



OFFICIAL PUBLICATION OF
THE YELLOWSTONE TRAIL ASSOCIATION

"A Good Road from Plymouth Rock to Puget Sound"



IF YOU PROMOTE IT THEY WILL COME

by Tom Barrett, SPACVB Director

Communities all over the country fortunate enough to have a national historic road going through their city are catching on and cashing in.

Route 66, The Lincoln Highway, and the Yellowstone Trail are receiving a lot of attention because of their potential to bring in visitors and their corresponding tourism related expenditures. Your community has a living piece of history (probably running right down Main Street). With



The YT near Marmarth, SD

the help of the Yellowstone Trail Association, your convention bureau or chamber of commerce can begin to capitalize on the growing number of heritage tourists.

If bringing new travelers' business to town isn't enough, Yellowstone Trail-related events called "Trail Days" and "Sociability Runs" allow communities to re-connect with their historic past. They can be a fundraiser and a source of community pride: educational as well as full

of family fun like an old time ice cream social. Trail Days harken back to a simpler time when we all felt a greater sense of community and roads actually had names.

Membership in The Yellowstone Trail Association can provide you with the expertise and resources you need to join in on the momentum that is building tourism, literally from Plymouth Rock to Puget Sound. ☺

Read about the Yellowstone Trail in every issue of the
American Road

A new magazine about old roads.

See www.mockturtlepress.com

WHY ARE YOU RECEIVING THIS NEWSLETTER?

At the suggestion of our members in the travel industry and our antique auto friends we have expanded our mailing list to include many chambers of commerce and auto clubs. We want you new readers to discover that the Yellowstone Trail is a great resource for you. Some have joined us out of an interest in history, and some with a tourist or business attraction. Popularizing the first transcontinental route across the northern tier of states, 1912-1930, is the Association's only purpose.

Read. Enjoy. Join! ☺

*Get off the Interstates and smell
the blossoms, feel the rocks, see the
birds and bees and sugar beets.*

WHAT WAS THE YELLOWSTONE TRAIL?

(ADDRESSED TO THE UNINITIATED)

Study the map which winds through this newsletter. That was the Yellowstone Trail. Find your city and look at the many other cities on the Trail. Many were members of an association which formed to "get out of the mud."

At the founding of the Yellowstone Trail Association in 1912 there were few roads that "automobilists" could use. Private, grass roots groups formed, called themselves trail associations, and set about persuading local governments to build connecting roads, with the help of group members.

The Yellowstone Trail was the first transcontinental route through the upper tier of states, taking its name after the famous park and tourist destination. The Association wanted tourists to use "their" road, stopping at hotels, camp grounds, and garages along the way which were advertised in Association literature. It was hard to miss the Trail for the Association painted rocks, telegraph poles and everything along the Trail yellow to guide the tourist in this era of no maps and no road numbers. It was really a win-win situation: towns got roads and tourists, and the Association got fame from "Plymouth Rock to Puget Sound".

This Trail was so famous that towns fought to get on it, even resorting to bribery. Products were named after the Trail, such as cigars and flour; many garages bore the name; a song was written for it; many



YT on the Chenworth bridge near Warsaw, IN

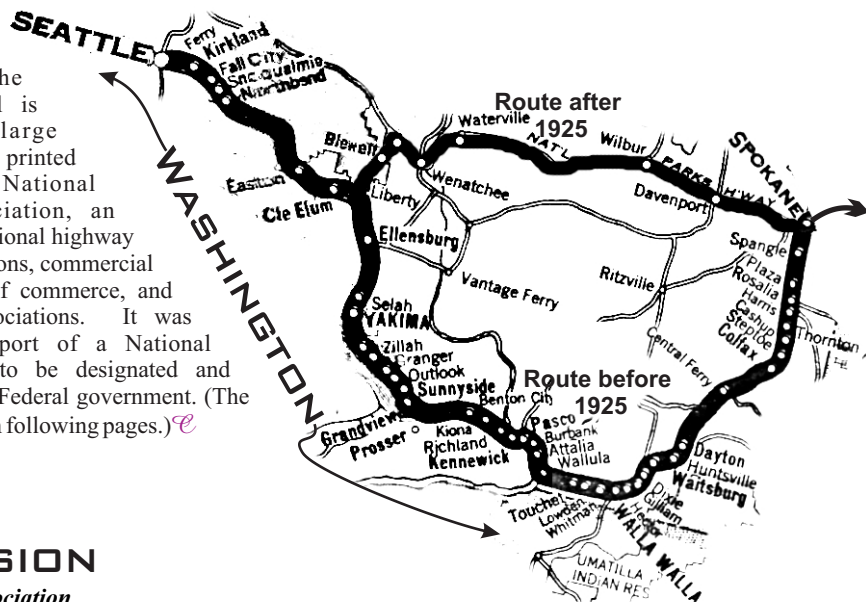
colored post cards featured it. It was even declared a military road in World War I, one of four.

By 1926 both state and federal roads were numbered and auto roads were receiving government funding. And by 1930 there was no need for private associations.

