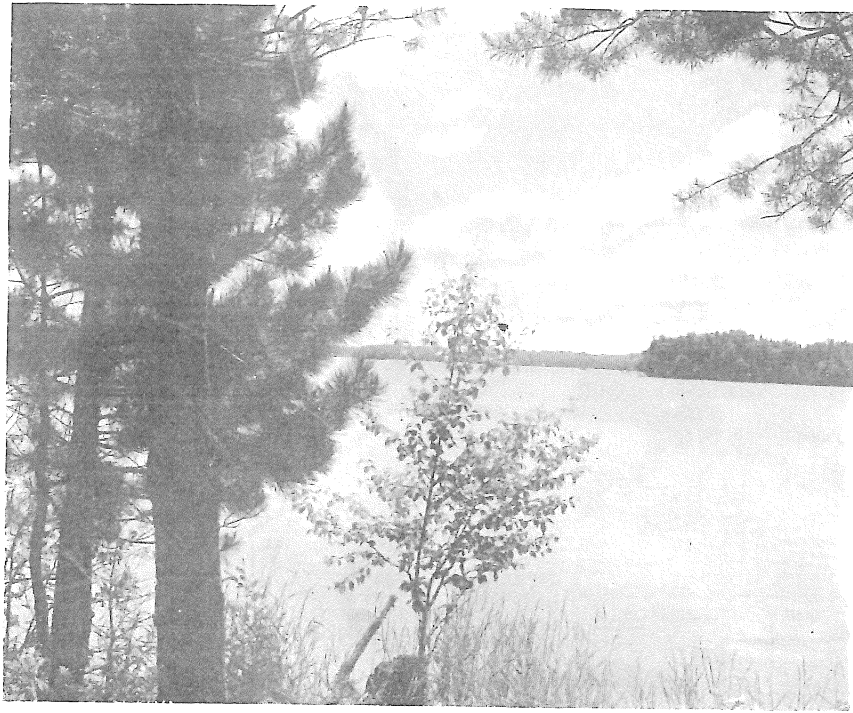


VACATION DAYS ARE HAPPY DAYS

WHEN SPENT on the FAMOUS MANITOWISH WATERS
IN THE BEAUTIFUL WISCONSIN NORTH WOODS



•

Muskie, Pike and Bass Fishing
Boating — Bathing
Water Sports
Golf, Tennis and Shuffle Board
Dancing
Saddle Horses

•



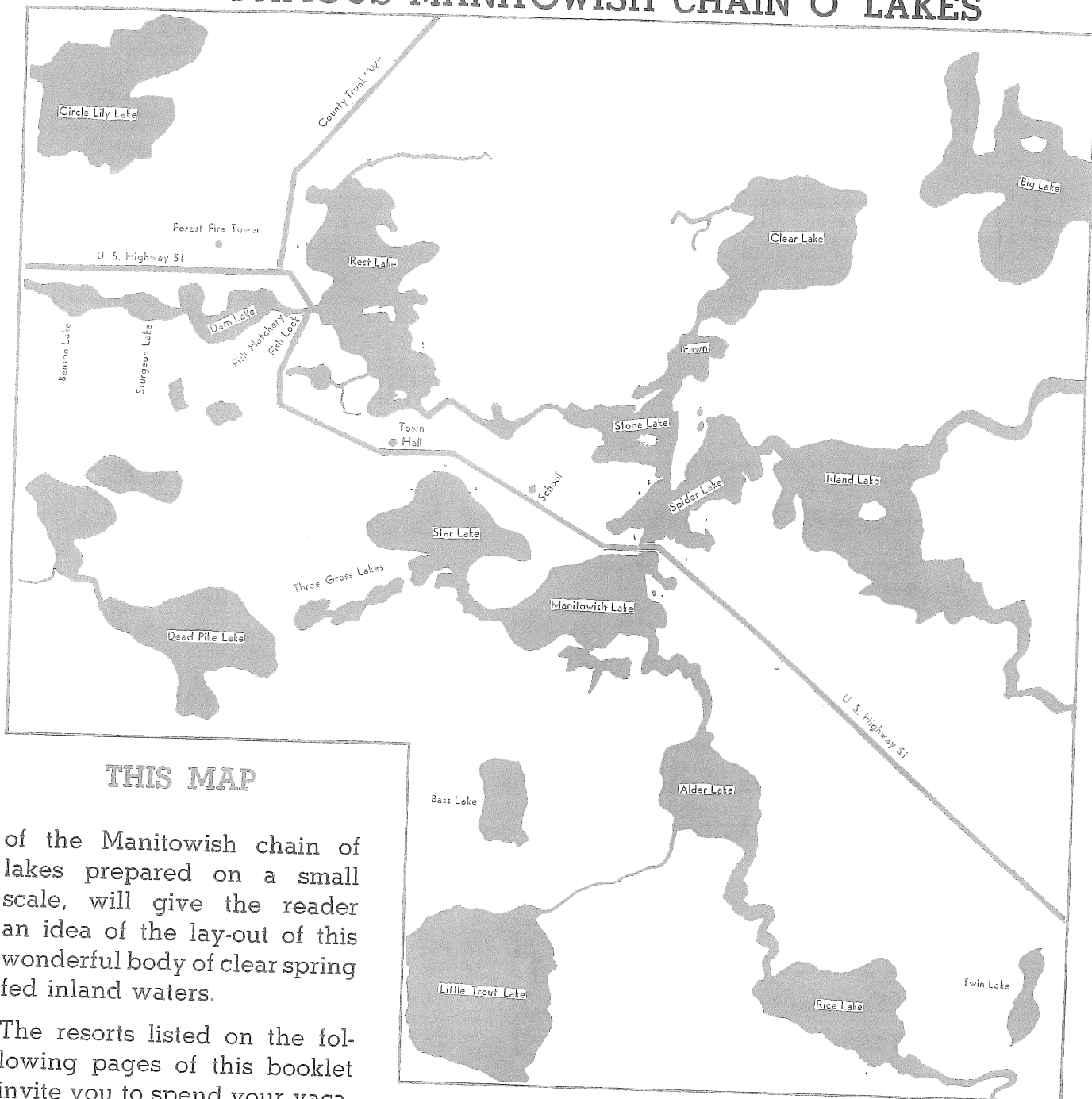
DISTRIBUTED by the MANITOWISH WATERS CHAMBER of COMMERCE

MANITOWISH

WISCONSIN

"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 lay-out of this wonderful body of clear spring fed inland waters.

