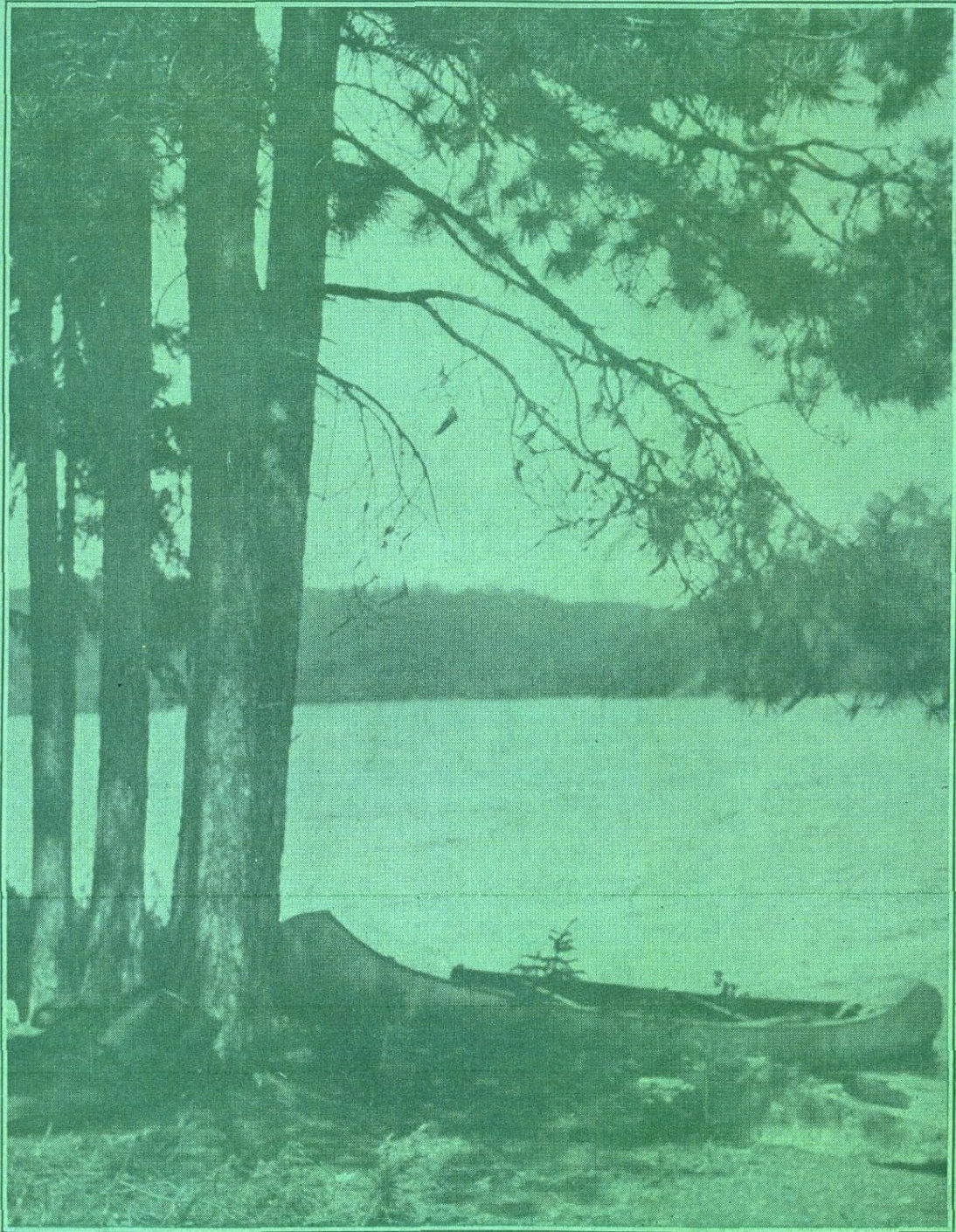


Vacation Days ARE **HAPPY DAYS**

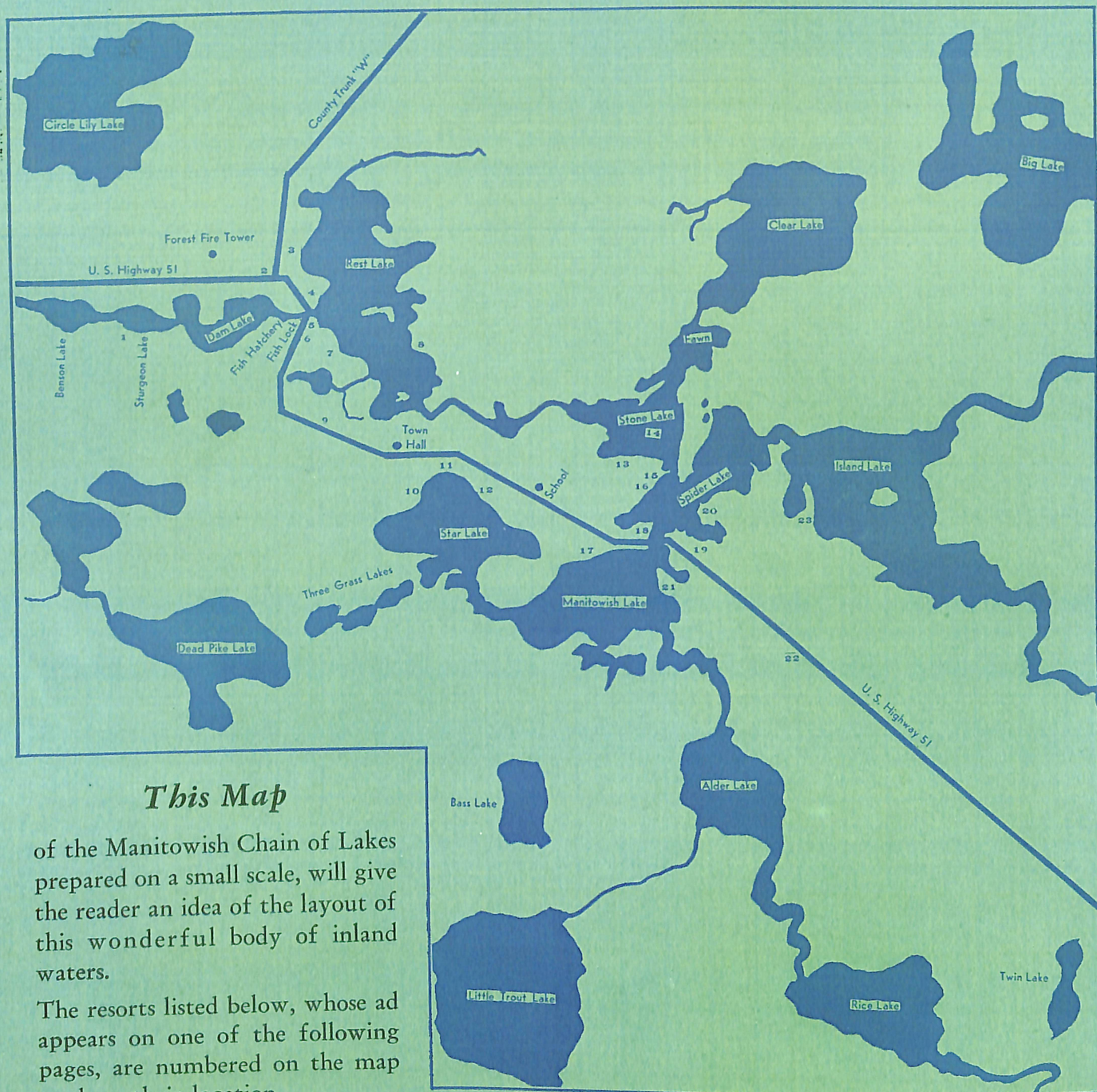


**When Spent on the Famous Manitowish Waters
IN THE BEAUTIFUL NORTH WOODS OF WISCONSIN**

**DISTRIBUTED TO THE VACATIONIST BY THE
MANITOWISH WATERS CHAMBER OF COMMERCE**

"The Land of Woods and Waters"

THE FAMOUS MANITOWISH CHAIN O'LAKES



This Map

of the Manitowish Chain of Lakes prepared on a small scale, will give the reader an idea of the layout of this wonderful body of inland waters.

