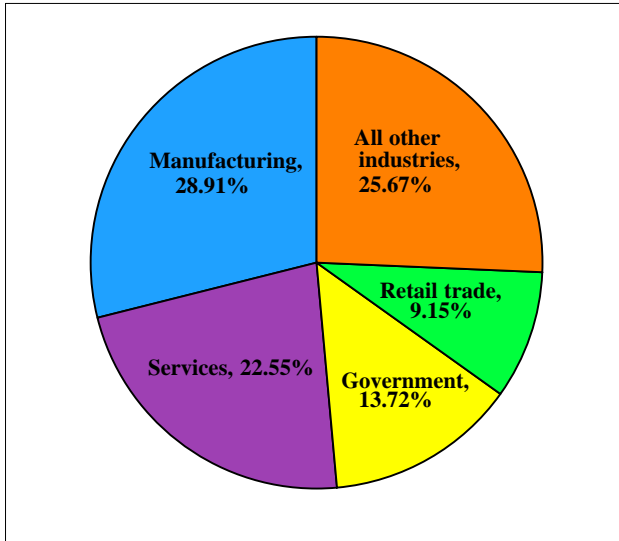


7. COMMERCE AND INDUSTRY

To a greater degree than most states, Wisconsin's economy relies on manufacturing and agriculture as a basis for economic prosperity. Wisconsin's abundant natural resources and skilled labor force have promoted the development of these sectors of the state's economy. In recent years, however, Wisconsin has followed the trend toward a growing service sector seen in other industrial states. In the 1990s, the number of Wisconsin workers employed in service industries edged higher than the number employed in manufacturing. Generally, Wisconsin's overall unemployment rate has been lower than that of most states during the decade.

Earned Income in Wisconsin by Industry, 1995



Manufacturing

Wisconsin's diverse manufacturing sector employs over a half million of the state's 2.8 million workers. Industrial machinery, fabricated metal products and electronic equipment are its largest components. Other large employers are the food processing, printing and paper industries. Wisconsin ranks 11th among the 50 states in the value added by manufacture; in 1995, 28.9% of earned income in Wisconsin came from manufacturing, the third highest percentage in the United States.



General Motors assembly plant, Janesville (Wisconsin Department of Tourism)