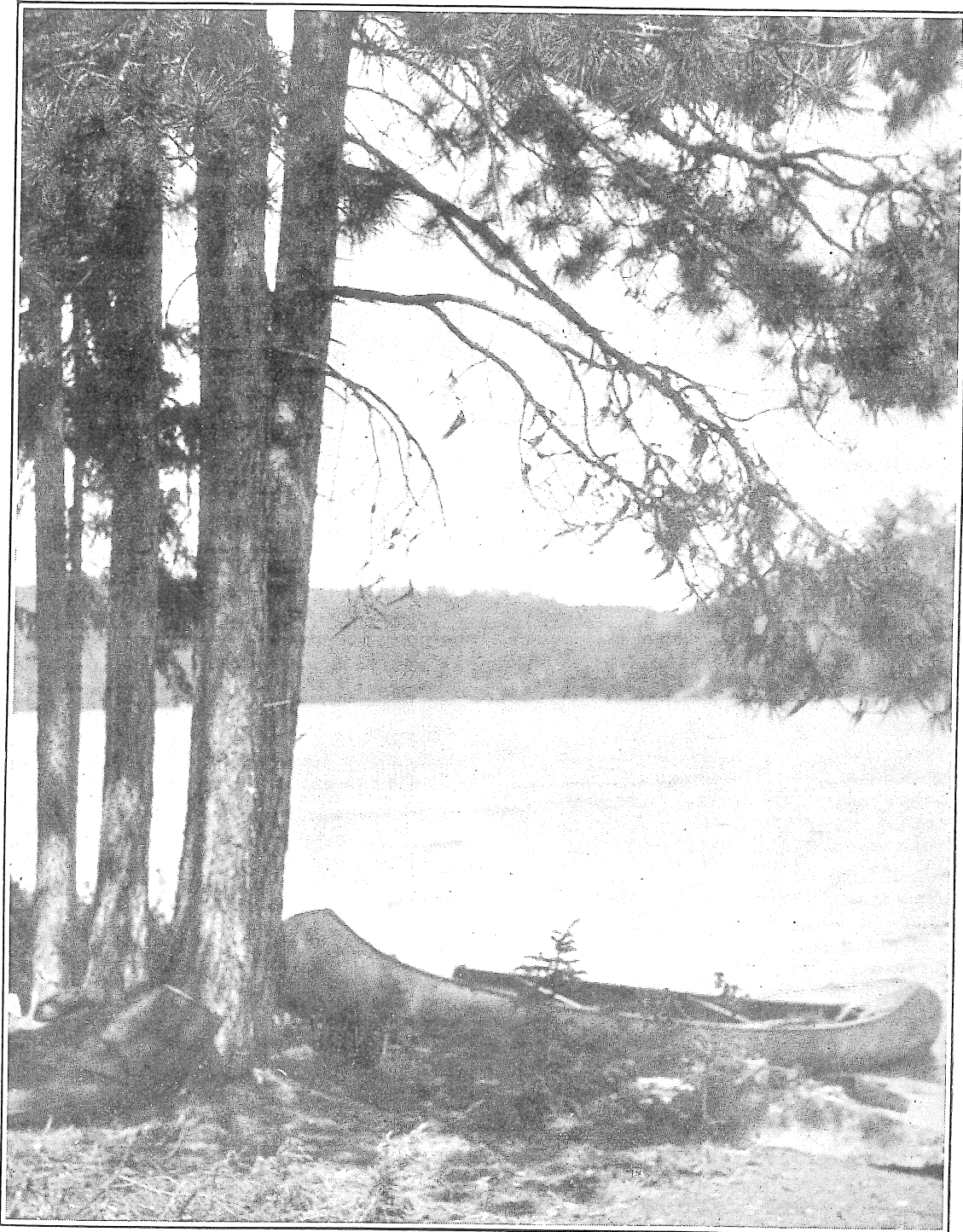
The resorts listed on the following pages of this booklet invite you to spend your vacation among these beautiful lakes. Among the pines and birches in the Wisconsin north woods, where nature smiles and all mortals forget their worldly cares.

In choosing the Manitowish Waters region for your vacation, you not only pick a good spot for fishermen, but an ideal spot for the entire family.

COME UP! WE WILL ENDEAVOR TO MAKE YOUR STAY A PLEASANT ONE

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

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, WIS.



HISTORY

For a little more than a century — from about 1650 to 1760 — France, by virtue of exploration of her subjects in the New

World, claimed all the vaguely bounded land west of Lake Michigan and called it "Ouisconsin," the French version of an Indian word meaning "Gathering of the Waters." Previously (about 1512) Spanish explorers in the southeastern part of the United States made claim to all the unknown land that stretched to the north and west of where they stood and named it "Florida" though no Spaniard ever penetrated the vast northwest.

France's dominion in the New World was ended by British military occupation in 1763. Not many years later, the fervent freedom-loving Americans pushed the English to the north of the Great Lakes and thirteen colonies became the nucleus of the United States with the far flung unchartered territory of the west, the material from which new states were to be carved from time to time.

Massachusetts, Connecticut and Virginia, with undefined Western boundaries, once claimed territory in Wisconsin, but ceded these claims when a congressional ordinance of 1787 provided for the governmental machinery of the Northwest Territory comprising the land northwest of the Ohio River. After being variously included in the territories of Indiana, Illinois and Michigan, Wisconsin territory was authorized in 1836 with boundaries including what is now Iowa, Minnesota and parts of the Dakotas.

Twelve years later, Wisconsin was admitted to the Union as a State and consisted of 29 counties. From time to time, new counties were created as the population shifted northward until 1901 when the total of 71 counties made up the present State of Wisconsin.

In unrecorded ages, primeval forests, endless and almost impenetrable, threaded with shiny rivers and lakes, covered the entire State of Wisconsin, with the Creator's blessings in that respect bestowed on the northern portion of Wisconsin most generously. Vilas County, in which the Manitowish Waters are located, has a total of 346 lakes which occupy 140 square miles or more than 15% of the area of a country almost as large as the State of Rhode Island.

Jean Nicolet was the first white man known to set foot on Wisconsin soil. He arrived in the summer of 1634 and history records experiences which they mention in their missionary report to their order in Europe, saying "When they (Nicolet and his companion) reached their destination, they fastened two sticks in the earth and hung gifts thereon so as to relieve the tribes from the notion of mistaking them for enemies."

Nicolet had come to find the "People of the Sea" perhaps Asiatics, said to be living far beyond the last outpost of French discovery in Georgian Bay of Lake Huron. He found, however, the Winnebago Indians who were awed by the stranger in magnificent Chinese robes which he had brought in the event his

adventures would bring him to the Orient, and frightened by the "Thunder" he carried in his hands when he fired two pistols.

During the period of French Dominion, from 1660 to the fall of Montreal to the English in 1760, there were many brave souls matching the courage of Nicolet; a large majority being lured by the promise of great wealth in fur trading although fur trade was controlled as a monopoly by government officials. There were bold free-traders who defied commercial restriction trading without license who were known as "Coureurs de Bois" (wood rangers). There were undoubtedly many of these daring traders who bartered with the Indians of Wisconsin long before history records the arrival of the first European.

Two such Coureurs de Bois visited Green Bay in 1654 and explored the Lake Superior region in 1656 and again in 1659, spending a winter on Chequamegon Bay in a rude fortified hut of brush and logs—the first man's dwelling in Wisconsin. In 1660 Rene Menard, an aged missionary, withstood the rigors of the long journey from Montreal to Wisconsin only to lose his way in the woods and die not far from the present city of Merrill.