The resorts listed below, whose ad appears on one of the following pages, are numbered on the map to show their location.

1. LOCKED HORN LODGE
2. TOWER TEA ROOM
3. HEIDMAN'S OAKGROVE COTTAGES
4. NORTHERN LIGHTS HOTEL
5. WIN-MAR
6. SCHROEDER'S RESTHAVEN
7. JOE ILG'S CAMP
8. RED FEATHER CAMP
9. THE CHATEAU
10. JOHNSON'S DEER TRAIL COTTAGES
11. JORGENSEN'S NORTHWOOD LODGE
12. LITTLE BOHEMIA

13. WILLIAMSON'S STONE LAKE COTTAGES
14. BELTER'S ISLAND RESORT
15. MANITOWISH WATERS RESORT
16. FRANK BEY
17. SUNSET LODGE
18. KOERNER'S SPIDER LAKE RESORT
19. VOSS' BIRCHWOOD LODGE
20. PALMER C. HANSON
21. DEER PARK LODGE
22. VIRGIN FOREST PARK
23. ROCKY POINT CABINS
24. HAAKENSEN'S HOUSEKEEPING COTTAGES

This is a Xeroxed copy of one of the earliest of the long series of annual publications of the Manitowish Waters Chamber of Commerce; it may even be the first. Internal evidence from a couple of the ads suggest that this was put out for the 1936 season.

Mr. and Mrs. Frank Bey gave me the book; he was an advertiser in it, on behalf of his business located where his son still retains the house as a summer residence; at the time, Highway 51 was located on the opposite side of the building--the road in front of the cemetery is a part of old 51; Beys had to remodel the building to put the shop on the other side of the building.

Roy Jorgenson was an advertiser in the book, and active in forming the Chamber. His resort (ad on page 8) occupied all the space between the presentday Friar's Tuckaway, and after selling it, Jorgenson built his "Valhalla", the Tuckaway building.

To the best of my recollection (Michael Dunn's) this is what came of the resorts advertised; my time in Manitowish Waters dates back to 1937.

Schroeder's (p. 7) became Rudy's Rest Haven, later Ehrich's, later still Swanberg's Bavarian Inn.

Northwood Lodge (p. 8) has been much divided but its history included operation under the Ernest Meinels, the Andy Sindbergs, and later parts under names such as BoBoJiJoTo and Terces Ho. In the interim, it was also Bunn's.

Northern Lights Resort was built by a couple named Oestreich and consisted in a masonry hotel and frame cottages on the Rest Lake side of the highway at the dam. The small tavern building across the highway was a real estate office at its birth and then became the resort's tavern, and was later operated by the younger Henry Voss and by Ann Brunner and was turned into a restaurant and expanded by the Kontusches; now Pine Baron's.

The Chateau (page 10) was the bar and cottage complex now mostly closed, opposite the feather factory; it has had many owners and names.

Haakenson's (p 11), if memory serves, became Bazso's.

Deer Trail Cottages (p. 12) is a forgotten name and began as two or three cottages that later became the Little Star resort under the Crawfords. The former land holding is now occupied by the Rayalas from the lakeshore out to the garage on the highway; part was also operated as a little resort by Nehrings and later Schadts.

The Ilg resort closed without changing name; private summer homes succeeded the cottages; Joe Ilg, Jr., and wife Esther were well loved and still fondly remembered citizens.

The brothers Williamson were bachelor hosts and doubled as linemen. (Telephone) Their resort, I believe, later became Lor-Wood (Tellefson's) but I do know the rest of its progression. (P. 14).

The Win Mar (p. 15) was located on both sides of Hy. 51 (now W) near the dam. The cottages were located on Dam Lake below the highway, on the present Pea Parch side. A nice little multi-purposed building was located on the Rest Lake side of the road and had a little grocery store, bar and restaurant. It was destroyed by fire and apparently could not be rebuilt on the roadside site, after which the lady partners moved a building up to the other side of the road and reestablished the tavern business. Owners were two women named young and Zimmerman and the name of the business was derived from thier first names, Winnie and Marie--I don't know which was which. The father of one of them had been the caretaker at the dam after the logging era.

Mrs. Voelzke and her husvand Ed were very early residents: ee came in the 'Teens; he was a mechanic and Evinrude outboard dealer.

Mrs. Voelzke operated her little resort at their location (p. 16) but had sold it by the 1950s; I am not sure of the later ownership, but believe Aschnbrenners were owners at that location at one time later on.

Oakgrove Cottages were on Rest and after resale of the resort I lost any recollection of it; the cottages became private homes; I think Wendy Feiereisen later owned one of these. (P. 17).

Like Voss' (p. 6), Little Bohemia needs no explanation. (P. 18).

Koerner's (p. 19) also needs little explanation, for it was one of the most prominent of early resorts. Its complex spilled along both sides of Highway 51 at the Highway 51 bridge; the bar and restaurant were on the Manitowish Lake side and were victims of a fire. A hotel and cottages were on the Spider Lake side. The resort ran out of steam after the 1950s and various portions served different functions for several different owners, most notably in modern times as the Mazur family's Blue Bayou.

The Nicholises were the first operators of Red Feather Camp or Red Feather Lodge and the resort (p. 20) retained that name throughout its entire career as a resort, I believe. The Nicholises remained in the community even after retiring, in a new home they built along 30-30 road.

Locked Horn Lodge was an early closure. It was a property of the Startz family, and was on what we knew as the "Fire Lane" that ran back from the hardware store to connect--before the new Highway 51 was built bypassing downtown--with the Marathon Road. It was on the north side of "new" 51, inland on the widening of the river. The Brunner family later located homes around the resort site. (P. 21).

Belter's (p. 22) became Beaumont's resort on the island and was a favorite of young people in the 'Fifties. The island contained a tavern and cottages, and was operated in the 'Teens or 'Twenties by another Koerner family and by a family named Hunger, I believe from Wausau; my mother vacationed there around 1920.

The Tower (p. 23) was named for the firetower on the little rise behind it; Josephine Zermuehlen was its first owner--she had remarried by the time of her ad--and later the Bill Garbers operated the bar and restaurant, now the Fireplace. The upright log building on the property was a shortlived post office for the community around the 1920s.

Virgin Forest Park was part of a welter of activities belonging to Robert Loveless, which included the roadside bar and cage that housed a black bear, cottages on Alder Lake, a campground, a lakeside pavilion and a sawmill. Among familiar names that the tavern had at its Highway 51 location, were Marty Cain's and Schauer's. It is located across the highway from Michael's.

Sunset Lodge was a small housekeeping cottage resort owned by Phyllis Andrews (p. 25) who lived most of the year at the Manitowish Post Office adjacent to the North Western Railway station. She was teacher at the first schools in Manitowish Waters and later succeeded her mother as postmistress at Manitowish. Her resort never changed hands, but rather she sold off the land and cottages piecemeal.

We Invite You to Spend Your Vacation in the
FAMOUS MANITOWISH WATERS REGION



We present this booklet to the Vacationists so that they may acquaint themselves with the wonderful recreational facilities offered by the Manitowish Waters. Here you will find any kind of a spot to your liking, any accommodations you wish, at rates to fit any purse. We invite you to write direct to any of the resorts listed herein for further information.

The Manitowish Waters Chamber of Commerce, Manitowish, Wisconsin

PLEASE MENTION THE CHAMBER OF COMMERCE BOOKLET WHEN WRITING TO ANY RESORT OR ADVERTISER

Way Back

IN 1884, over a half century ago . . . PETER VANCE, Guide, Land Cruiser and typical north woodsman, left Menominee, Wisconsin, and headed for the Manitowish Waters.

In those days it was a long journey, no eight cylinder cars to speed along the fine paved roads of today, no railroads with air conditioned coaches, no signs or road maps, just a wilderness in every meaning of the word.