Today, in some places it is no longer visible as a road, but this important piece of travel history should not be lost. The new Yellowstone Trail Association is reviving interest in and celebration of that old route. ☺



This map of the Yellowstone Trail is taken from a large brochure/ poster printed c.1924 by the National Highways Association, an organization of regional highway and trail organizations, commercial clubs, chambers of commerce, and Good Roads associations. It was produced in support of a National highway system to be designated and maintained by the Federal government. (The map is continued on following pages.)



THE ASSOCIATION'S VISION

By John Wm. Ridge, President, Yellowstone Trail Association.

For more than five years interested folks have been promoting the re-discovery of the first automobile highway through the northern tier of states. To formalize the activity, they incorporated the new Yellowstone Trail Association with a vision much like the vision held by Joe Parmley, the founder of the Yellowstone Trail in 1912. He saw the route as becoming a "Good Road from Plymouth Rock to Puget Sound." The road was to be built and improved to attract travelers (and their money) which, in turn, would require more improvement of the road, an alternating sequence without end.

What is our vision now? Well, some aspects are clear so far. First, members will share information about the Trail to better understand the history and importance of the Trail. Second, the Association will make that knowledge available to a wide public through displays, articles, a web site, highway signs, and news releases. Third, taking a clue from the original Association, we need to promote heritage tourism both to provide the sought-after historical information as well as attract direct and indirect financial support.

■ As members, you can help develop a modern vision, but if you can share my vision this is what we, together, will have built when the organization becomes mature:

■ The Yellowstone Trail will be known from coast to coast as a leading heritage tourism destination.

■ The heritage traveler will find the Trail marked with distinctive road signs. "On the Trail" signs will be prominent on city welcome signs and on the windows of local merchants and service providers. Regional printed guides will direct the visitor to museums, Trail artifacts, historic attractions and modern services.

■ The heritage traveler will find Trail Days all along the Trail with "sociability runs," presentations, picnics, and such constituting a local festival.

■ The heritage traveler will find a kiosk or wall display about the Trail, its history, and its local connections and features in each history museum and travel information bureau on the 3500 miles of the Trail. For most of these, the Association will have provided the display at a very reasonable cost and assisted in its individualization for local audiences.

■ The heritage traveler will find guides to Trail-era buildings, original bridges, roads, oral histories and other artifacts together with information about modern history museums, auto museums, and the like which shed light on the Trail.

■ The heritage traveler will find that members working with the Association have preserved many Trail-era buildings, bridges, signs, and roads.

Join with us to make such a vision come true and promote your own community with this great resource, the Yellowstone Trail.

THE YELLOWSTONE TRAIL ASSOCIATION AND THE ARROW

The Yellowstone Trail Association, Inc. is a nonprofit corporation with headquarters at 340 Division Street North, Stevens Point, WI 54481. Founding Executive Committee members are:

John Wm. Ridge, **President**.

Alice Ridge, **Communications Secretary**.

The Ridges are at Yellowstone Trail Assn. 7000 South Shore Drive, Altoona, WI, 54720, Phone 715-834-5992. E-mail: arrow@yellowstonetrail.org Web site response: www.yellowstonetrail.org

Glenn Brill, **Vice-President**. Yellowstone Trail Assn., Fond du Lac Area CVB, 171 S. Pioneer Road, Fond du Lac, WI 54935. Phone 800-937-9123 or 920-923-3010 E-mail: glenn@fdl.com.

Tom Barrett, **Treasurer**. Yellowstone Trail Assn. 340 Division Street North, Stevens Point, WI 54481. Phone: 715-344-2556 or 800-236-4636 ext. 13 E-mail: tbarrett@spacvb.com