The fur trade lasted until shortly after the Civil War. In about the year of 1800, a post had been established at Lac du Flambeau. The trader was Francois Victor Malhiot. He traded for the Northwest Fur Co. and brought goods from Kaministiquia on the northwest shore of Lake Superior (now Fort William). In his journal, he described the portage from the mouth of the Montreal and the canoe journey to Lac du Flambeau and incidents of the winter's trade.

The let-up in the fur trade was the signal for the starting of the lumbering period, an era which lasted into the present century.

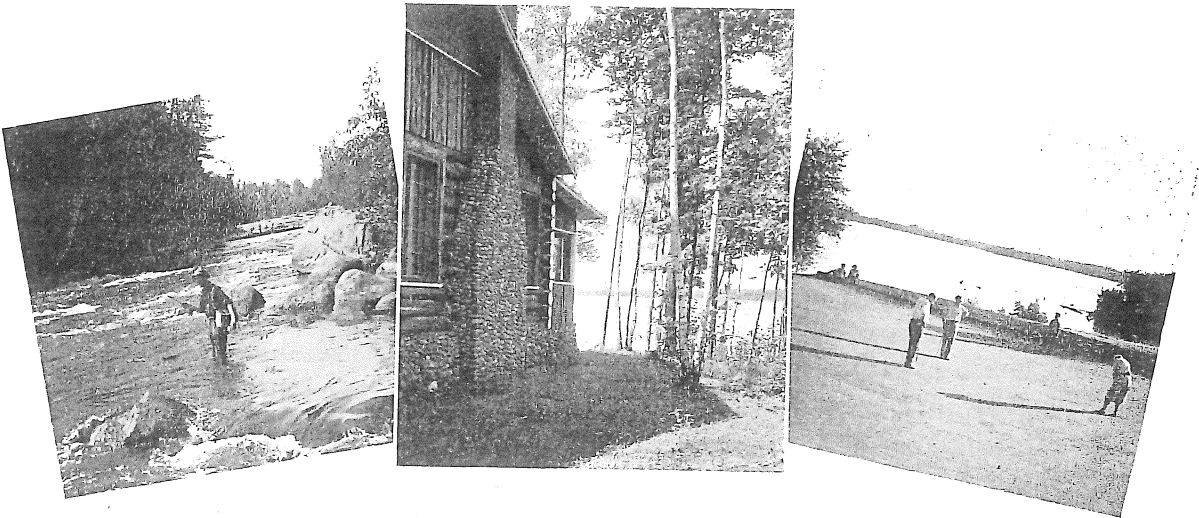
* * *

In 1884, Peter Vance, guide, land cruiser and typical northwoodsman, left Menomonie, Wisconsin, and headed for the Manitowish Waters. Vance 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 through Sturgeon and Benson Lakes into Rest Lake where their journey came to an end. They had left Menomonie in April, 1884, and arrived at their destination in August of that year. Many stops had been made enroute but the actual travelling time was one month. Distance traveled was approximately 200 miles. Their canoes were loaded with a year's provisions, guns, ammunition, surveying instruments and various tools. Vance had been engaged by the Chippewa Logging and Boom Co. to survey the land 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 Vance dream that this very portion of "Ouisconsin" (Gathering of the Waters) was destined to become one of the greatest vacation centers in the years to come.

Acknowledgment is hereby made to the State Department of Agriculture and Historical Society for the greater portion of the above data.

THE MANITOWISH WATERS REGION



Offers
You
Everything



FOR A PERFECT VACATION

MUSKIE
PIKE AND
BASS
FISHING

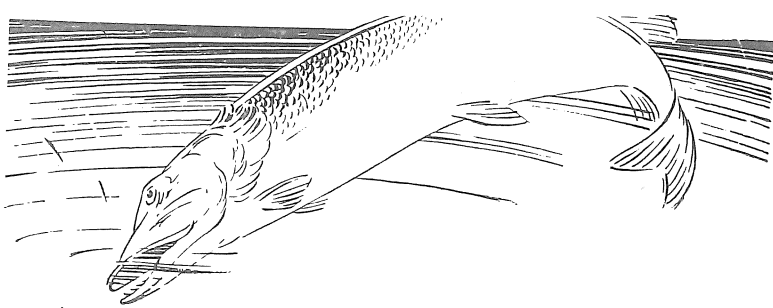
BOATING
BATHING



GOLF
TENNIS
SHUFFLE BOARD
SADDLE HORSES

DANCING
WATER SPORTS

"A REAL PLACE FOR A REAL VACATION"



FISHING

in the

Manitowish Waters Region

Regardless of whether you prefer to cast, troll or "still" fish, fishing the Manitowish Waters will furnish the "thrills" you have always dreamed about. Here you will find any kind of a fishing spot to your liking. Vilas County, in which the Manitowish Waters are located, has a total of 346 lakes covering an area of over 140 square miles of water.

Good fishing is assured owing to the fact that the Manitowish Waters owns and operates its own Fish Hatchery. Over 25 million small fish are hatched here every year and planted in our chain of lakes. In addition to the Hatchery, we have in operation the first successful fish lock in America. Each year, thousands of mature fish coming up the Manitowish River are lifted by means of this lock, into the main chain of lakes.

While record catches of muskie, wall-eye pike and bass are made here every season, there is also an abundance of all species of pan fish.

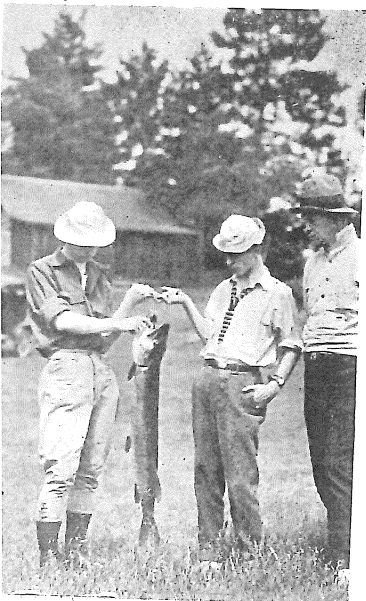
Years ago, fishermen endured hardships in order to fish this wonderful body of water. Today, you can have all the pleasure of fishing in the north woods with all the comforts of home.

While fishing is, as a rule, always good in the Manitowish region, for the BEST fishing, we recommend either early or late in the season. At these times, the "big fellows" are full of "pep" and strike hard.

Competent and obliging guides can be secured at reasonable fees if so desired. These men are anxious to make all your fishing trips successful and leave pleasant memories to occupy your mind every winter while awaiting the next season to come.