Pete started out with two helpers and their means of transportation consisted of three canoes. They paddled up the Chippewa River to the mouth of the Flambeau, up the Flambeau River into the Manitowish River and then thru Sturgeon and Benson Lakes into Rest Lake where their journey came to an end. They had left Menominee in April of 1884 and arrived at their destination in August of that year. Many stops had been made enroute but the actual traveling time was one month, the distance travelled was approximately 200 miles. Their canoes were loaded with a year's provisions, guns, ammunition, surveying instruments and various tools. Pete had been engaged by the Chippewa Logging and Boom Company to survey the land and get ready for logging operations.

And so, in August of 1884, Pete Vance arrived in the famous Manitowish Waters region, the first white man to establish a residence in that locality. Little did Pete dream that this very region was destined to become one of the greatest vacation centers in the years to come. Let's have Pete tell us in his own way . . .

"Well sir, when I first came here I said to myself, here is a real country. There were no roads to the different lakes. You could, of course, hike through the tall timber or go by canoe. Those were, in my opinion, the good old days. Every man was his own judge and if a misunderstanding did arise, it was settled just as quick, and as a rule, they made friends after that. Deer were scarce in those days, that may seem strange when you consider the large number we have today. The reason they were few then was on account of wolves. Why it was nothing at all to see a pack of 25 or 50 at one time. We made short work out of them and in that way protected our fine deer. We killed as many as 100 wildcats in a single winter, many times with only a club.

"When people started to come here, I made a business of transporting them on the lakes to the place they wished to set camp. Later I started the first resort up here. My resort burned in 1903. A short time later another resort started and then came more. The first automobile came here from the next town in the year of 1908. Charley Harper chugged into town with the darn thing, he had then drove it over 10 miles, which was considered some trip. I shall never forget my first auto ride. Roy Buck got ahold of an old buckboard with an engine in it. We started out, hit a stump and the ride was over.

"We had to use oxen for work until the railroads came and then we got horses. Believe me, that was what we called a great improvement."

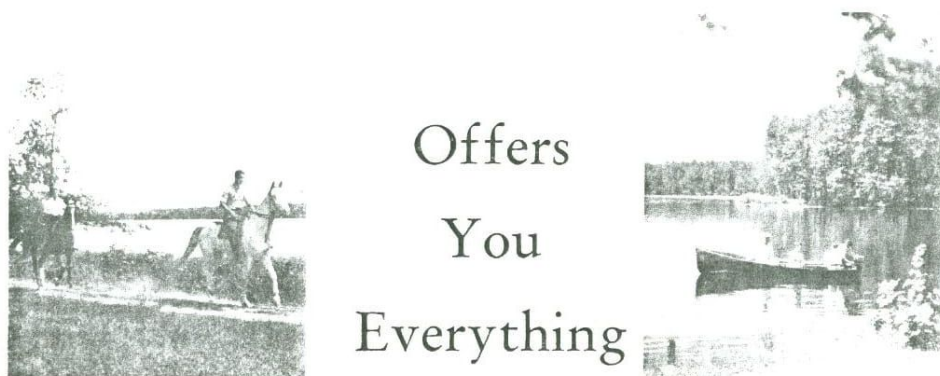
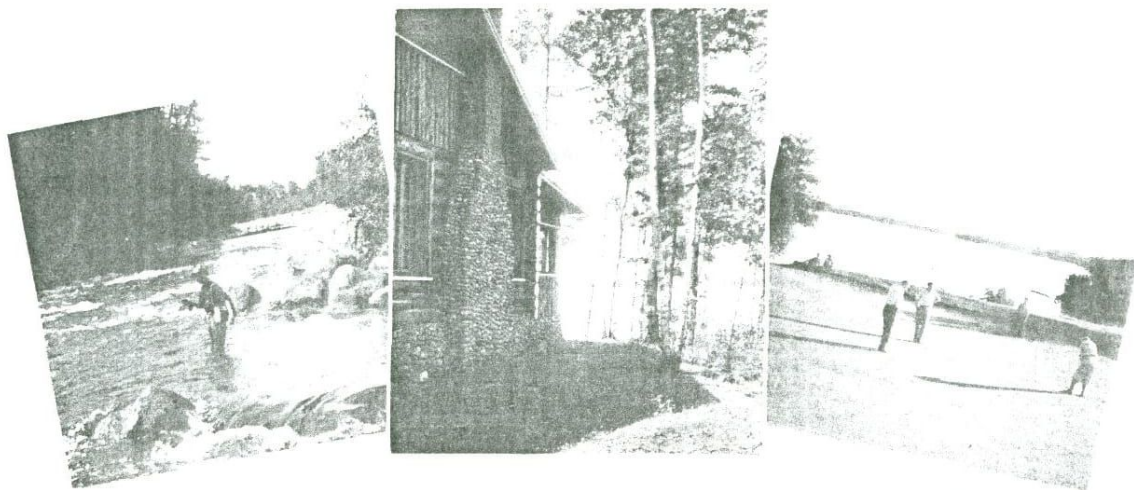
"Well, sir, times have changed, good roads anywhere you want to go, fine resorts on any lake you wish, a great many improvements from the old days but still as grand a place as you would want to find."

• • • •

"Old Pete Vance" as he is called today, still lives in his log cabin that he built 40 years ago on the shore of Dam Lake. He has, up until the time of writing, acted as a guide and when he isn't after the "big ones" he tackles his garden. When the hunting season comes, Pete is one of the first after a license.

Pete is a typical "old timer" and the community is mighty proud of him.

The Manitowish Waters Region



Offers
You
Everything

FOR A PERFECT VACATION

MUSKIE
PIKE AND
BASS
FISHING

BOATING
BATHING



GOLF
TENNIS
SHUFFLE BOARD
SADDLE HORSES

DANCING
WATER SPORTS

A Health Center Second to None

Our drinking water is the finest to be had anywhere. An altitude of 1600 feet with pure pine laden air effects immediate relief for those who suffer from Hay Fever.

A vacation here is soothing to the nerves.





Attention!

The Manitowish Waters Chamber of Commerce will be pleased to be of any service possible to the vacationist. Copies of this booklet will be sent to anyone upon request. Information about the region as a whole will be given, but any information, rates, etc., pertaining to any resort will have to be obtained direct from that source.

By "Johnny Revolta"

(1933 Professional Golf Champion)

Northern Wisconsin with its pine woods and thousands of lakes can truly be called another "Garden of Eden" and, with its natural resources, the ideal vacation spot for the people of the Middle West.



* * * *

Not only are Muskie and other game fish found here, but also an abundance of smaller species.

* * * *

Picturesque and sporty golf courses adjoin some lakes, and of these I wish to say, that, nowhere in all my travels have I played on a more interesting course than those I found amid the chain of lakes.

* * * *

For complete relaxation, sport, or any form of recreation, I recommend a vacation amidst the scenic beauty of northern Wisconsin.

The Lure of the Great North Woods

(By the Chicago & Northwestern Railway)

There's a fascination about it that even "Old Timers" find irresistible. The tonic of the pine scented air. A morning sun adding gold to the gleaming waters. A string of beauties to attest your skill as a fisherman. The before breakfast dip to set you right for the day. A Doe startled into action as you come upon it unexpectedly. The cry of the Loon. A full moon magically transforming the lake into silver.

Pictures? More than that—realities.

* * * *

And up in the cool reaches of the north country, you will find cottages and resort hotels with just the kind of accommodations you prefer at a price that is very moderate. And no finer place in the world for good old-fashioned loafing.



"Just an Old North Woods Custom"

(By the Manitowish Waters Chamber of Commerce)

Many people will tell you that taking a vacation has become a "north woods" custom. There is something about the Wisconsin north woods that brings them back every year, in fact there are many who have been coming here for the last ten, twenty or thirty years. More than one reason lies behind this, not only the fact that the Manitowish Waters is a natural vacation spot, but that the hospitality found at our resorts is of a lasting nature.

No matter what time of the season you come, you will find nature awaiting you in good mood. The Spring with its natural freshness of growing things, Summer with its cool refreshing lake breezes, Fall with the woods a riot of colors. And in any and all times, animal life in a natural setting that only the Wisconsin north woods offer.

By the Association of Commerce

(Ironwood, Michigan)



The very heart of the famous northern Wisconsin resort country where thousands of persons spend a perfect vacation every summer, is within an hour's drive from Ironwood. Thousands of beautiful lakes dot this entire section of the country.