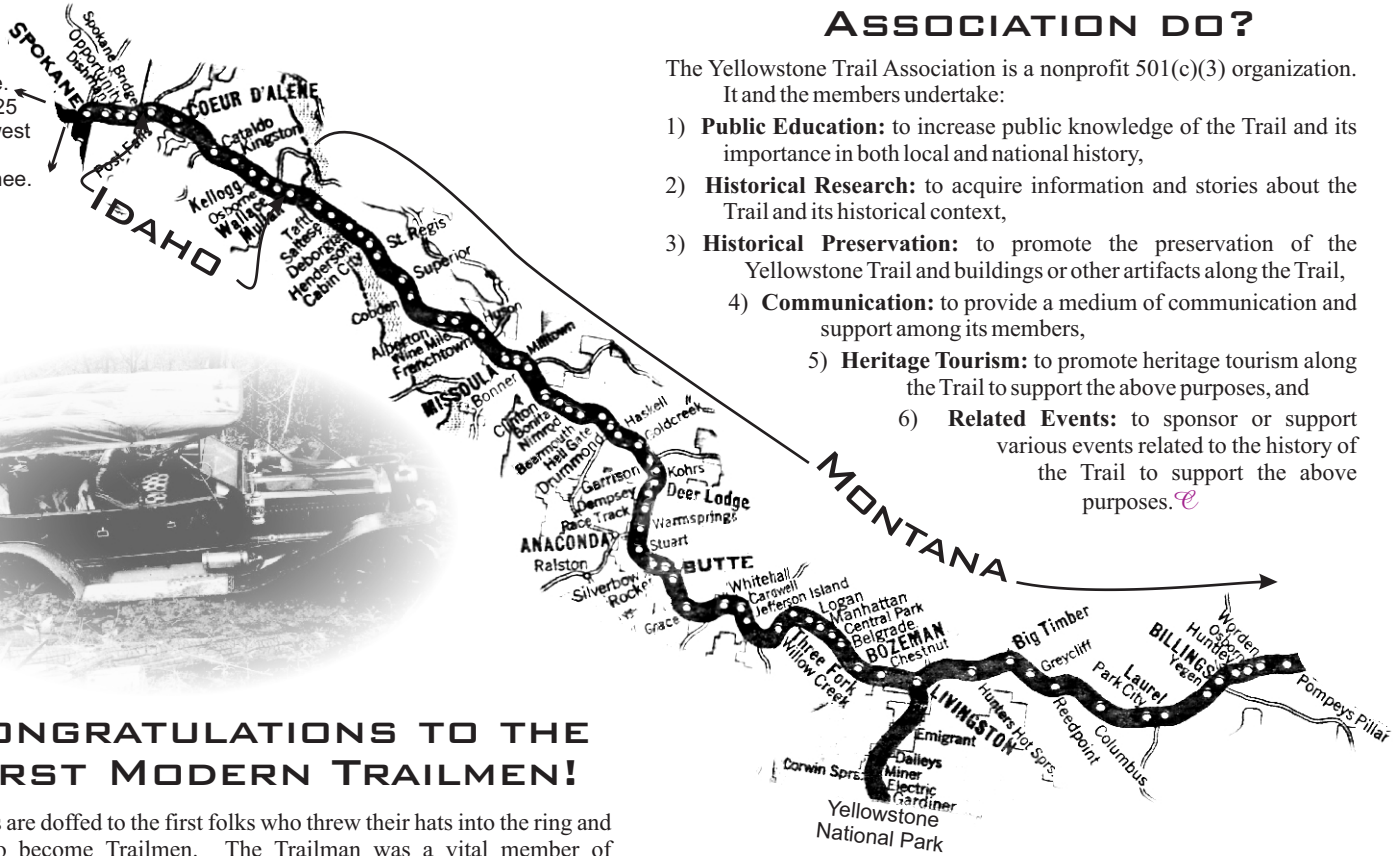
The Bylaws of the Association are on file at corporate headquarters.

The Arrow is designed in the tradition of the newsletter of the original Yellowstone Trail Association early in the 20th century. The original Arrow was sent to members of the Yellowstone Trail Association. These members had paid dues to the Association to support its efforts to improve the highway and attract tourists to services along the route.

Questions, stories and news items about the historic Trail and current related activities may be directed to: Alice Ridge, Editor, The Arrow (address above)

Questions or suggestions about the Yellowstone Trail Association, Inc. or about opportunities for travel-related organizations may be directed to: Tom Barrett (address above)

Until 1925, the route in Washington went south through Walla Walla from Spokane. After 1925 it went west through Wenatchee.



WHAT DOES THE YELLOWSTONE TRAIL ASSOCIATION DO?

The Yellowstone Trail Association is a nonprofit 501(c)(3) organization. It and the members undertake:

- 1) **Public Education:** to increase public knowledge of the Trail and its importance in both local and national history,
- 2) **Historical Research:** to acquire information and stories about the Trail and its historical context,
- 3) **Historical Preservation:** to promote the preservation of the Yellowstone Trail and buildings or other artifacts along the Trail,
- 4) **Communication:** to provide a medium of communication and support among its members,
- 5) **Heritage Tourism:** to promote heritage tourism along the Trail to support the above purposes, and
- 6) **Related Events:** to sponsor or support various events related to the history of the Trail to support the above purposes. ☺

CONGRATULATIONS TO THE FIRST MODERN TRAILMEN!

Our hats are doffed to the first folks who threw their hats into the ring and asked to become Trailmen. The Trailman was a vital member of the Yellowstone Trail Association of 90 years ago. He was in charge of the Trail in his area; he saw to it that it was in good shape, that it got advertised to tourists, and that membership was kept up.

Today, a Trailman is one who volunteers to be an idea person in his or her area. Trailmen help people to learn about the existence of this historic transcontinental route by initiating or promoting Trail-related civic events, or promoting route signage in their area. They can be local resource persons, acting as liaisons to local museums, CVBs, and historical societies, and they can publicize the Trail by writing bits for their local newspapers. The identification of historic buildings along the Trail is an on-going project.

Some non-members are already doing these things. Why not join the Association, become a Trailman and officially represent the organization? Your title may open doors! Even if a Trailman lives off the Trail, he or she has a role in research or education. So, now, everybody stand up and doff hats to:

Lance Sorenson	Hector, MN
Mac Nelson	Brocton, NY
David Swain	Aberdeen, SD
Bill Whitney	West Springfield, MA
Glenn Brill	Fond du Lac, WI
Gary Cummings	Seattle, WA
Mark Ebner	Waupaca, WI
Dick Bauman	Deer Lodge, MT
Roy Holly	Waupaca, WI
Nels Monson	South Milwaukee, WI
John O'Donnell	Deer Lodge, MT
Chuck and Mary Egle	Custer, WI

And "off-the-trail Trailmen," general educators and researchers:

Sherm Smith	Chehalis, WA
Lee and Jane Whiteley	Littleton, CO
O.J. Thompto	Madison, WI

Please know that the term "Trailman" is used in today's Association because it was so in the original Association. With 21st century

sensitivities in mind, we take the term to mean men or women. Organizations have written to our corporate headquarters indicating that they want to become a Trailman. A whole organization cannot be a Trailman. We need an individual, a pointman, with whom to communicate individually. And please remember, that person must have an Individual membership.