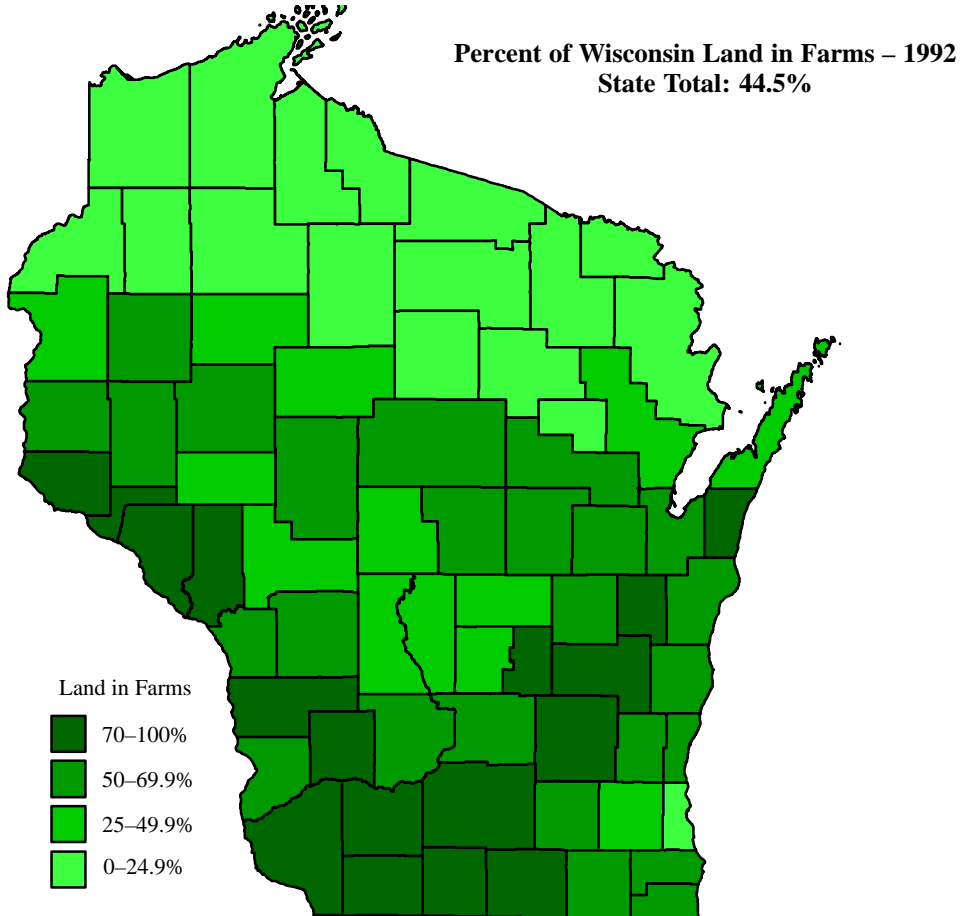
Agriculture

Long known as America's Dairyland, Wisconsin continues to be a leading state in dairying and other areas of agricultural production. The state had 79,000 farms and 16.8 million acres of farmland in 1996. Dairy products continue to generate more revenue than all other Wisconsin farm products combined. The state was the leading producer of cheese and the second leading producer of milk and butter in 1995. Wisconsin is also a leading producer of corn, hay and potatoes. The canning industry has made the state a leader in the production of a number of vegetables for processing, including sweet corn, cabbage and cucumbers. Wisconsin also leads in a number of specialty products, such as cranberries and mink pelts.



Cutting hay, Dane County (Brent Nicastro, Assembly Democratic Caucus)

Wisconsin's diversity of agriculture is dictated by climate and topography. In some regions, the terrain dictates the use of large amounts of land for pasture. In other areas, soil conditions and a more level topography allow the production of vegetables and feed grains. In the north, the short growing season has been a factor in the development of forestry as the major agricultural activity.



Service Industries

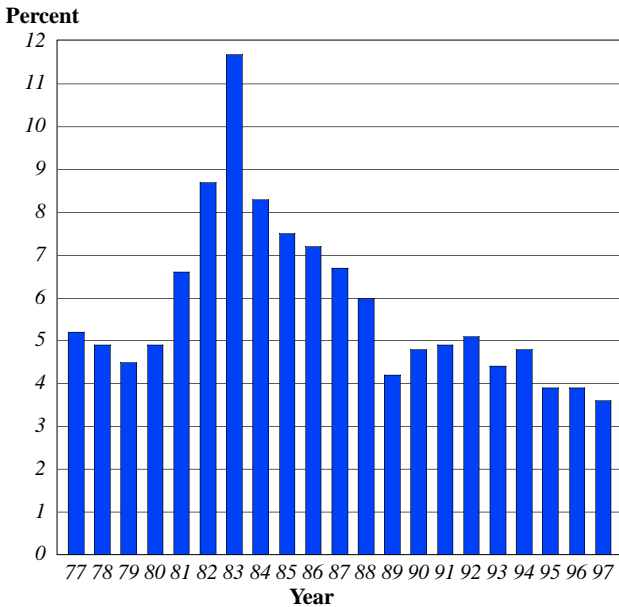
As in most states, Wisconsin's service industries have grown in economic importance in recent years. They have supplanted manufacturing as the largest employer in the state, but they represent a much smaller percentage of Wisconsin's workforce than is the case in most states. In 1993, service industries accounted for

22.1% of the state’s workforce, putting Wisconsin in the bottom third of all states for reliance on service industries. The largest service industries in Wisconsin are health services and business services, which include advertising and data processing.