"THE THRILL OF YOUR LIFE AWAITS YOU"

MUSKIE



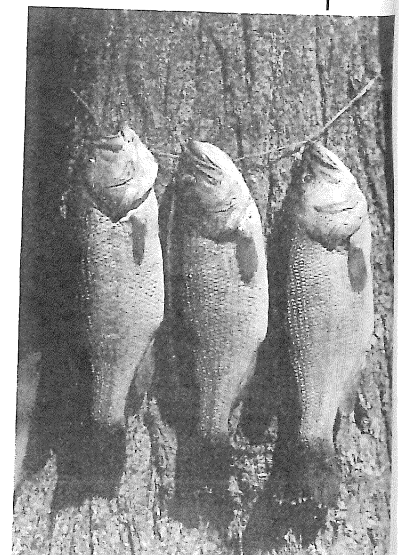
"FISH AND FEEL FIT"

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"

(Permission of South Bend Bait Co.)

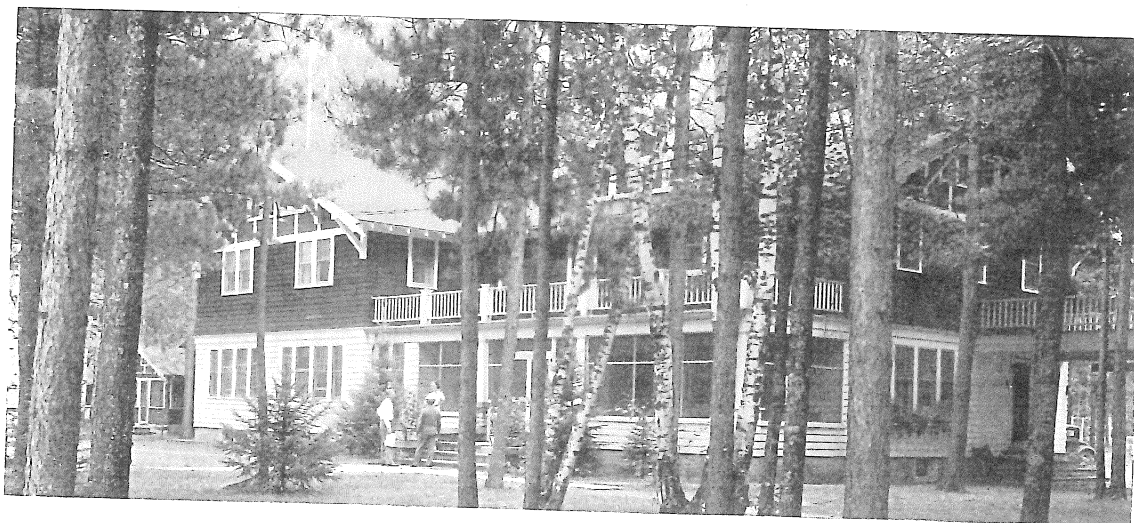
SMALL MOUTH BASS



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

"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

Private Long Distance Telephone

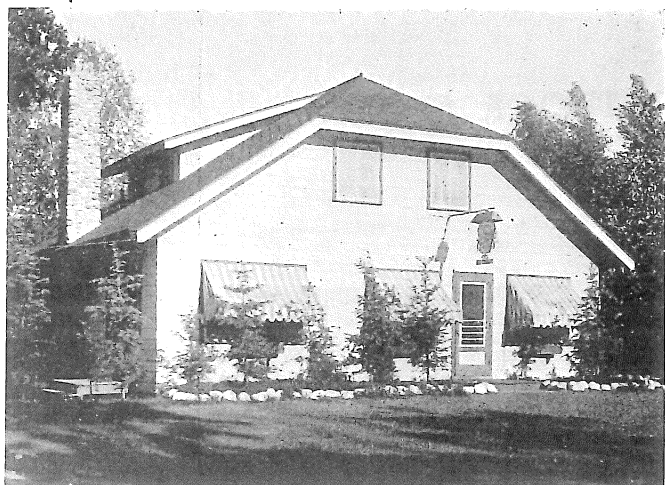
For further information, rates, literature, etc., write

VOSS' BIRCHWOOD LODGE

POST OFFICE

MANITOWISH, WIS.

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 lodge 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, WIS.

"The Kind of Place You've Always Looked For"

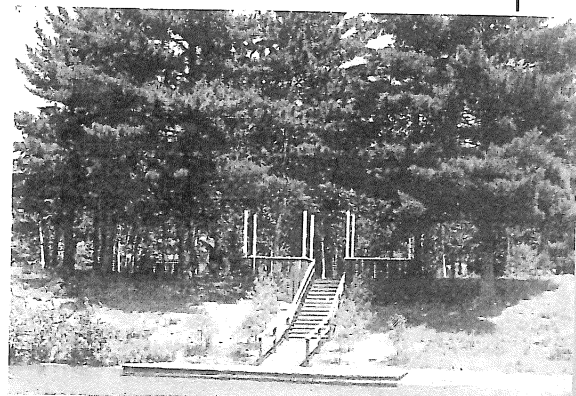
Wonderful Location

NORTHWOOD LODGE is located on Little Star Lake, connecting with the Manitowish chain of 14 lakes. A location that has been pronounced by vacationists as one of the most desirable to be found anywhere.

COTTAGES completely furnished for housekeeping, are located among the pines and birches with a splendid view of the lake. They are designed for comfort, privacy and convenience. Beds are equipped with coil springs and spring mattresses.

Real Cottages

Fine Sand Beach



FINE SAND BATHING BEACH with gradual slope, no holes or drop-offs. Water is clear as crystal and perfectly safe for children.

NORTHWOOD LODGE is a moderate sized resort under the personal supervision of the owner. Come up and enjoy the hospitality for which this place is known.

SPECIAL RATES: May, June and September after Labor Day. Reasonable rates always.



Electric Lights

Electric Refrigeration

Running Water

MUSKIE
PIKE
AND
BASS
FISHING



IT'S IDEAL
IN
MAY,
JUNE
AND
SEPTEMBER

We invite you to write for further information, rates, folder, etc.

ROY J. JORGENSEN

NORTHWOOD LODGE

ON U.S. HIGHWAY 51

P. O. MANITOWISH, WIS.

"Supreme Comfort in a Wilderness of Beauty"

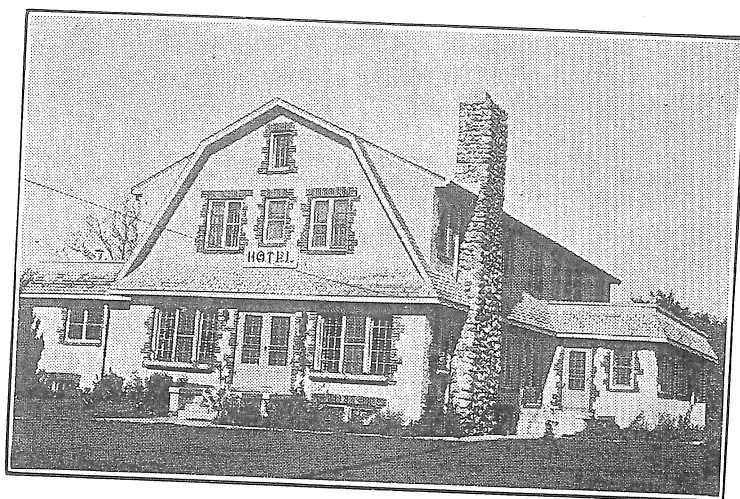
A MODERN FIREPROOF HOTEL

in the great Wisconsin North Woods. Delicious meals prepared under the personal supervision of Mrs. Kuhnert.