Commitment is the name of the game.

The new Yellowstone Trail Association stands ready to assist Trailmen in any way that it can in gathering information and presenting information about the Trail. ☺



See the growing collection of county by county detailed Yellowstone Trail maps on www.yellowstonetrail.org
Send inquiries about more maps to jridge@yellowstonetrail.org

NEW CORPORATE MEMBER

Welcome to membership the **AmericInn** at Plover, Wisconsin (just south of Stevens Point on I-39). Stop for the night and check out its big yellow rock! We appreciate your support. ☺

PRESERVATION PLANS AFOOT

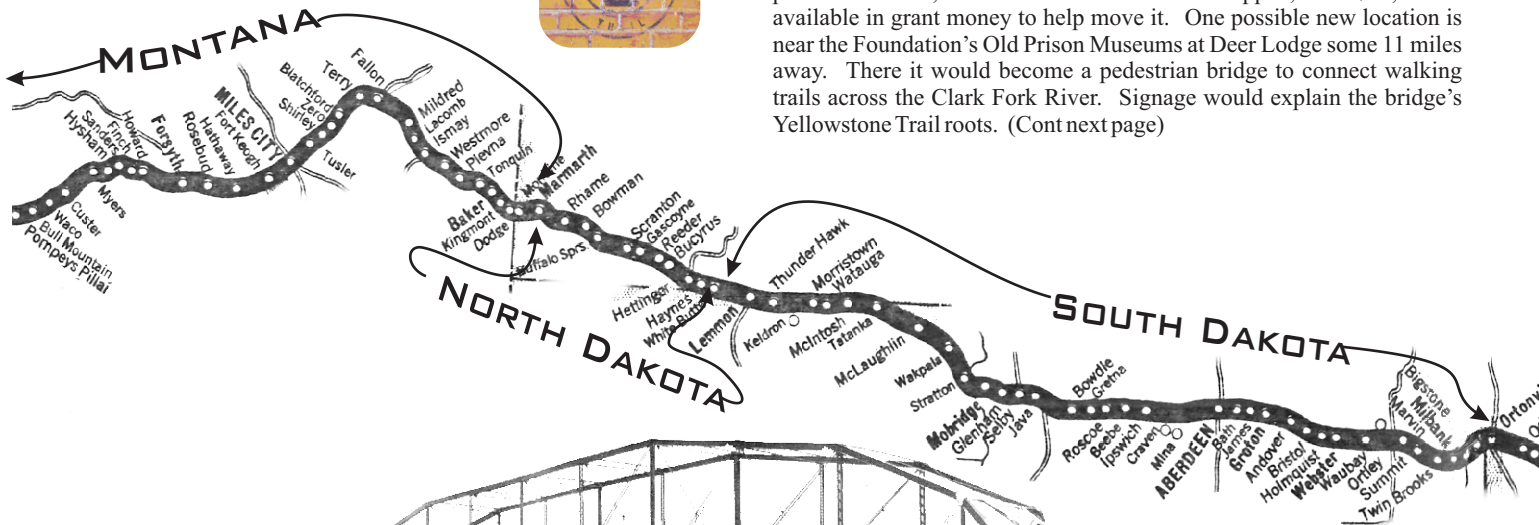


The standard Trail markings on Deer Lodge building.



An old steel truss bridge spans the Clark Fork River near Garrison, Montana. It once carried the Yellowstone Trail. The bridge, bearing the sign “Built by O.E. Peppard, Missoula, 1912,” was built during Montana’s homesteader boom (1910-1918). A survivor of that ambitious era of county road and bridge construction, it is scheduled for replacement in 2005.

Powell County Museum & Arts Foundation of Deer Lodge, Montana, is interested in saving the bridge. While they would prefer to leave it in its present location, it must be relocated or scrapped, and \$20,000 is available in grant money to help move it. One possible new location is near the Foundation’s Old Prison Museums at Deer Lodge some 11 miles away. There it would become a pedestrian bridge to connect walking trails across the Clark Fork River. Signage would explain the bridge’s Yellowstone Trail roots. (Cont next page)



A NOTE TO AUTO CLUBS

Who has more fun than an auto club? And what is more appropriate for an antique auto club to do than to run on an old road? Since the Yellowstone Trail once ran from “Plymouth Rock to Puget Sound” you’ve got about 3500 miles of Yellowstone Trail to run on.

As with today’s clubs, auto owners a century ago gathered together with the purpose of going somewhere. These were called “sociability runs.” However, there were few good roads available. In the West, sociability runs were frequently held over prairie wagon tracks.

Although their goal seemed to be entirely social, a fortunate spin-off occurred. They expanded road construction by simply showing up and demanding better roads. They “pushed the envelope” of county boards to do more. They expanded travelers’ views about longer distance travel. And, in doing so, they expanded the Yellowstone Trail.