Tourism

Tourism is one of Wisconsin’s leading industries. The tourist industry contributes over \$5 billion to the state’s economy and is responsible for an estimated 100,000 jobs. A third of all tourists are Wisconsin residents; nearly half come from one of the four states bordering Wisconsin.

Wisconsin’s January Unemployment Rate, 1977-1997



8. TRANSPORTATION

Wisconsin has a diverse transportation network. Land transportation options include highways and railroads. Numerous airports offer air transportation. The Mississippi River and the Great Lakes allow the shipping of materials to ports around the world.

Highways

Wisconsin has over 100,000 miles of highways maintained by state, county or local governments. Four lane, limited access highways link most of the major cities in Wisconsin; Interstate Highways 39, 43, 90 and 94 traverse the southern two

thirds of the state. Over 4 million motor vehicles are registered in Wisconsin, including 2.4 million automobiles and nearly 1.5 million trucks.

Mass Transit

Urban transit systems served over 70 million people in Wisconsin in 1996. Twenty-four cities offer bus service. In addition, some smaller communities offer rural bus or taxi service.

Railroads

The majority of railroad activity in Wisconsin involves freight traffic. A total of 12 railroads in the state operate over 5,000 miles of track. Over 130 million tons of freight were shipped by rail in Wisconsin during 1995. In addition, Amtrak service in the state provided transportation to 146,000 passengers in 1995.

Airports

Eleven public airports in Wisconsin are served by regularly scheduled airline flights, connecting Wisconsin to cities throughout North America. Over 4.1 million passengers and nearly 34,000 tons of cargo were served by Wisconsin airports in 1995. Many other publicly and privately owned airports in the state serve private aircraft and can accommodate airlines making nonscheduled flights.

Shipping

Several Great Lakes ports are located in Wisconsin. The Lake Superior port of Superior-Duluth does the greatest volume of shipping in tonnage in the state, while on Lake Michigan, Milwaukee and Green Bay are the most active ports.



Port of Superior (Wisconsin Department of Tourism)

9. RECREATION

Recreational opportunities abound in Wisconsin. The state has over 14,000 fresh-water lakes and numerous streams and rivers that offer opportunities for sports from fishing to waterskiing. The southern hills and northern forests present varied vistas to travelers. Lake Michigan and Lake Superior shorelines are also assets to the state in the beauty and recreational opportunities their miles of beaches provide to residents and visitors.

Conservation and Recreation

Opportunities for outdoor recreation in Wisconsin are enhanced by the state's longstanding commitment to the preservation of its natural and historical heritage. Wisconsin has 43 state parks and 9 state forests. It operates numerous trails for bicycling, snowmobiling and horseback riding. The first state park was created in 1900; the state park system has since grown to encompass 63,000 acres, providing recreation to over 9 million visitors per year. State forests, the first of which was established in 1907, cover nearly a half million additional acres and attract over 5 million visitors per year. More than a dozen state trails attract an additional 670,000 visitors annually. Since 1961 the state has acquired over a half million acres for preservation and recreation at a cost of over \$170 million. Annual expenditures of over \$100 million for resource management also underscore Wisconsin's commitment to preserving its environment. Hunting and fishing are



(Department of Tourism)



(Brent Nicastro, Assembly Democratic Caucus)



(Brent Nicastro, Assembly Democratic Caucus)

among the state's popular participation sports. Bass, perch and other panfish represent the largest group of fish caught each year in Wisconsin; walleye and northern pike are also common in inland waters. The elusive muskellunge is a prized trophy fish. In the great lakes, anglers may also seek trout and salmon. Hunters in Wisconsin typically bag over 200,000 deer per year. Bear, foxes, raccoons and rabbits are also bagged in large numbers. Game birds include ducks, pheasants, turkeys, geese and quail.

