artifacts and exhibits that fill a former 1905 school, a logging and farming building, and a new addition which opened in September 2003. Also on display is an operational 1906 Cadillac received in 2007. The museum is open Memorial Day to Labor Day on Saturdays and Sundays 1-4 p.m. During the other months it is open Tuesday afternoons. Call 715-644-0464 to arrange tours. 228 Helgerson St. ➔7



Visitors are welcome to visit either of **two historic buildings** in Stanley during regular office hours:

The historic **City Hall**, with a clock tower, is located at 116 E. Third Ave. ➔7

The **Moon Memorial Public Library**, 154 E. Fourth Ave., opened in 1901 and is listed on the National and State Registers of Historic Places. It is located four blocks north of the Yellowstone Trail. The library building was a gift to the city of Stanley from the widow of Delos R. Moon, a lumber magnate and founder of the Northwestern Lumber Company in Stanley. ➔7

Drive by four memories of the Yellowstone Trail: **Veteran's Memorial** on the corner of Broadway and First Avenue; a **Chippewa County Historical Marker** in Soo Park with its history of the Yellowstone Trail; the **Yellowstone Garage**, one of the last remnants of the many businesses located on the original trail; and the **Stanley Depot** in Soo Park which served as the receiving center for the many early immigrants. ➔7

Stanley – Other Places to Visit:

● **Broadway Home Floral & Design** (a/k/a Flowers on Broadway). Large store of home decor, fine gifts, gourmet coffees and candies. On the Yellowstone Trail at 204 S. Broadway St. 715-644-5672 ➔7

● **Ele's Flowers and Reit's Garden Center.** A variety of gifts, flowers, plants and landscaping supplies. 310 Urquhart Rd. 715-644-3537 or 715-644-2303 ➔7

● **Cheese! LaGrander's Hillside Dairy** cheese factory has received awards for its specialties: cheddar and Colby longhorn cheese. Outlet store for many varieties of cheese. W11299 Brock Rd. 715-644-2275. ➔8

● **West Ridge Farms Country Store.** Home décor, primitive candles, and unique food items. Corner of Hwy. 29 and Hwy. G. 715-644-3400. ➔6

● **Amy's Cheese Emporium.** Cheeses, specialty coffees, candies, wine, gift baskets, party trays, and homemade gelato ice cream. On the Yellowstone Trail at 619 S. Broadway St. 715-644-0559 or 866-575-7856. ➔7



Ulander Oil Co. Stanley
As it used to be.

Photo: Chippewa Valley Museum