* * * *

These sparkling lakes, said to be the most beautiful in the world, afford some of the finest fishing in America.

* * * *

Not only fishing, but canoeing, swimming, hiking and out-board motor trips lend to its diversified appeal. The area is rich in Indian lore and there are countless signs of the flourishing logging industry that existed a half century ago.

* * * *

The Association of Commerce heartily recommends this beautiful vacation land to its visitors.



—Talk About

FISH!...



The Manitowish Waters Operates Its Own Fish Hatchery

Every year over 25 million Muskie, Pike and Bass are planted in the chain of lakes. In conjunction with the Hatchery is the Fish Lock, the first successful one of its kind in America. Each year thousands of mature fish, coming upstream from the Flambeau flowage, are conveyed over the Dam and into the Manitowish Waters.

Years ago, it was impossible to take the family along on a north woods fishing trip. Today you can have all the pleasures of fishing here, with all the comforts of home.

Owing to the fact that the entire chain of lakes is navigable from end to end, many good fishing spots can be reached from any resort. In fact, you can fish for weeks and never fish the same spot twice.

Every year produces its prize Muskie such as the one pictured above which is above the average. However, every day of the season does produce Muskies ranging from 7 to 25 pounds or more.

By no means is the Muskie the only member of the "finny tribe" to furnish the thrills. We must take into consideration the fighting Bass with catches of "small mouths" up to 7 pounds, and then too, the many fine strings of Wall-eye Pike, brought in by the guests.

"Fish and Feel Fit"

Fishing brings a man closer to nature and his God than any other means of recreation. It develops a mind that is clean, wholesome and healthy. Fishing creates a love of country. No person could possess a greater gift than this: Health, cleanliness and satisfaction accompany angling. This brings about a better citizenship and the realization of the phrase, "FISH AND FEEL FIT."

(By permission of the South Bend Bait Co.)

The Fishing Season Opens on May 15th of Each Year with some lakes opening on the 25th. For the *Best* fishing we suggest either *Early* in the season or some time in *September* or *October*.

Competent Guides can be secured at a reasonable fee, if so desired.



.... "If You Want the Best"

For Health, Recreation and Outdoor Sports . . . Come to VOSS'



Accommodations Available

- 20-room Modern Hotel
- 14 Guest Cottages With Private Bath
- 5 Light Housekeeping Cottages With Bath

Recreation and Sports

- Excellent Muskie, Pike and Bass Fishing
- 18 Hole Golf Course
- Sandy Bathing Beach
- 12 Riding Horses
- Recreational Hall and Dancing



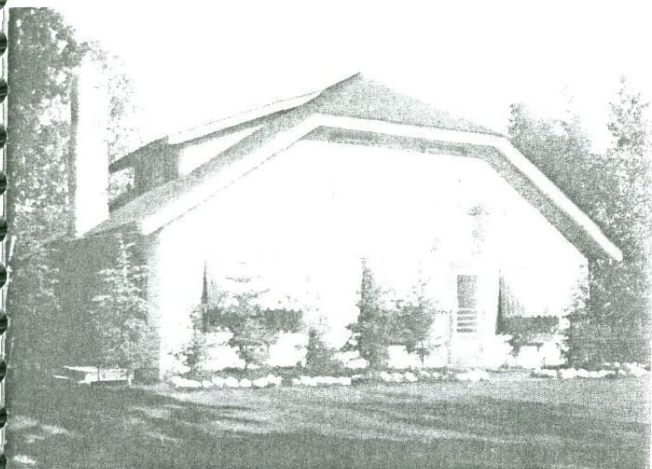
FOR ILLUSTRATED BOOKLET, RATES, ETC., WRITE

VOSS' BIRCHWOOD LODGE

Post Office—Manitowish, Wisconsin

PRIVATE LONG DISTANCE TELEPHONE

. . . . *Unusual—Yes!*



You Are Never Too Late Nor Too Early

To be served your meals while vacationing,
Fishing or Hunting in the Manitowish Waters
region.

SCHROEDER'S has always been known for
friendly service at all hours.

• Open the Year 'Round •

Some of the Features

- S**—is not a large resort
- C**—has Hotel rooms and Cabins
- H**—has hot and cold running water
- R**—has electric lights
- O**—has exceptionally good food
- E**—serves meals when you want them
- D**—beds are comfortable
- E**—has guides at your service
- R**—rates are reasonable
- S**—is located in the heart of the Manitowish
chain of lakes, on Rest Lake



Located on Highway 51—Near Rest Lake Dam



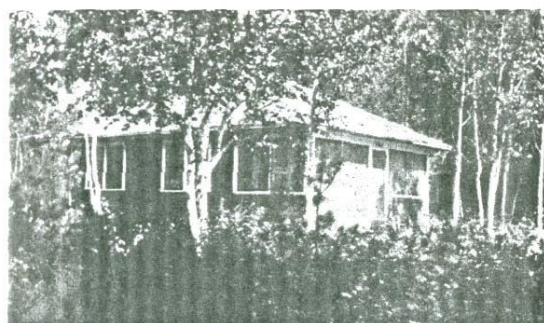
FOR FURTHER INFORMATION, RATES, ETC., WRITE

SCHROEDER'S RESTHAVEN

Post Office—Manitowish, Wisconsin

.... "The Kind of Place You Have Always Looked For"

Wonderful Location • Fine Sand Beach • Real Cottages • Good Meals



Northwood Lodge is located on beautiful Little Star Lake, a location that has been pronounced by vacationists as one of the most desirable to be found anywhere.

The cottages are located among the pines and birches with a splendid view of the lake. They have been designed for comfort, privacy and convenience and are equipped with beds having coil springs and inner spring mattresses.

Electric Lights—Running Water

In all cottages and Main Lodge Rooms.

Accommodations Available:

Completely equipped cottages for housekeeping.

Cottages with meals in Lodge.

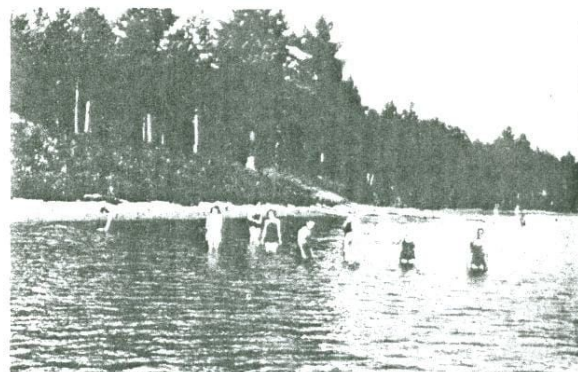
Lodge rooms with meals.

Meals are served on the Dining Porch of the Lodge.

Good home cooking, wonderful pastry and fresh vegetables.

Directly in front of the cottages is a fine sand bathing beach. A natural formed beach with gradual sloping bottom, no holes or drop-offs. Perfectly safe for children.

Northwood Lodge is a moderate size resort under the personal supervision of the owner. Come up and enjoy the hospitality for which this place is known.



Special Rates for
May, June
and
September,
after Labor Day

See the
beautiful
North Woods
in the
Autumn



Fishing trips
arranged
for guests
on any lake in
the region.

Rates
reasonable.
Write for
folder.

FOR FURTHER INFORMATION, RATES, ETC., WRITE
ROY J. JORGENSEN

NORTHWOOD LODGE

Post Office—Manitowish, Wisconsin

. . . . "Supreme Comfort in a Wilderness of Beauty"

A MODERN FIREPROOF HOTEL

in the great north woods. Delicious meals prepared under the personal supervision of Mrs. Kuhnert.



Attractive Guest Cottages

Shower Baths

Situated on U. S. Highway 51 on the shore of Rest Lake, one of the famous Manitowish chain of 14 lakes. Overnite from Chicago on the C. & N. W. Ry.

Real Muskie, Pike and Bass Fishing

Guides Available

Open April 15th to November 1st



FOR FURTHER INFORMATION, RATES, ETC., WRITE

NORTHERN LIGHTS RESORT

H. A. KUHNERT, Owner

Post Office—Manitowish, Wisconsin

. . . . "Treat Yourself To a Good Time"

While you are spending your vacation in the
Manitowish Waters, be sure to visit

THE CHATEAU

... *New*

... *Modern*

MEALS

SHORT ORDERS

SANDWICHES



COCKTAILS
A
SPECIALTY



Located on U. S. Highway 51.