Boating and snowmobiling are popular sports in Wisconsin. Over a half million boats and 190,000 snowmobiles are registered in Wisconsin each year. Miles of snowmobile trails are maintained locally following state standards. Hiking and bicycling trails lend themselves to cross country skiing during the winter.



Canoeing at the Wisconsin Dells (Brent Nicastro, Assembly Democratic Caucus)

Spectator Sports

Wisconsin offers many opportunities to view spectator sports as well. The Green Bay Packers, the reigning world champions of professional football, train and play their home games in northeastern Wisconsin. The University of Wisconsin Badgers football team plays in Madison. Many other campuses of the university system field NCAA football teams. The Milwaukee Bucks provide Wisconsin with NBA action, and the Wisconsin Badgers, Marquette Golden Eagles, UW-Green Bay Phoenix and the UW-Milwaukee Panthers all compete in Division I NCAA basketball. The Milwaukee Brewers of the American League represent major league baseball in Wisconsin. Several cities, including Beloit, Wausau, Madison and Appleton, have minor league teams. In hockey, the University of Wisconsin consistently fields one of the best college teams in the country. Milwaukee and Madison are both home to minor league professional hockey teams.

10. WISCONSIN FIRSTS

The State of Wisconsin is proud of its record of innovation in government, social policy, education, industry, agriculture and conservation. The Progressive Era of the late 19th century and early 20th century was especially productive in social policy experimentation, and Wisconsin continues to be recognized as a leader in many areas. This list of noteworthy “firsts” in Wisconsin’s first 150 years of statehood documents Wisconsin’s progressive heritage in these areas.

SOCIAL WELFARE AND INDIVIDUAL RIGHTS

Worker’s Compensation. Wisconsin was the first state to have an operating “workmen’s compensation law” to provide monetary benefits for workers injured on the job (1911). Two other states had previously passed similar laws, but theirs had delayed effective dates.

Unemployment Compensation. Wisconsin was the first state to pass a law authorizing monetary benefits for unemployed workers (1932).



Signing of the first workmen’s compensation check, 1911 (State Historical Society #WHI (X3) 22668)

Women’s Rights. Wisconsin was the first state to pass a law eliminating all legal discrimination against women (1921). Wisconsin’s ratification of the 19th Amendment to the U.S. Constitution, which granted women the right to vote in all elections, was approved by the state legislature on June 10, 1919, and was the first state approval to reach Congress.

Aid to Disabled Persons. Wisconsin was the first state to provide payments to persons who required continual care because of permanent disabilities (1945).

Welfare Reform. Wisconsin was the first state to submit a plan to the federal government for replacing the Aid to Families with Dependent Children (AFDC)

welfare program (1996). It was also one of the first states to have its welfare plan certified by the administration of President Bill Clinton. The Wisconsin Works (W-2) program requires able-bodied recipients to work or receive job training in order to qualify for benefits.

First Kindergarten. Margarethe Meyer Schurz, wife of Carl Schurz, opened the first kindergarten in the United States in Watertown (1856).

Agricultural Education. Wisconsin was the first state to establish an agricultural experiment station (1883); create farmers' institutes to spread agricultural knowledge throughout the state (1885); begin agricultural short courses (1886); organize county agricultural high schools (1901); and establish a Department of Agricultural Economics in the state university (1909).

Extension Courses. The University of Wisconsin was the first state university to offer extension courses (1892).

Vocational, Technical and Adult Education. Wisconsin was the first state to establish a system of state support for vocational, technical and adult education (1911).

Medical Education. Wisconsin was the first state to require doctors and persons treating the sick to complete training in the basic sciences of anatomy, physiology, pathology and diagnosis (1925).

Librarian Certification. Wisconsin was the first state to enact a comprehensive certification law for public librarians (1921).

Apprenticeships. Wisconsin created the first modern state law for administering apprenticeships (1911). It provided that students in skilled trades must be indentured under contracts approved by the Industrial Commission and that apprentices under age 16 must attend school at least five hours per week.