ATTRACTIVE GUEST COTTAGES

SHOWER BATHS

REAL MUSKIE,
PIKE AND
BASS FISHING



COMPETENT
GUIDES
AVAILABLE

NORTHERN LIGHTS RESORT is situated on U. S. Highway 51 on the shore of Rest Lake, one of the famous Manitowish chain of 14 lakes.

Overnight from Chicago on the Chicago & Northwestern Railway

OPEN APRIL 15th TO NOVEMBER 1st

For further information, literature, rates, etc., write

NORTHERN LIGHTS RESORT

H. A. KUHNERT, Owner

POST OFFICE

MANITOWISH, WIS.

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

"Spend Your Vacation on the Manitowish Waters"

||| THE |||
CHATEAU |||

New — Modern
Housekeeping and Overnite Cabins

By

DAY—WEEK—MONTH

MEALS IF DESIRED

Located on Rest Lake and Highway 51

For further information, reservations and rates, write

CARL C. CHRISTIANSEN

THE CHATEAU

POST OFFICE

MANITOWISH, WIS.

"You'll Enjoy Your Vacation Here and Come Again"

HILLCREST LODGE

Centrally located on the Manitowish chain of lakes with many miles of shore line that offers a variety of good spots for excellent

MUSKIE, PIKE AND BASS FISHING

Our cottages are new and completely equipped for housekeeping with large screened porches and comfortable beds.

Just the place for a real rest and where the whole family may relax and enjoy themselves. The rates are reasonable.

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



For further information, reservations, rates, etc., write

JOHN HAAKENSEN

HILLCREST LODGE

ON U.S. HIGHWAY 51

P. O. MANITOWISH, WIS.

"Exclusive — But Not Expensive"

CAMP ILG — THE PLACE TO SPEND YOUR VACATION

12 rustic log cabins with 3 or more rooms overlooking beautiful Rest Lake on the Manitowish chain, the home of the muskie. Cabins are equipped with excellent beds and facilities for housekeeping, or, you may have meals at the Lodge. Good home cooking to satisfy that "Northwoods" appetite.

Lakes are well
stocked with bass,
pike and muskie.
Plenty of pan fish.

Trout fishing in near-
by streams.

Short drive to Flam-
beau and Turtle
Flowages.

Delightful scenic
drives.



Fishing, canoe and
camping trips our
specialty. Equipment
and experienced
guides available.

Live bait.

We'll tell you—
Where to fish,
How to fish,
What kind of bait
to use.

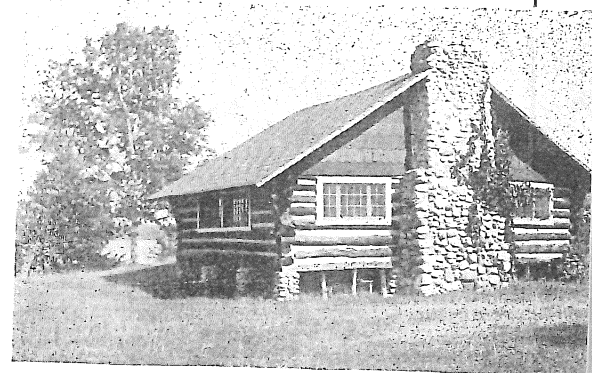
Outboard motors for
rent, and serviced.



Open the year around.
Located on U. S. Highway
51 near Rest Lake Dam, 7
miles east of Manitowish,
Wis. Overnight from
Chicago on the C&NW Ry.
Auto service to and from
depot by arrangement.

Sandy bathing beaches,
safe for children.

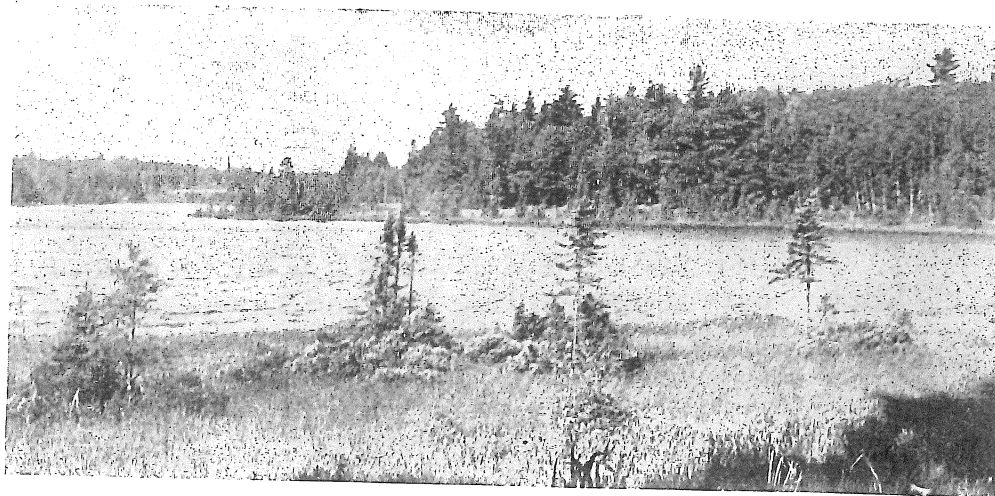
18 hole golf course
nearby.



An ideal spot
for a
real vacation

Rates
Reasonable

All drinking
water tested



Mild, warm
days and
cool, restful
nights

No Hay Fever

For further information, rates, etc., write

MRS. JOS. ILG

CAMP ILG

POST OFFICE

MANITOWISH, WIS.

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

"A Woodland Retreat"

Deer Trail Cottages Are Fully Equipped for Housekeeping

RATES REASONABLE



WONDERFUL SAND BATHING BEACH WITH GRADUAL SLOPE WHICH MAKES IT
IDEAL FOR CHILDREN. Special rates for May, June and September after Labor Day.

For further information, rates, etc., write

MRS. MAUDE JOHNSON

DEER TRAIL COTTAGES

POST OFFICE MANITOWISH, WIS.

"You'll Feel Right at Home Here"

FURNISHED COTTAGES FOR HOUSEKEEPING

on Spider Lake, connecting with the Manitowish Chain
of 14 lakes. Famous for excellent muskie,
pike and bass fishing.