Easily reached from any resort.



THE CHATEAU

CARL C. CHRISTIANSEN, Proprietor
Post Office—Manitowish, Wisconsin

. . . . "You'll Enjoy Your Vacation Here"

Furnished Cottages for Housekeeping on the Manitowish Chain of Lakes

BATHING

BOATING

GOOD FISHING

Just the kind of a place where you'll find the rest and recreation you seek in the north
woods, and the rates are reasonable.



FOR FURTHER INFORMATION, RESERVATIONS, RATES, ETC., WRITE
JOHN HAAKENSEN

HAAKENSEN'S HOUSEKEEPING COTTAGES

Post Office—Manitowish, Wisconsin

.... "A Woodland Retreat"



Fully Equipped Cottages for Housekeeping at Reasonable Rates
Wonderful Sand Beach on Little Star Lake, Perfectly Safe for Children



FOR FURTHER INFORMATION, RATES, ETC., WRITE

MRS. MAUDE JOHNSON

DEER TRAIL COTTAGES

Post Office—Manitowish, Wisconsin

... "A Delightful Place To Spend a Real Vacation"

Regardless of whether your party consists of a group of fishermen or fishermen and their families, Joe Ilg's Camp is a most desirable place to spend a vacation.

Here indeed is a place where you eliminate all "fuss" and really enjoy yourself.

10 Rustic Log Cabins with Three or More Rooms in Each

Overlooking beautiful Rest Lake, on the Manitowish Chain.

Cabins are equipped with comfortable beds and all facilities for housekeeping, or, if you prefer, you may have meals in the Lodge. Good home cooking to satisfy that "north woods" appetite.

Wonderful sand bathing beach.

Muskie, Pike and Bass fishing.



"Spend your next vacation with us . . . You'll come again"

Special rates for May, June and September, after Labor Day

FOR FURTHER INFORMATION, RATES, ETC., WRITE:

JOE ILG'S CAMP

Post Office—Manitowish, Wis.

. . . . *An Ideal Spot To Spend Your Vacation in the Manitowish Waters Region*

On Stone Lake in northern Wisconsin, one of the Manitowish Chain of Lakes

BATHING

A fine sandy beach with gradual sloping bottom is conveniently located in front of the cottages.

WATER

An abundance of pure, cold water from our well that is tested yearly by the Wisconsin State Health Department.

BOATS

Our boats are clean and dry, both clinker and flat bottom.



LOCATION

Stone Lake is 20 miles north of Woodruff, Wis., on U. S. Highway 51, near Manitowish.

FISHING

Our lakes abound with Muskies, Wall-eye Pike and Bass and are stocked regularly. For the best fishing we suggest either early or late in the season.

GUIDES

Can be secured at a reasonable fee, if desired.

Stone Lake Housekeeping Cottages

are new and well equipped with everything that may be required. A splendid view of the lake is afforded from the large screened porches. Each cottage has good, comfortable beds and plenty of blankets. Everything furnished with the exception of linens.



We have eight cottages consisting of two, three and four rooms each.

We advise you to make reservations early. A small deposit is required. Special rates for May, June, September and October.

You can reach us by long distance phone, call Spider Lake Telephone Co., Number 39.

FOR FURTHER INFORMATION, RATES, ETC.,

CALL OR WRITE TO:

CHAS. and PETER WILLIAMSON



WILLIAMSON'S STONE LAKE COTTAGES

ON U. S. HIGHWAY 51. . .

. . . ON STONE LAKE

Post Office—Manitowish, Wisconsin

... "Service With a Smile"

Completely Equipped Housekeeping Cabins—Electric Lights—Also American Plan
Reasonable Rates



In the Heart of America's Most Popular Recreational and Vacation Country of Lakes and Woods

The Win-Mar Cabins are located on Dam Lake, in Vilas County, one of the fourteen connected lakes of the far-famed Manitowish Chain, in the heart of Northern Wisconsin's summer playground.

Cabins are clean and well built, presenting a rustic log appearance and are equipped with the best of beds, having inner spring mattresses and coil springs, assuring guests with nights of complete comfort and refreshing sleep. All equipment will be found to be in keeping with a restful vacation. Cabins are well screened, with large porches, and electric lighted.

The Win-Mar Store is located within a few hundred feet of our cabins, where supplies of every kind, needful to the vacationist, can be had. Meals are served here in our new dining room, overlooking Rest Lake. Here one may enjoy the view, breeze and restfulness of the north woods and lakes.

We use nothing but the best ingredients in preparing our meals, all food is home-cooked. Our Home-Made Hamburgers are known from coast to coast.

WRITE US FOR FULL PARTICULARS ON
RATES OR ANY OTHER INFORMATION YOU
MAY DESIRE. IT WILL PLEASE US GREATLY
TO BE OF FURTHER SERVICE TO YOU.



THE WIN-MAR

ON U. S. HIGHWAY 51 . . .

. . . AT REST LAKE DAM

Post Office—Manitowish, Wisconsin

. . . . *"You'll Feel Right At Home Here"*

New, clean, completely furnished cottages on Spider Lake, in the heart of the Manitowish chain of lakes.

Famous for its excellent Muskie, Pike and Bass Fishing.

An ideal spot to spend your vacation.



Cottages with one, two and three bedrooms, kitchen and large screened porches overlooking Spider Lake.

New, comfortable beds, electric lights.

Home cooked meals served in the Lodge Dining Room.

Located on U. S. Highway 51, ten miles from Manitowish railroad station. Auto service from station free of charge, by arrangement.

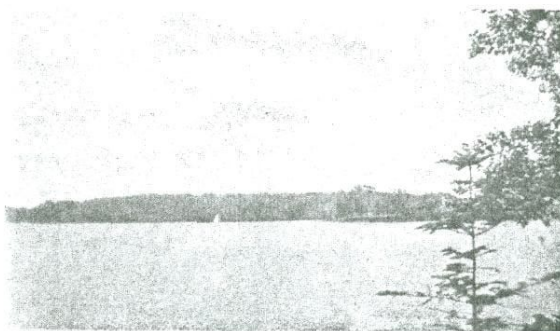
Fifteen minute drive to 18 hole Golf Course. Riding horses. Fine Sand beach directly in front of cottages.



Supplies can be had on the premises.

Outboard motors rented and serviced.

Rates reasonable.

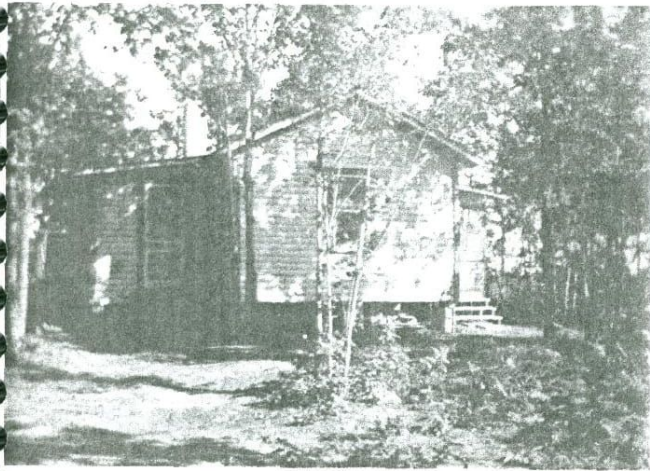


FOR INFORMATION, RATES, ETC., WRITE
MRS. E. C. VOELZKE

MANITOWISH WATERS RESORT

Post Office—Manitowish, Wisconsin

... "All the Comforts of Home in the North Woods"



HOUSEKEEPING COTTAGES

Hot and cold running water.

Shower Bath.

Electric lights.

Fine sandy bathing beach.

On the famous Manitowish chain of lakes.

* * * * *

Special rates for May, June and September, after Labor Day. We suggest making reservations in advance to avoid disappointment.

Reservations should be accompanied with a nominal deposit for your own protection as well as ours.