Today, antique car runs can find pleasure on the Yellowstone Trail. Plans are in the works for a Buick run along the Trail in 2005. There is a rumor that the LeMay Auto Museum, now abuilding in Tacoma, Washington, is thinking of a transcontinental run in 2005 or 2006 to celebrate the Museum’s opening. Big plans!

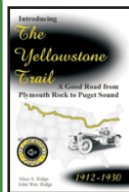
Every auto club who received this Arrow is right on the Trail. Check the map. It’s true! We’ll help member clubs with maps. Relive the old days. Run on the Trail!e



Antique cars strut their stuff on the YT.

Mark the Trail in your area. 18”x24” Standard highway, .080 gauge aluminum signs. Yellow 3M reflective background. Black silk screened design and text. Arrow is vinyl, separate, to place in needed direction. \$29.95 +P&H for members.

Order form at
www.yellowstonetrail.org



Introducing the Yellowstone Trail: A Good Road From Plymouth Rock to Puget Sound, 1912-1930 will give you an overview of the history of the Trail and its route in each state. only \$5.95 + \$2.00 P&H.

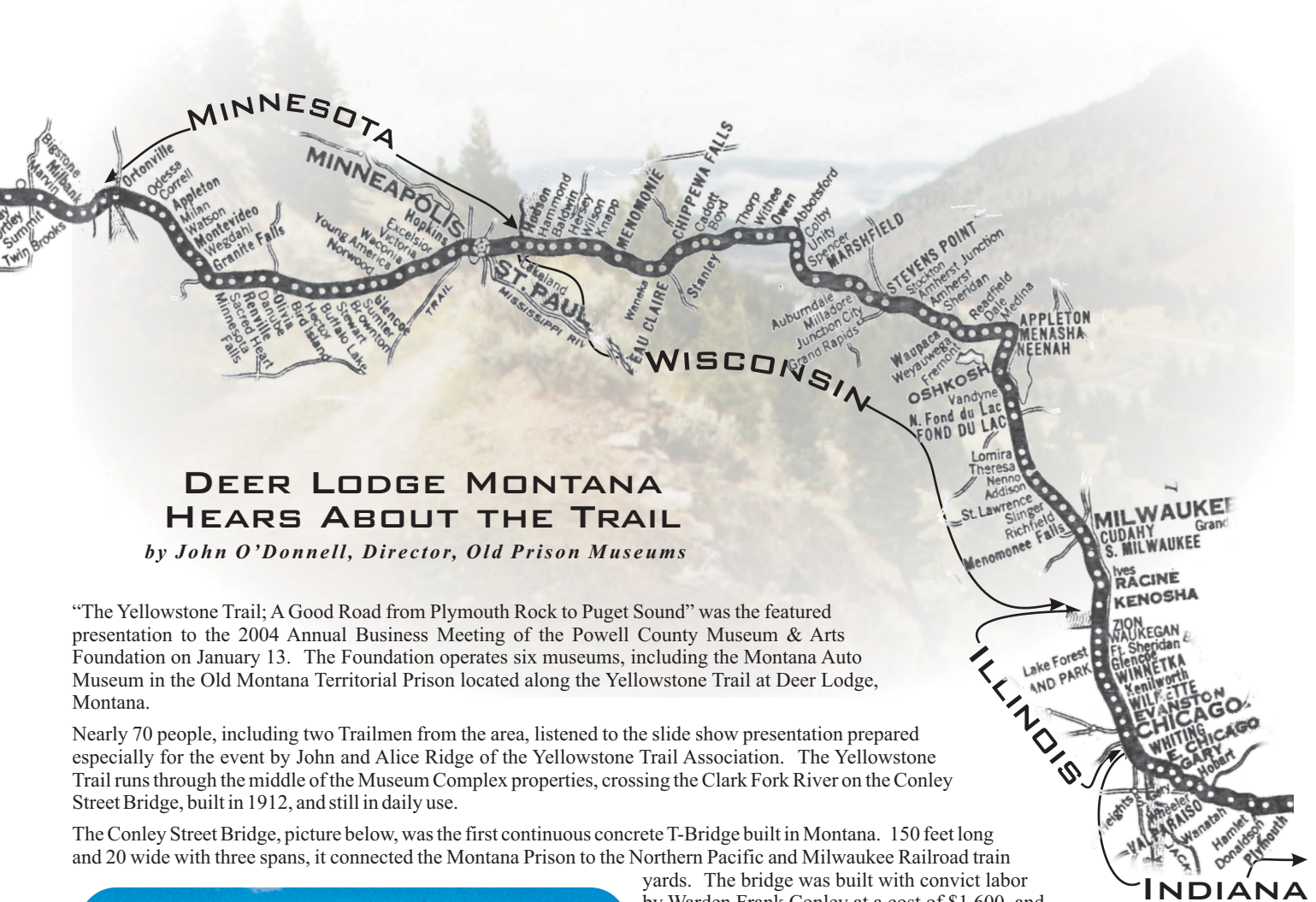
Another Foundation project concerns a small building in Deer Lodge near the Old Prison Museums which still bears original Yellowstone Trail insignia. These three insignia are of extreme value to the Yellowstone Trail Association because there are so very few original signs left. The Foundation plans to preserve these original signs.

