

SECTION II. DESCRIPTION OF THE FOND DU LAC MARKET**CHAPTER 1. FOND DU LAC AS A CONSUMER MARKET
AND MEDICAL SERVICE AREA**

The area included in this study comprises Fond du Lac, Wisconsin, the five satellite towns of Chilton, Mount Calvary, Brownsville, Rosendale and Theresa, and the open country intervening. The area is roughly an oval, with the city of Fond du Lac at the center, measuring about 40 miles from Chilton to Theresa and about 28 miles from Rosendale to the eastern boundary. It includes the greater part of Fond du Lac County and touches upon Calumet, Dodge and Sheboygan counties.

The nearest city of any size is Oshkosh, 16 miles away. Milwaukee is 60 miles southeast, Green Bay 60 miles northeast, and Madison 70 miles southwest.

Population Characteristics

The population of the area is approximately 60,000 inhabitants, of whom about half live in the city of Fond du Lac.

Population per square mile is about 80 persons, compared with the United States average of 51 and the Wisconsin average of 61.

Probably somewhat more than half of the people are of German extraction, although there also are strong Irish, French and other nationality backgrounds -- all of which are in process of commingling through intermarriage.

The two major religious denominations in the area are Catholic and Lutheran, with sizeable representations of Episcopalian and Evangelical groups.

Employment in the area is about one-half in business and trade, a quarter in manufacturing and a quarter in farming.

Fond du Lac is in the heart of the Wisconsin dairy country and is a major dairy center. Its largest single manufacturer is Giddings and Lewis, which employs 2,500 people in the manufacture of machine tools.

Other General Features

The Fond du Lac (Foot of the Lake) area encloses the southern half of Lake Winnebago, the largest inland body of fresh water lying within one state.

Lake Winnebago and other smaller lakes nearby provide facilities for boating and fishing. Summer cottages abound. The several golf clubs are popular places for meals and drinks. Both duck and deer hunting are popular with the residents.