*We are located just 500 feet off U. S. Highway
51, on County Trunk "W" on the shore of
beautiful Rest Lake.*

We invite your inspection.

FOR FURTHER DETAILS, RATES, ETC., WRITE
GUS HEIDMANN



OAKGROVE COTTAGES

Post Office—Manitowish, Wisconsin

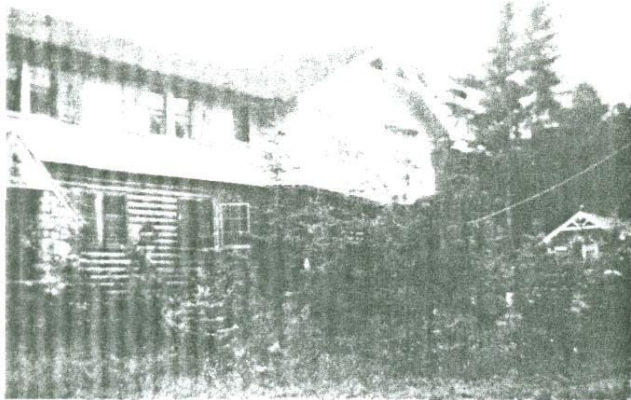
.... "Your Trip To The Manitowish Waters Is Not Complete"—

Until

You

Have

Seen



... *Steak Dinners* ...

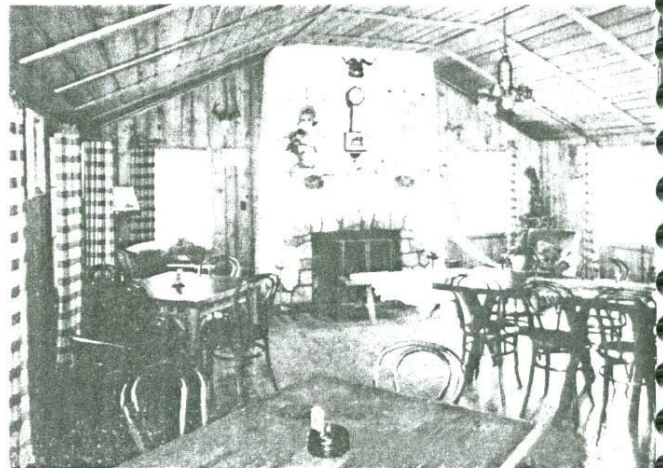
... *Up-to-Date Bar* ...

... *Dancing* ...

THE FAMOUS



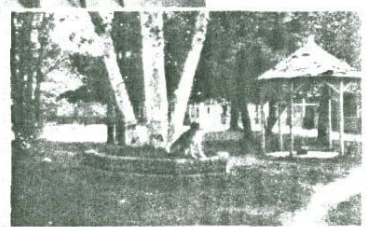
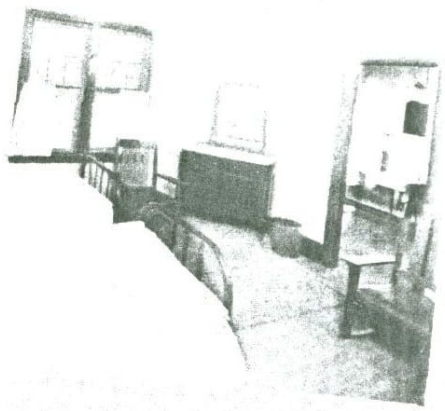
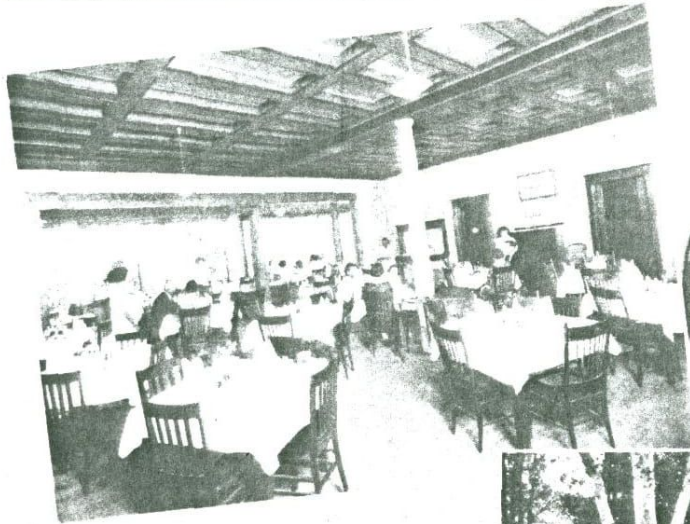
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LITTLE BOHEMIA

ON U. S. HIGHWAY 51

Post Office—Manitowish, Wisconsin



Satisfying Those
Accustomed to
the Best.

A Vacation Place
Every Member of
the Family Enjoys.

KOERNER'S SPIDER LAKE RESORT

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- Restful Sleep on Real Good Beds
- Famous for Good Food
- Hospitable Management—Willing Service
- Recreation and Entertainment for Everyone
- American or European Plan; all Modern
- Rooms and Cabins, furnished for comfort.

FREE: Send for KOERNER'S 1936 Sportsmen's Guide, including enlarged map and key to the best fishing spots in the Manitowish Waters.

On Highway U. S. 51

Post Office—Manitowish, Wisconsin

. . . . "Just As You Expect"

Red Feather Camp

is located on Rest Lake in Vilas County, Wisconsin. Connected with a chain of fourteen lakes, it is ideally located and offers a wonderful spot to spend a vacation.



Splendid Fishing.

Luxurious Cabins
with baths and electric lights.

Fine bathing beach.

Food unexcelled.



Moderate prices by the day, week, month or season. No housekeeping cabins.



FOR FURTHER INFORMATION, WRITE

RED FEATHER CAMP

Post Office—Manitowish, Wisconsin

.... "On the Manitowish, Where You Catch the Big Fish!"

We Are Located on the Upper Flambeau Flowage, on Sturgeon and Benson Lakes



Famous for their Muskie fishing. We also have private inland lakes that have plenty of bass, blue gill and other pan fish.

THE HOME OF THE MUSKELLUNGE
ON THE FAMOUS MANITOWISH
WATERS OF VILAS COUNTY,
WISCONSIN

Competent guides available for fishing on any lake in the region.



Furnished Cottages

Rooms and Meals

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ON U. S. HIGHWAY 51 . . .

. . . ON STURGEON AND BENSON LAKES

Post Office—Manitowish, Wisconsin

... "The Only Island Resort on the Manitowish Chain of Lakes"

BELTERS ISLAND offers a solution of where to spend a delightful vacation. Situated on Stone Lake from where one can make interesting trips in all directions.

HOUSEKEEPING CABINS, one to six rooms. Also rooms with meals. Cabins have large screened porches with swings and are set among the pines and birches with a splendid view of the lake.

Bathing Beach is directly in front of the cabins with a fine sandy and gradual sloping bottom.

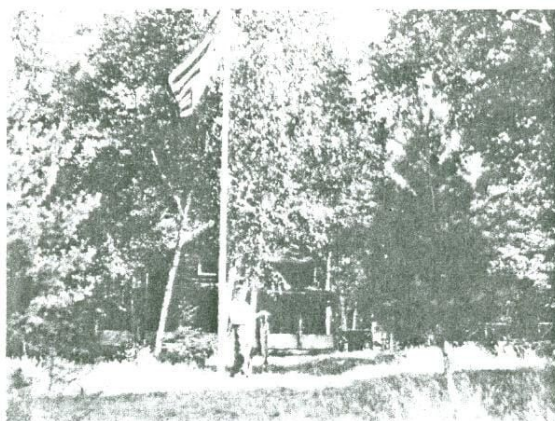
An ideal place for rest and recreation where health is assured and hay fever is unknown. Good drinking water is another item that is of interest to the vacationist.

Special Rates

for May, June and
September, after
Labor Day.

Fishing

is always good but at
its best early and late
in the season.



Dancing

in our Lodge Hall every
Friday and Saturday
night. Here you will
find social surroundings
in this old fashioned log
building. Tavern in
connection.



We spare no effort in mak-
ing your stay a pleasant
one.