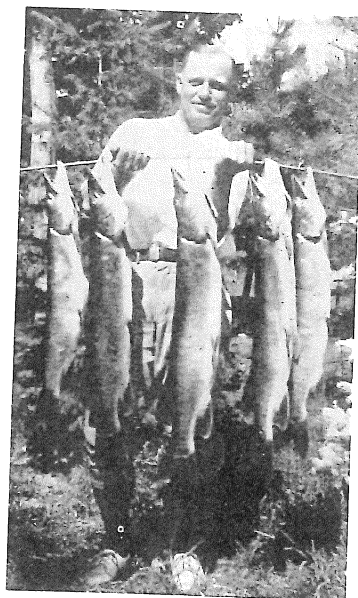
Supplies can be had on the premises
Outboard motors rented
Rates reasonable

CLEAN, COMFORTABLE cot-
tages with one, two or three
bedrooms, kitchen and large
screened porches overlooking
the lake.

New, comfortable beds.

Electric lights.

Home cooked meals served in
Dining Room by arrangement.



LOCATED ON U. S. HIGH-
WAY 51, 10 miles from Mani-
towish railroad station.

Fifteen minute drive to 18 hole
golf course.

Fine sand bathing beach.

Riding horses available
nearby.

An ideal spot to spend your
vacation.

For information, rates, etc., write

MRS. E. C. VOELZKE

MANITOWISH WATERS RESORT

POST OFFICE

MANITOWISH, WIS.

"All the Comforts of Home in the North Woods"



MODERN HOUSEKEEPING COTTAGES

On the famous Manitowish chain of lakes.

Hot and cold running water.

Shower baths — Electric lights.

Fine sand bathing beach.

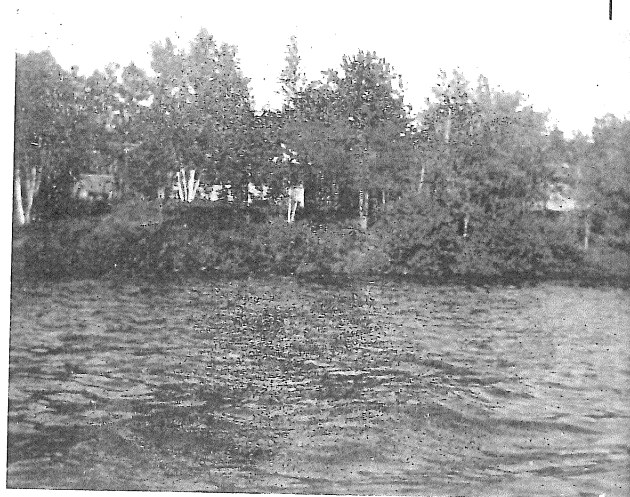
SPECIAL RATES for May, June and September after Labor Day. We suggest making reservations in advance to avoid disappointment.

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

— WE INVITE YOUR INSPECTION —

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

MUSKIE, PIKE AND BASS FISHING



For further details, rates, etc., write

GUS HEIDMANN

OAKGROVE COTTAGES

POST OFFICE

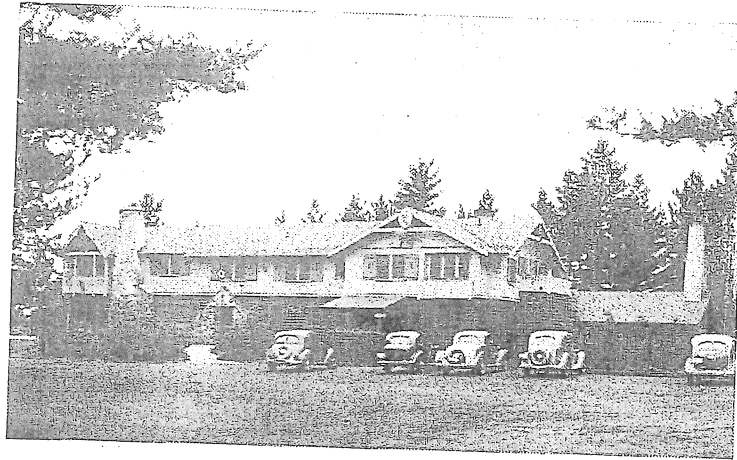
MANITOWISH, WIS.

"Best Place on Earth"

OVER 50,000 PEOPLE VISIT LITTLE BOHEMIA ANNUALLY

WISCONSIN'S
MOST POPULAR
BAR

EXCELLENT
BOHEMIAN
COOKING



LOCATED 271 MILES NORTH OF MILWAUKEE
ON U. S. HIGHWAY 51

•
Telephone Spider Lake Wisconsin 91
•

EMIL WANATKA'S
FAMOUS

LITTLE BOHEMIA LODGE

MANITOWISH

WISCONSIN

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

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

BELTER'S 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. Electric lights.

BATHING BEACH

is directly in front of cabins, with a fine sandy and gradual sloping bottom.

PLAY GROUNDS

and sand boxes for the little folks.

SPECIAL RATES

for May, June and September, after Labor Day.



FISHING

We are located in the center of many good fishing lakes.

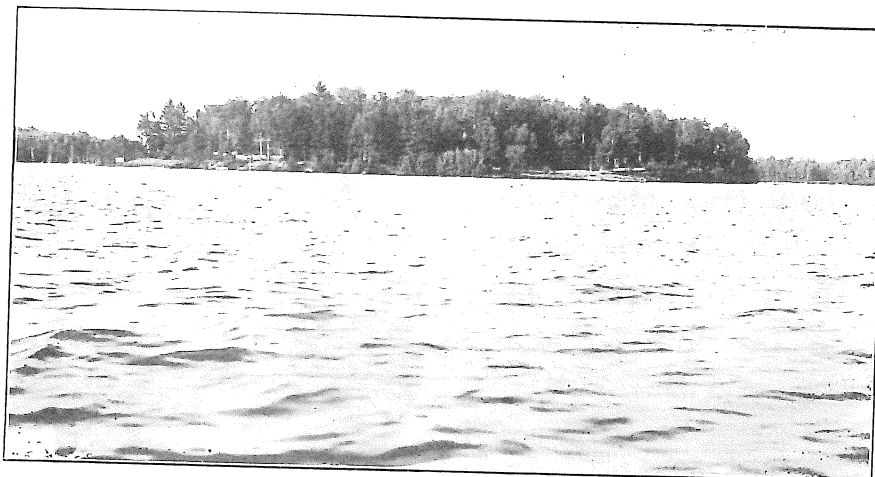
DANCING

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

WE EXTEND A CORDIAL INVITATION TO THOSE WHO SEEK RECREATION IN THE BEAUTIFUL WISCONSIN NORTH WOODS

An ideal place for rest and recreation where health is assured and hay fever is unknown.

Good drinking water is another item of interest to the vacationist.



Free transportation to and from mainland.

We spare no effort in making your stay a pleasant one.