As you can see from the picture (see left) the signs identify the Trail on the front of the building and indicate L (turn left here) or R (turn right here) on the sides, steering the traveler right onto the Conley Street bridge or left from the bridge to continue south on the Trail. One sign looks as though the U.S. Highway 10 shield was painted over the Trail yellow at one time.

The building stands on Kelley Street, parallel to abandoned Milwaukee Road railroad tracks. The Yellowstone Trail followed the Milwaukee Road for much of its western route. *e*



The Garrison /Deer Lodge Bridge is up for adoption. It carried the YT for decades.



DEER LODGE MONTANA HEARS ABOUT THE TRAIL

by John O'Donnell, Director, Old Prison Museums

"The Yellowstone Trail; A Good Road from Plymouth Rock to Puget Sound" was the featured presentation to the 2004 Annual Business Meeting of the Powell County Museum & Arts Foundation on January 13. The Foundation operates six museums, including the Montana Auto Museum in the Old Montana Territorial Prison located along the Yellowstone Trail at Deer Lodge, Montana.

Nearly 70 people, including two Trailmen from the area, listened to the slide show presentation prepared especially for the event by John and Alice Ridge of the Yellowstone Trail Association. The Yellowstone Trail runs through the middle of the Museum Complex properties, crossing the Clark Fork River on the Conley Street Bridge, built in 1912, and still in daily use.

The Conley Street Bridge, picture below, was the first continuous concrete T-Bridge built in Montana. 150 feet long and 20 wide with three spans, it connected the Montana Prison to the Northern Pacific and Milwaukee Railroad train yards. The bridge was built with convict labor by Warden Frank Conley at a cost of \$1,600, and was barely broken in when the Yellowstone Trail Association's Chicago to Seattle "speed test" flew across it in 1915.



The Foundation will be developing interpretive signage and a Yellowstone Trail exhibit to complement the theme of its Montana Auto Museum: How the Automobile Unsaddled the West. Initial portions of the interpretive display are scheduled to be ready for the 2004 season, with additional outside signage and interpretive plaques to be added through Summer 2004. *e*

CHOOSE A MEMBERSHIP CATEGORY

Category / Dues		Information and Benefits
Individuals	\$10	Eligible to apply for position of Trailman. Receive the <i>Arrow</i> . Share information and stories. Sustaining annual memberships: \$25-\$100.
Education / Associations	\$15	Museums, libraries, historical societies, old auto clubs and similar receive permission to use Yellowstone Trail logos and designs in promotional material. Get assistance in acquiring YT-related national, state and local historical information. Receive the <i>Arrow</i> . Join in cooperative, shared-cost promotional ventures.
Tourism-related Organizations	\$50	CVBs, C of Cs, Tour companies, DMO's and similar receive permission to use Yellowstone Trail logos and designs in tourism promotion material. Get assistance in acquiring YT-related national, state and local historical information. Join in cooperative, shared-cost promotional ventures. Receive the <i>Arrow</i> .
Small Businesses	\$10	Inexpensive use of YT logos and designs. Advertising assistance and services. Receive the <i>Arrow</i> . Owner may become a Trailman.
Corporations	\$100	Corporate sponsorship will be acknowledged in <i>Arrows</i> , on the web site and in other materials, such as press releases. Potential participation in major commercial and/or preservation projects along the Trail. Receive permission to use Yellowstone Trail logos and designs in advertising material. Get assistance in acquiring YT-related national, state and local historical information. Receive the <i>Arrow</i> .

TOOT YOUR HORN: NOTICES

Mark your calendars. Trail Days at three venues: June 5, Waupaca, WI; June 11-13 Ipswich, SD; June 12, Plover, WI. Parades, good food, local historic themes, fun for all. Be there!

Read the Mullan Chronicles, a little newsletter from our friends at the Mineral County Museum, P.O. Box 533, Superior, MT. 59872. For five bucks a year you can read the low down on the John Mullan Military Road, the forerunner (1860's) of the YT near the Montana/Idaho border. They are a jumping group, hosting an annual Mullan Day.