Private School Vouchers. Wisconsin was the first state to approve a large-scale tuition voucher plan for private schools. The Milwaukee Parental Choice Program, created in 1990, currently allows up to 15,000 low-income students in the Milwaukee Metropolitan School District to attend private, nonsectarian schools at public expense.

INDUSTRY AND LABOR

Antidiscrimination Laws. Wisconsin was the first state to prohibit the use of race or national origin as factors in hiring teachers (1933); prohibit unlawful discrimination on the basis of handicap in hiring properly qualified persons (1965); and prohibit discrimination in employment, housing, and public places of accommodation or amusement on the basis of sexual orientation (1982).

Labor Laws. The Wisconsin Industrial Commission, established in 1911, was the first instance in which a single department was given authority over all state labor laws. The commission was given wide quasi-legislative and quasi-judicial powers, as well as responsibility for employment safety and health. This also marked the first use of administrative rules, rather than laws passed by the legislature, to regulate industry.



The first electric streetcar operated in Appleton in 1886 (State Historical Society, #WHi (X3) 153)

Public Sector Bargaining. In 1959, Wisconsin enacted the first state public sector collective bargaining law, which permitted public employes to bargain labor conditions with their employers.

Utility Regulation. Wisconsin's Railroad Commission, established in 1905, was one of the first state bodies empowered to actually set the rates charged by the railroads, rather than merely establishing maximum rates. Later, Wisconsin was the first state to extend the Railroad Commission's rate regulation powers to all public utilities in the state (1907). Wisconsin's legislation was considered a model for other states.

Building Codes. Wisconsin was the first state to enact a statewide building code covering both public buildings and places of employment (1914).

Market Regulation. Wisconsin was the first state to introduce a complete program of standardization in the grading of fruits, vegetables, hay, honey, cheese, poultry and eggs (1919).

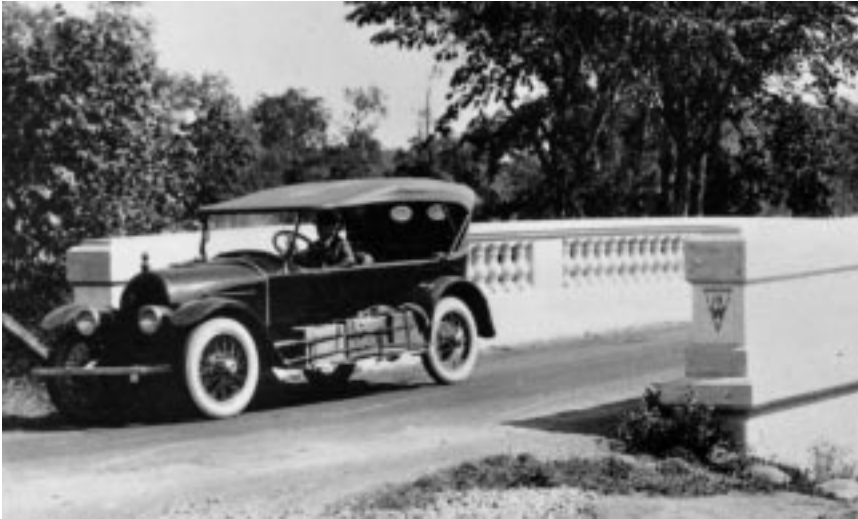
Consumer Protection. Wisconsin was the first state to give its marketing department jurisdiction over manufactured products, in addition to agricultural products, along with the power to prohibit unfair methods of competition and unfair trade practices (1921).

Telephone Solicitation. Wisconsin was the first state to regulate "junk" phone calls. It prohibited the use of prerecorded messages for telephone solicitation without the consent of the person being called (1978).