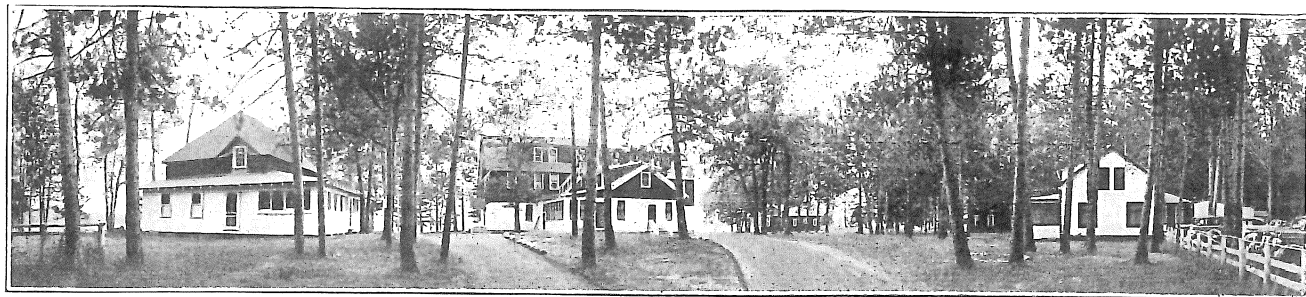
For further information, rates, etc., write

BELTER'S ISLAND RESORT

ON U.S. HIGHWAY 51

P. O. MANITOWISH, WIS.

"A Haven of Rest"



DEER PARK LODGE RESORT

**A HEARTY AND GENIAL
WELCOME TO EVERYONE**

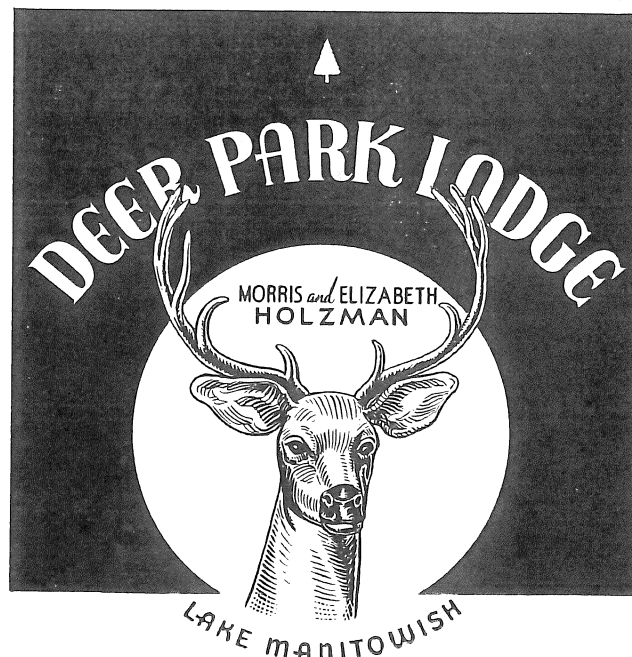
to this Haven of Rest situated in the most
beautiful location in Wisconsin's North Woods.

GOOD FISHING

The most modern and best equipped Hotel and Cottages in the Great North Woods on LAKE MANITOWISH. 10 miles from the Manitowish and 18 miles from the Woodruff stations on the Chicago and North Western; and 20 miles from the Minocqua station on the Milwaukee Road.

On U. S. Highway 51.

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



DEER PARK LODGE RESORT

MANITOWISH, WISCONSIN

**"Yes! We Have Housekeeping
Cottages Now"**

SYLVAN LODGE COTTAGES are completely furnished for housekeeping and have electric lights. Two, three and five room cottages are available.

Situated on the north shore of romantic Manitowish Lake where the vacationist can always enjoy the cool breezes during the hottest summer days.

Plenty of pine and other shade trees.

A fine sand bathing beach that is safe for the children.

MUSKIE, WALL-EYE PIKE and BASS FISHING.

Plenty of other sports — Golf, Dancing and Saddle Horses nearby.

Hay Fever sufferers will find immediate relief in the pine-laden air.



We are located on U. S. 51—9 miles east of Manitowish, Wis. Sylvan Lodge can also be reached via the Northwestern R.R. to Manitowish, thence 9 miles east by auto. Also via the Milwaukee R.R. to Minocqua, thence by auto 23 miles northwest to our Lodge.

For further information, rates, etc., write

PAUL W. LANGE

SYLVAN LODGE

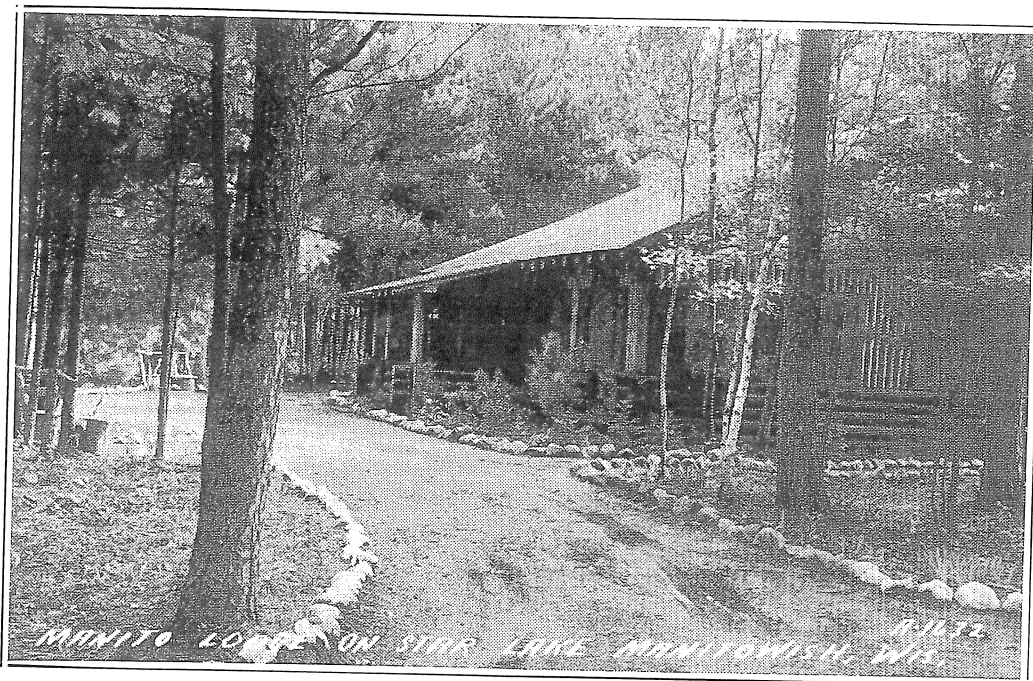
POST OFFICE

MANITOWISH, WIS.