We extend a cordial invita-
tion to those who seek rec-
reation in the beautiful
Wisconsin north woods.



FOR FURTHER INFORMATION, RATES, ETC.,
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BELTER'S ISLAND RESORT

ON U. S. HIGHWAY 51 ON STONE LAKE

Post Office—Manitowish, Wisconsin

. . . . "Quality Is Our Motto"—"Courtesy Our Hobby"

Tower Tea Room

"A Good Place to Eat"

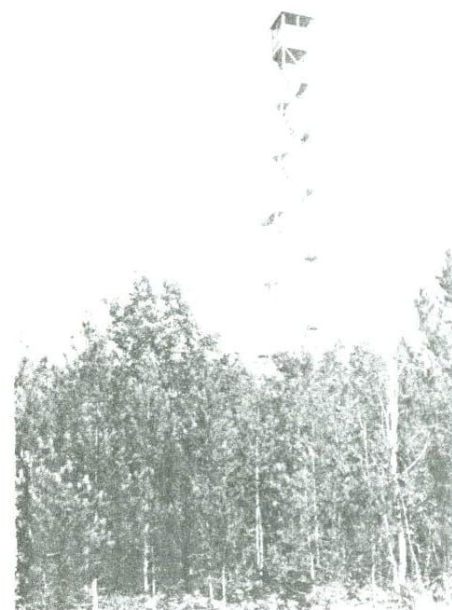
Famous throughout the great North Woods for good chicken and fish dinners.

Delicious Sandwiches

An enjoyable eating place for the whole family.



STATE OBSERVATION FIRE TOWER IS OPEN TO THE PUBLIC. DON'T MISS GOING UP AND SEEING MANY OF OUR WONDERFUL LAKES FROM THE SKY.



State Observation Fire Tower, 125 Feet

Tower Tavern

"Refreshments of All Kinds"

WE SERVE ONLY THE BEST IN CHOICE LIQUORS, WINES, ETC.,
SOFT DRINKS AT OUR FOUNTAIN.



TOWER TEA ROOM & TAVERN

"STANDARD SERVICE GAS AND OIL STATION"
CONVENIENTLY LOCATED ON

U. S. Highway 51 and County Trunk W.

8 miles south of Manitowish, Wisconsin

MRS. J. BERNARD, Prop.

.... "A Place To Bring the Whole Family"



Housekeeping Cabins in the heart of the Virgin timber, on the shores of Alder Lake.

Be sure to stop and see our Bears.

VIRGIN FOREST PARK is located on Alder Lake which is one of the famous Manitowish Chain of Lakes. There are fourteen lakes that make up this great body of water. Here is a paradise for the fisherman.

These lakes are stocked every year with Muskie, Pike and Bass that are hatched in our Town Fish Hatchery.

Various places of interest including golf courses and Indian Reservation are in close proximity.

You must be sure to see Virgin Forest with over 300 acres of virgin timber in order to appreciate what this country looked like in the pioneer days.

Hunting—Fishing—Swimming

Hiking and Horse Back Riding Through Our Virgin Forest Trails

An altitude of 1600 feet
above sea level.

An ideal place for those
afflicted with Hay Fever.



FOR FURTHER INFORMATION, RATES, ETC., WRITE
ROBERT LOVELESS

VIRGIN FOREST PARK
Post Office—Manitowish, Wisconsin

... "A Logical Place To Spend Your Vacation"



SUNSET LODGE on beautiful Lake Manitowish offers housekeeping cottages to the discriminating vacationist.

And along with that, everything that is essential toward a real vacation in the beautiful north woods.



If You Are Seeking . . .

- A vacation that will not disappoint you.
- A chance to rest and renew your youth.
- An interlude which will pack your days with activity.
- A fishing spot that will live up to your expectations.
- Or, a restful holiday away from office "routine" out in the sunshine and fresh air. . .

Your Logical Choice Should Be

Sunset Lodge

On U. S. Highway 51

On the famous Manitowish Chain of Lakes.



FOR FURTHER INFORMATION, FOLDERS, RATES, ETC., WRITE
P. G. ANDREWS, Prop.

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Post Office—Manitowish, Wisconsin

FRANK BEY

Electrical Contractor

Automotive

Marine Supplies



*Outboard Motors
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ALL WORK
GUARANTEED

On Spider Lake—Just Off U. S. 51

MANITOWISH, WISCONSIN

North Wisconsin Agency

ESTABLISHED 1886

Specialists in Summer Property

INSURANCE

50TH ANNIVERSARY YEAR



Merchants State Bank Bldg., Rhinelander, Wis.

PHONE 444

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For TRUE Draught Flavor



It's the "right" drink to serve for all occasions. Blatz Milwaukee Beer is truly superb — with a distinctive *True* draught flavor all its own — with that uniformity of color, that full body and richness which have made Blatz a leader in quality and character for over 85 years.

Order from your dealer—in Cap-Sealed Cans — easy to carry — require half the space — chill quickly. No deposits. No returns. Sanitary, is used once, then thrown away.

Distributed by

BLATZ BREWING CO.

HURLEY BRANCH

Blatz
MILWAUKEE
BEER
IN Cap-Sealed CANS



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"Valley Queen"

and

"Valley Boy"

FOOD PRODUCTS

To Satisfy That Vacation Appetite

SOLD BY INDEPENDENT GROCERS
IN THE NORTH WOODS

Distributed by

Wilson Mercantile Co.

WAUSAU AND RHINELANDER, WIS.

"Where the Michigan Highlands Meet with the Wisconsin Lakelands"

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WE CAN THINK OF NO
FINER PLACE FOR A
VACATION

THAN IN THE BEAUTI-
FUL REGION OF THE
MANITOWISH WATERS

THE FACT OF THE MAT-
TER IS THAT WE RECOM-
MEND IT TO OUR BEST
FRIENDS

●

AND LESS THAN AN
HOUR'S DRIVE
FROM THIS GORGEOUS
VACATION COUNTRY IS
IRONWOOD

A MODERN CITY OF 15000
WITH EVERY MODERN
SHOPPING FACILITY
YOU HAVE AT HOME

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NEW HONG KONG

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Fresh Vegetables, Candies and Tobaccos



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Compliments of the

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Fine Candies



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Miller High Life Beer

Ironwood, Michigan

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VACATION LAND

With Pride We Serve It with Fine Foods

Olson Bros. Company — Wholesale Grocers

Ironwood, Michigan

The Cost of Electricity

is becoming less year by year. This is due, to a very large extent, to increased use in the home and on the farm.

Mass production has the same effect on the cost of electricity as it has on the cost of any other commodity.

Present investments of this company in generating stations and transmission lines make it possible for this company to serve you more adequately at a lower cost as your service increases.

No Dollar You Spend Buys More Than Your Electrical Dollar

THE LAKE SUPERIOR DISTRICT POWER COMPANY

When in Ironwood, Michigan, Stop at

**HAMACHEK'S
REXALL DRUG STORE**

*Drugs, Films, Cosmetics, Cigars, Candies,
Prescriptions*

WE SERVE LUICK'S ICE CREAM AT OUR FOUNTAIN

Your Vacation

IN THE MANITOWISH WATERS REGION

MEANS

That You Will Be Served with Fresh

DAIRY PRODUCTS

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CREAM



And That Delicious Velour Ice Cream



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Famous Huron Spring Water Used in Brewing

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When in the Manitowish Waters, shop for quality,
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The St. James Hotel is located in the metropolis of the great Gogebic iron range, western gateway to the Upper Peninsula.

Largest Hotel on the range.

First class accommodations at reduced rates.

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Always Good Entertainment at the

IRONWOOD THEATRE

IRONWOOD, MICHIGAN

The \$300,000.00 air-conditioned theatre.

3 Shows Daily: 2:30, 7 and 9 P. M.

REASONABLE PRICES

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Fresh Fruits and Vegetables

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*Our compliments and best wishes to the
Manitowish Waters Chamber of Commerce*

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The Only Complete Low Price Car

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The Car that has Everything

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NOT EXCELLED ANYWHERE

Burns Chevrolet Co.

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In Ironwood

THE LINCOLN CAFE

Masonic Temple Bldg.