TRANSPORTATION

Automobiles. The nation's first automobile race was held in 1878 when the state offered \$10,000 to the inventor of a machine that could move from Green Bay to Madison under its own power. The race was won by Alexander Gallagher of Oshkosh; the vehicle's average speed was 6 miles per hour.

Wisconsin was the first state to require that seat belts be installed in all cars sold in the state beginning with the 1962 model year.



Wisconsin adopted the nation's first highway numbering system in 1918. The highway number in this photo is on the bridge abutment. (State Historical Society, #WHI (X3) 48468)

Highway Numbering. Wisconsin was the first state to use a number system to direct highway traffic (1918). The system used odd numbers for state trunk highways running north and south and even numbers for roads going east and west. The Wisconsin Rustic Roads Program, created in 1973, which identifies and preserves the state's most scenic rural roads, is the only statewide effort of its kind in the nation.

Electric Streetcar. Appleton began operating the first successful commercial electric street railway on August 16, 1886.

The Wisconsin Bikeway and the Elroy-Sparta Trail. The first bikeway in the nation to cross an entire state opened in 1966. The 300-mile "Wisconsin Bikeway" from Kenosha to La Crosse follows lightly traveled rural roads selected for their scenic values and ease of cycling. A thirty-mile portion of the route, from Elroy to Sparta, leaves the highways and follows a former railroad right-of-way which the state purchased in 1965. Wisconsin was a pioneer in this "rails to trails" concept. The Elroy-Sparta trail is also enjoyed by hikers and is open in winter to snowmobiles and dog sleds.



*The nation's first hydroelectric plant opened in Appleton in 1882.
(Department of Natural Resources 21076)*

ENVIRONMENTAL PROTECTION

Recycling. Wisconsin's innovative and comprehensive recycling law, enacted in 1990, was the first statute to use a broad-based business tax to fund recycling efforts. Its strict mandatory recycling law requires communities to implement recycling plans and bans cans, bottles, newspapers and other forms of solid waste from landfills.

Conservation of Natural Resources. The Coon Creek Watershed project in Wisconsin's Vernon County was the nation's first large scale demonstration of soil and water conservation (1933). In 1951, Wisconsin was the first state to establish a program for the acquisition and management of natural areas for the purposes of scientific research, the teaching of conservation and natural history, and the preservation of rare or valuable plant and animal species and communities.

DDT Banned. Wisconsin was the first state to prohibit the sale and distribution of DDT, the powerful chemical pesticide that is toxic to fish, mammals and birds, including the bald eagle (1970).

GOVERNMENT OPERATION AND ADMINISTRATION

Primary Elections. The Wisconsin Legislature passed the first statewide primary election law in 1903 which was ratified by the voters in November 1904.

However, Oregon's law, passed via an initiative, went into effect before Wisconsin's.

Income Tax. Wisconsin established the first modern income tax law in 1911, following voter approval of a constitutional amendment in 1908.

Homestead Tax Credit. Wisconsin was the first state to establish a program of tax relief for elderly taxpayers through a homestead tax credit, which is applied to the income tax and calculated on property taxes paid and income received (1963). The law was later extended to all low-income households, including renters (1973).



C. Latham Sholes, inventor of the typewriter (State Historical Society, #WHi (X313) 25643-E)

City Planning. Wisconsin's 1909 planning act was the first state statute to grant a clear right to municipalities to create planning commissions to engage in city planning. The impetus for the state law was the preparation of a comprehensive plan for Madison by renowned landscape architect John Nolen.

Prisoner Work Release. Wisconsin was the first state to establish a successful day parole program for county jail prisoners (1913). Known as the "Huber Law" after its legislative sponsor, it allowed prisoners to leave jail during the day



Professor Steven Babcock, inventor of the Babcock Milk Tester (State Historical Society, #WHi (X3) 46011)

to work on regular jobs that assisted their rehabilitation and allowed them to support their dependents.

State Life Insurance. Wisconsin was the first state to issue limited, low-cost individual life insurance and annuity contracts to state residents (1911).