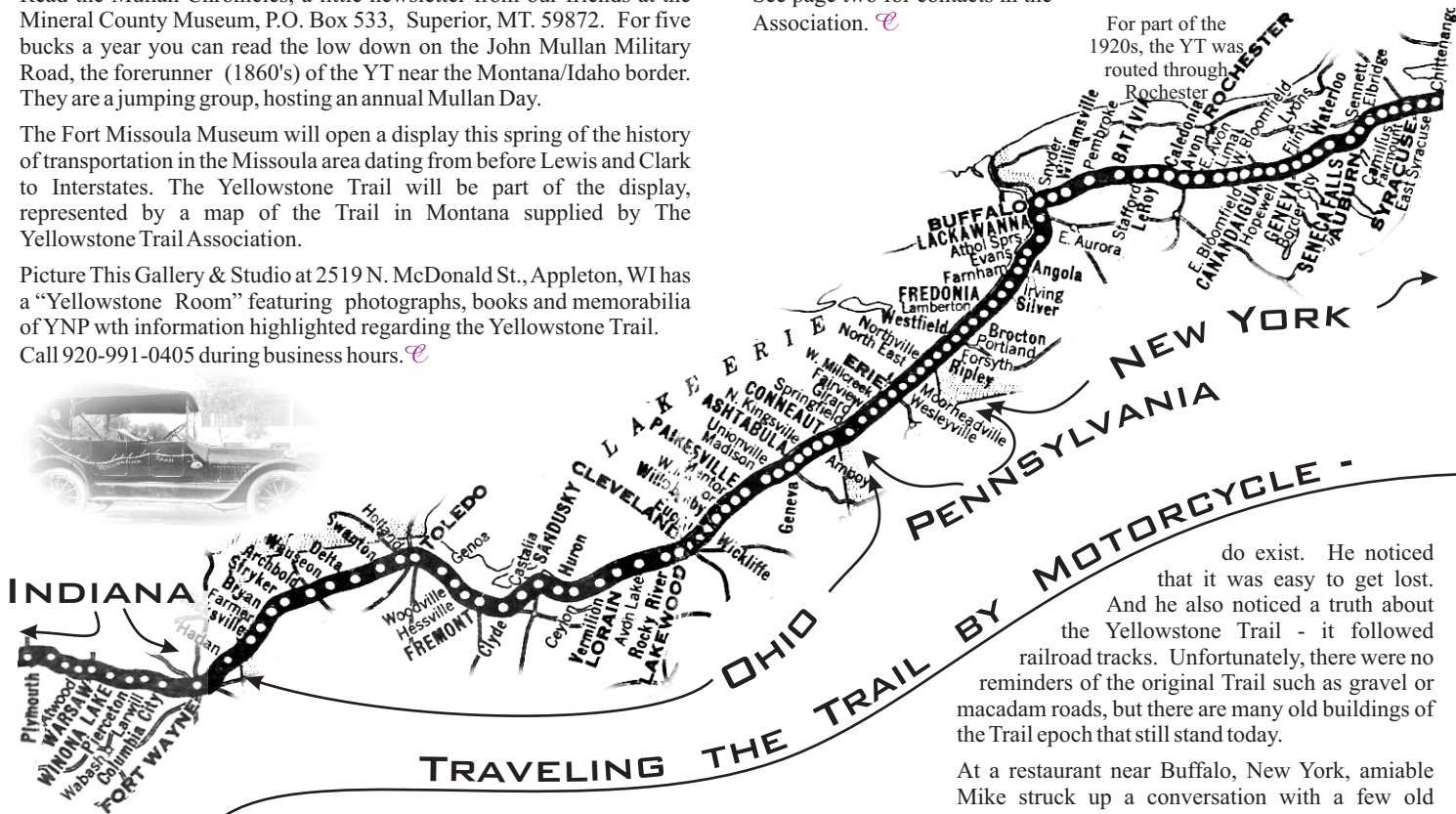
The Fort Missoula Museum will open a display this spring of the history of transportation in the Missoula area dating from before Lewis and Clark to Interstates. The Yellowstone Trail will be part of the display, represented by a map of the Trail in Montana supplied by The Yellowstone Trail Association.

Picture This Gallery & Studio at 2519 N. McDonald St., Appleton, WI has a "Yellowstone Room" featuring photographs, books and memorabilia of YNP with information highlighted regarding the Yellowstone Trail. Call 920-991-0405 during business hours. ☺

VOLUNTEER OPPORTUNITIES

- Find grant opportunities to build displays for museums and travel bureaus or to buy signs to mark the Trail.
- Create an Internet-accessible database.

See page two for contacts in the Association. ☺



For part of the 1920s, the YT was routed through Rochester

TRAVELING THE TRAIL BY MOTORCYCLE - OHIO NEW YORK PENNSYLVANIA

Crisp autumn weather called Mike Tauschek to the open road - very open. He rejected the comforts of his pickup truck in favor of his 800cc Suzuki Intruder. Armed with a plastic map-holder and Trail maps, he jumped on the Yellowstone Trail in Plymouth, Massachusetts, and stuck with it for 4 1/2 days and about 900 miles, turning off at Fort Wayne, Indiana, due to cycle trouble. He was on the Trail about 90% of the time. As such, he was off the Interstate and was able to actually see his surroundings. He noticed that Mom and Pop motels still

do exist. He noticed that it was easy to get lost. And he also noticed a truth about the Yellowstone Trail - it followed railroad tracks. Unfortunately, there were no reminders of the original Trail such as gravel or macadam roads, but there are many old buildings of the Trail epoch that still stand today.

At a restaurant near Buffalo, New York, amiable Mike struck up a conversation with a few old denizens. One fellow had heard of the Trail, recalling that it went all the way to Yellowstone National Park. He was quite surprised to learn that it continued on to Seattle.

Mike is no stranger to the Trail. His dad spoke of it as a "major highway" that ran right in front of their Wisconsin farm. An article about the Trail in the Milwaukee Journal-Sentinel prompted his resolve

APPLICATION FOR MEMBERSHIP

Your name: _____
 Correct or add your mailing name and address on the other side of this application. Mail this form and your check to the return address on the other side.

Add your e-mail address : _____

Phone (Opt.): _____

Membership Category. See previous page. Check one:

- P-Individual (\$10) or Annual Sustaining \$_____
- N-Education/Associations (\$15)
- T-Tourism (\$50)
- B-Small Business (\$10)
- C-Corporate(\$100)

If you live on or near the Trail, **please provide** the name of one or more **newspapers** which serve your area. Include an e-mail address for the paper, if you can do so easily. News releases about the Yellowstone Trail will be submitted as appropriate to increase public knowledge about this heritage resource in your community.