*McMillan's Home Made Ice Cream
Served Exclusively*

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TOM FERRIS

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All others are imitators.

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"Just the kind of a place you have looked for." One of the finest moderate size resorts. Good business, fine location. For details write: SECRETARY, Manitowish Waters Chamber of Commerce, Manitowish, Wis.

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Fresh stock received every day

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HALF CENTURY OF
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WEARING APPAREL
TO OUTFIT THE
ENTIRE FAMILY

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"CELEBRATING 50 YEARS OF BIGGER
AND BETTER VALUES"

The Gateway to Values

Bigger Values Always

FOR SALE

Choice Lake Frontage on the Manitowish Waters

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We co-operate
with the
**MANITOWISH WATERS
CHAMBER OF COMMERCE**

in rendering a superior service to the guests
of this community.



*We invite you to call on us
at any time*

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MERCER, WISCONSIN

BILLY GOODREAU, Manager

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In the North Woods . . . In the Lake Country

"Home of the Muskie"

MERCER, WIS.

P. K.

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Our quality foods will help you enjoy
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"Make this your store of the North"

The Best Meats, Groceries, Fruits
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A F. RITCHIE

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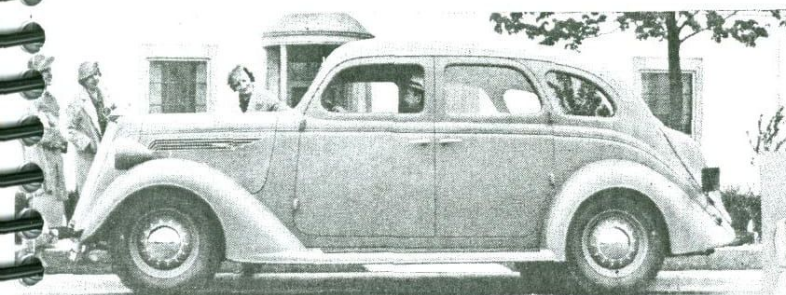


Complete Line of Sporting Goods

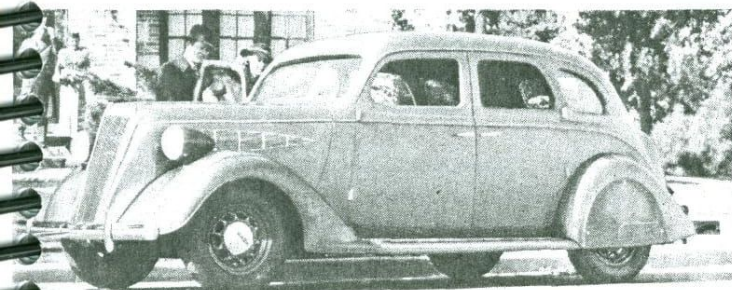
Genuine Indian Novelties

MINOCQUA, WIS.

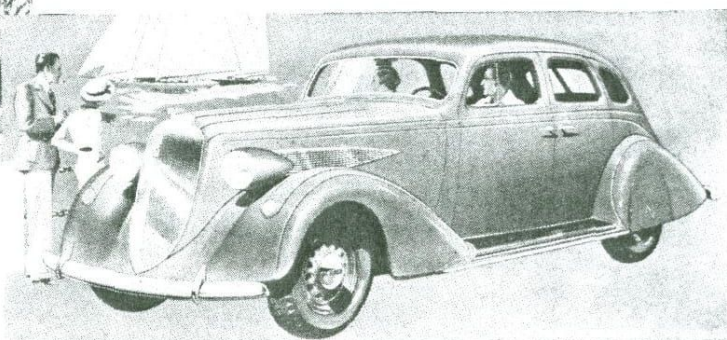
From \$595* up, Nash offers the greatest automobile values in every price class!



1936 LaFAYETTE—The biggest, roomiest car . . . the *safest*, best-engineered car ever offered in the lowest-price field. At any Nash-LaFayette showroom you can see with your own eyes—through the X-Ray System—that LaFayette is the **ONLY** car in its price class that's engineered, powered and lubricated exactly like high-priced cars! **\$595 and up, f. o. b. factory.**



NASH AUTOMATIC CRUISING GEAR, available on all "400" and Ambassador models, reduces engine revolutions $\frac{1}{3}$ at high speeds. Saves as much as 25% in gasoline; as much as 50% in oil!



1936 NASH AMBASSADOR SERIES—Two brilliant series! 125-inch wheel-base. Aeroform design gives you streamlining at its best. A big, Twin-Ignition engine gives you 22% more power, 5 more miles top speed, 2 miles more per gallon than you would get in the same engine with single ignition. In a Nash Ambassador, you get true motor car luxury—at prices you formerly paid for *smaller* cars! **\$835 and up, f. o. b. factory.**

NASH - LaFAYETTE

*"Out to Win America
On Value Alone!"*

Greetings

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Free Plan and Estimate Service



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Minocqua, Wisconsin

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General Merchandise

HAY—FEED—FLOUR—GRAIN

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Woodruff Hardware Co.

A complete line of Sporting Goods,
Hardware and Radios.

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Just a short drive from the Manitowish Waters on
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WOODRUFF, WISCONSIN



"Where Everyone Has Fun"

CURLEY'S

Next to Western Union

MINOCQUA

The Island City

*Floor Show
and
Dancing
Nightly
Throughout
the Season*

- "Well, Hector, you know your Northwoods. Glad you brought us to Curley's. Good show, good drinks, jolly crowd. A good evening all around."



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Quick Service
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WELCOME TO KOCH BROS.

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Famous for
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MINOCQUA, WISCONSIN

Orchestra
and Show Nightly

PHONES 74 AND 79

DRAWING BY ROY J. JORGENSEN.
REPRODUCTION PROHIBITED.

The map illustrates the Manitowish Lakes Region, centered around Manitowish, Wisconsin. Major highways shown include U.S. Route 51 running north-south, and various state highways (e.g., 2, 10, 12, 13, 14, 15, 19, 20, 22, 29, 35, 39, 41, 46, 53, 100, 110). Towns marked include Duluth, Ashland, Hurley, Ironwood, Watersmeet, Iron River, Crystal Falls, Iron Mountain, Escanaba, Marinette, Green Bay, Appleton, Oshkosh, Fond du Lac, Portage, Madison, Menominee Falls, Milwaukee, Fort Atkinson, Janesville, Beloit, Rockford, Elgin, and Chicago. The map also shows Lake Superior to the north and Lake Michigan to the east. A compass rose is located on the left side, and a small illustration of a boat is near the center. A legend at the bottom right identifies symbols for State Highway No.'s (circled numbers) and U.S. Highway No.'s (shielded numbers).

How to Reach the Manitowish Waters

BY AUTO . . . The Manitowish Waters Lakes Region is on U. S. Route 51 near Manitowish, Wis., just 380 miles north of Chicago, with good roads all the way. The trip from Chicago and vicinity can easily be made in one day. The scenery enroute is both interesting and beautiful.

The signs of the various Resorts listed in this booklet appear on Route 51 at such places where it is necessary to turn to reach any particular place.

BY TRAIN . . . Manitowish, Wis. is on the main line of the Chicago & North Western R.R. with three trains daily.

Modern trains with air conditioned coaches afford the traveller a comfortable trip to the north woods. Autos from the various Resorts will meet you at the depot by appointment.

The logo for the Chicago & North Western Line, featuring the words "CHICAGO" and "NORTH WESTERN" in a stylized font, with "LINE" underneath.

(30) STATE HIGHWAY NO.'S.
(10) U.S. HIGHWAY NO.'S.

CHICAGO

BY AUTO . . . The Manitowish Waters Lakes Region is on U. S. Route 51 near Manitowish, Wis., just 380 miles north of Chicago, with good roads all the way. The trip from Chicago and vicinity can easily be made in one day. The scenery enroute is both interesting and beautiful. The signs of the various Resorts listed in this booklet appear on Route 51 at such places where it is necessary to turn to reach any particular place.

Modern trains with air conditioned coaches afford the traveller a comfortable trip to the north woods. Autos from the various Resorts will meet you at the depot by appointment.



(30) STATE HIGHWAY NO.'S.
(10) U.S. HIGHWAY NO.'S.