Legislative Innovations. The Wisconsin Legislative Reference Library, forerunner of the present Legislative Reference Bureau, was created in 1901 as the nation's first nonpartisan legislative service agency, and it has served as the model for similar offices in many other states, as well as the Congressional Research Service in the Library of Congress. It was the first legislative staff office to provide a state legislature with both bill drafting and research services. Wisconsin was the first state to establish a Revisor of Statutes charged with biennial revision, editing and annotation of the state statutes (1909). The Wisconsin Assembly was the first legislative body in the United States to install an electric voting machine (1915). Wisconsin was the first state to require that fiscal estimates accompany all proposed legislation that increased or decreased state appropriations or

fiscal liability (1957). The device, which has been copied by legislatures in other states, was broadened in 1961 to cover the impact of bills on state revenues and extended in 1971 to bills which affect local units of government.

INVENTIONS AND INNOVATIONS

Typewriter. In 1869, Christopher Latham Sholes, who served in both the Wisconsin Senate and the Wisconsin Assembly, perfected the first typewriter. He sold the rights for his invention to the E. Remington Company for \$12,000.

Babcock Milk Tester. In 1890, UW Professor Stephen M. Babcock invented a method for measuring the amount of butterfat in milk. This commercial tester, which was affordable for most farmers, inspired confidence in the integrity of the dairy industry, leading to Wisconsin earning its place as America's Dairyland.

Gasoline Powered Tractor. UW-Madison mechanical engineering students Charles W. Hart and Charles H. Parr experimented with and finally built the first successful gasoline-powered farm tractor in 1901.

Outboard Motor. Ole Evinrude, of Milwaukee, designed the first commercially successful outboard gasoline engine for boats (1910).

Vitamin D. UW Professor Henry Steenbock produced Vitamin D in food via irradiation and ultraviolet light (1929).

Oldest Radio Station. In 1914, University of Wisconsin-Madison experimental station 9XM began transmitting radio signals. Renamed WHA, it is the nation's oldest radio station today.

Hydroelectric Power Plant. The first commercial hydroelectric power plant began operation in 1882 on the rapids of the Fox River in Appleton. This hydropowered electric system operated machinery in a paper mill owned by Henry Rogers and also powered the first electric lights in a private residence, his mansion Hearthstone. In 1886, the plant powered the nation's first electric street-car system.

Formation of the Republican Party. Protesters met in March 1854 in a Ripon schoolhouse to debate the Kansas-Nebraska bill, which proposed the extension of slavery, and ended up forming a new political party – the Republican Party.

Ringling Brothers Circus. The first performance of the Ringling Brothers Circus was held in Baraboo on May 19, 1884. It was billed as the "World's Greatest Show".

State Historical Society. The State Historical Society of Wisconsin, founded in 1846 and officially chartered in 1853, was the first state historical society to receive funding support from a state government (1854).

Eradication of Bovine Tuberculosis. Wisconsin and Pennsylvania were the first states (1892) to use the tuberculin test to detect TB in cattle. In terms of the most effective methods for fighting bovine tuberculosis, Wisconsin was the first state to develop the Accredited Herd policy (1915), certifying tuberculosis-free cattle, and the Area or County Eradication policy (1917).

Automobile Speedometer. Charles H. Warner of Beloit invented the automobile speedometer in 1909.

Clothes Dryer. The Hamilton manufacturing company of Two Rivers developed the first automatic clothes dryer in 1935.

First Super Bowl. In January 1968, the Green Bay Packers won the first championship game to be played between the National and American football leagues. The competition was later named the Super Bowl.



Sean Jones and son admire the Lombardi Trophy awarded to the Green Bay Packers following their 1997 Super Bowl victory. (photo courtesy of Green Bay Press-Gazette)

The photographs by James T. Potter appearing on the following pages capture the enduring beauty and timeless elegance of the Wisconsin State Capitol.