Are you also applying to become a Trailman? (For individual members only-types P or B) Check one:

- Yes**, I would enjoy a more active membership;
- Check with me **next year**;
- No**, I'll just watch for a while as a member.

If **Yes**, I am interested in the following Trailmen activities (See **Trailman** article on page 3):

Cut application form off here



QUITE A RIDE!

to travel some of it. Next fall will find him going west, but this time, in addition to the Ridges' Trail maps, he wants a bigger motorcycle and a GPS![℥]



Mike Tauschek, right, planning his route with John Ridge of the Yellowstone Trail Association.

STATE CHAPTERS AND E-ARROWS

The original Yellowstone Trail Association had state chapters which functioned primarily to advise about good roads for the Trail in their states.

Today, dynamic members from a state may form a state chapter. The president of a state chapter is automatically a member of the Executive Committee and acts as liaison to the Association headquarters. Chapters are in a good position to establish cohesion and cooperation among a diverse state membership to take advantage of regional opportunities. They might seek grants for regional or state projects, establish a scenic byway, produce a Trail guide for the state, or simply provide mutual support. The chapter will facilitate communication and cooperative action within the chapter with an e-mail newsletter, The e-Arrow. Major items will be noted in the national Arrow for those in other states or those in-state but without e-mail service.

To date, Montana and Wisconsin have established state chapters. The Wisconsin members who initiated an organization several years ago have formed the Wisconsin Chapter, with Tom Barrett as President. His contact information can be found in the grey masthead on page two.

Montana members Dick Bauman and John O'Donnell of Deer Lodge have been appointed co-presidents of the Montana Chapter. Each can be reached by mail at: Yellowstone Trail Association Montana Chapter, Old Prison Museum, 1106 Main St., Deer Lodge, MT 59722.

By e-mail or phone:

John O'Donnell, oldprisonmuseums@in-tch.com, 406-846-3111,
 Dick Bauman, dicklizbauman@juno.com, 406-846-2207

Residents in Montana and Wisconsin will receive occasional e-Arrows by sending their e-mail addresses to ytrailman@yellowstonetrail.org. E-Mail addresses will be used only for Association business and not otherwise released. [℥]

Yellowstone Trail Association

Attn: Tom Barrett
340 Division Street North
Stevens Point, WI 54481



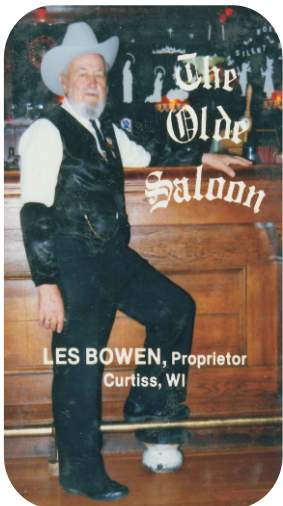
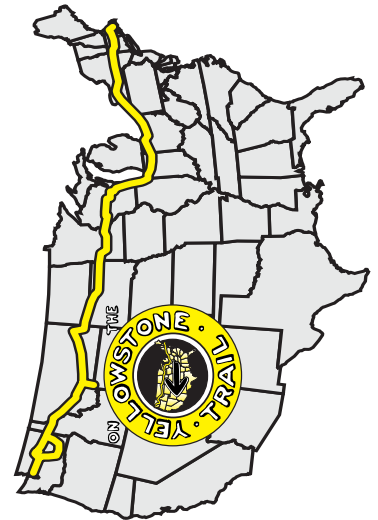
PRE-SORTED
STANDARD
U.S. POSTAGE
PAID
Stevens Point, WI
Permit #98

The Yellowstone Trail Association is reviving interest in and a celebration of the old 1912-1930 automobile route "from Plymouth Rock to Puget Sound." Tourists still travel, garages still function, small towns still have attractions, and the Interstate is sooo-o-o boring. Drop into the slow lane, look around you, try to see what was.
Enjoy the Yellowstone Trail!

The Yellowstone Trail



LEARN ABOUT AND ENJOY
A GOOD ROAD FROM
PLYMOUTH ROCK TO
PUGET SOUND



LES BOWEN BUILDS A SIGN

Les Bowen is a real booster of the Yellowstone Trail. Look at the sign he designed and put up at the east and the west approaches to the little town of Curtiss, Wisconsin. Curtiss lies on the Trail and Bowen recalled that he walked the Trail every school day as a youth. Of course, in the 1920's, snow was really snow, there were no school buses, and Les remembers trudging the Trail. He said that everyone in the farming area knew the Trail well. It went right down the main street before making a right angle turn along a section line and moving west along what is now Willow Road.

Les is quite a character at 88, quick of step and smile. Curtiss owes much to his

business acumen for he owns or has owned about half of the town, moving from cattle-buying in his youth to being a restaurateur at present, always in his Stetson hat.

Although Bowen, alone, caused the big welcome signs to be built, the local Lion's Club has taken an interest in the Trail and plans to erect an historic sign downtown, outlining the life of the Trail as part of the town's history. They also plan to erect road signs marking the Trail's route through town.

Good work, Les! ☺