"100 Acres of Pine and Birch Woods—Full of Deer and Wild Life"

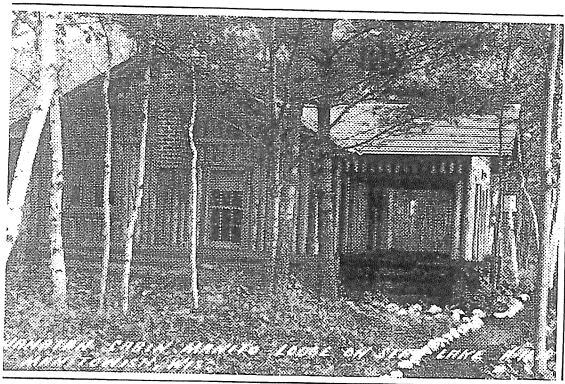
MANITO LODGE is located one-half mile off U. S. Highway 51 on Powell Road, on the shores of Little Star Lake, one of the famous 14 Manitowish chain of lakes.

Cabins are new, completely, comfortably and tasily furnished for housekeeping. Beds have inner spring mattresses, two stoves in each cabin, screened porches overlooking private sand bathing beach. Beach at each cabin—perfectly safe for children.



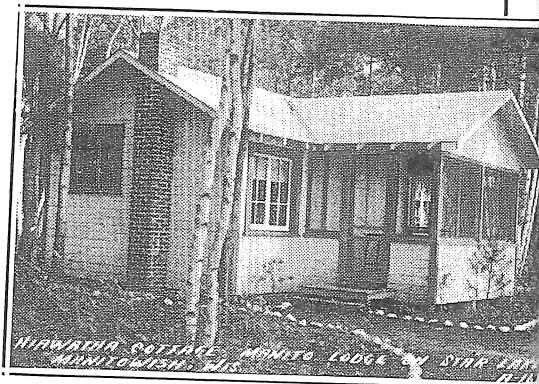
All cabins are privately located with plenty of space between them. Our drinking water is tested each year by the Wisconsin Health Department. Our log cabins are built of oil treated peeled logs, insuring cleanliness. Cabins accommodate from two to eight persons.

Make one of our cabins your summer home and headquarters while fishing and vacationing in the beautiful north woods and be assured of comfort and privacy. We are sure that you will enjoy it here.



OUTBOARD MOTORS TO RENT

Special Rates for
MAY, JUNE and SEPTEMBER
After Labor Day



Reservations should be made early to insure the cabin best suited to your needs. For further information, literature, rates, etc., write

MANITO LODGE

POST OFFICE

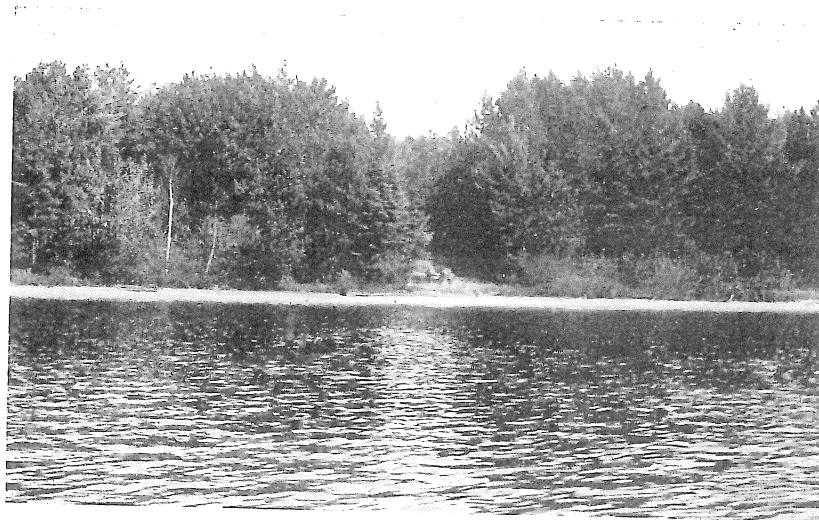
MANITOWISH, WIS.

"A Place to Bring the Whole Family"

ALDER LAKE RESORT is located in Virgin Forest on Alder Lake, one of the Manitowish chain of 14 lakes.

HOUSEKEEPING COTTAGES, completely furnished, have large screened porches and electric lights. Wonderful drinking water, tested yearly.

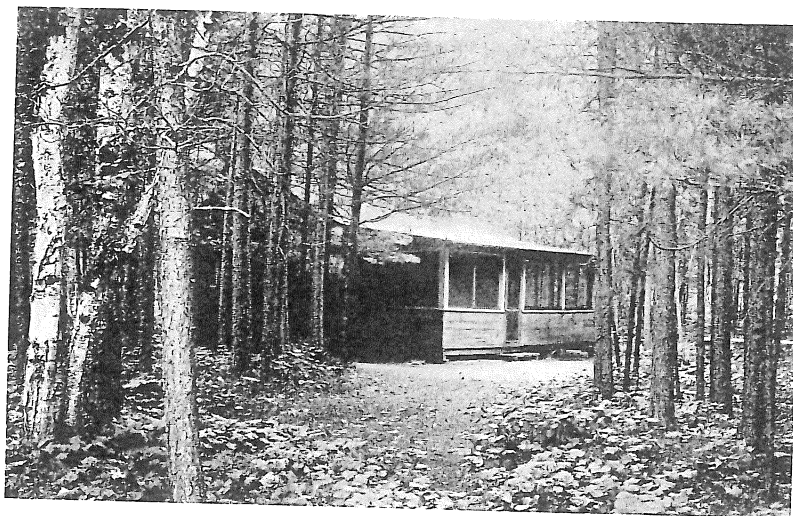
HUNTING
FISHING
BOATING
Fine Bathing
Wonderful
Sand Beach



Our Altitude of
1600 feet
affords instant
relief for
those afflicted
with Hay Fever

Here is a paradise for the fisherman. Our lakes are stocked each year with muskie, pike and bass. There are many good fishing spots close to our resort.

We are located
just west of
U. S. Highway 51
on the shores
of Adler Lake.



18-hole golf course,
tennis
and
saddle horses
a short distance
away.

For further information, rates, etc., write

R. A. BETZER

ALDER LAKE RESORT

POST OFFICE

MANITOWISH, WIS.

"One Hundred Acres of Secluded Timber"

OLIVIDA

on

LAKE MANITOWISH

One and one-half miles of private shoreline.

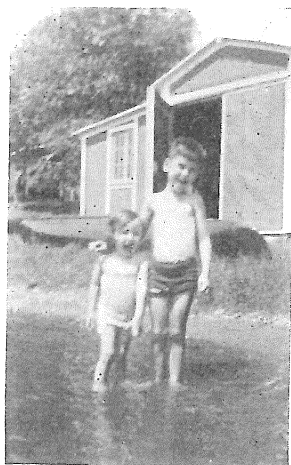


On U. S. Route 51, 10 miles east of Manitowish

**FURNISHED
SUMMER
COTTAGES**



There is only one Lake
Manitowish in the world
and we're on it.



Safe Sand Beach

For further information, rates, etc., write

OLIVIDA

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Pan Fish Galore

"Where Days Are Warm and Nights Are Cool"

Come and spend a day, a week or a month with us among the pines in the great Wisconsin north woods. An ideal place to bring the family. Genuine hospitality, health, happiness and rest awaits you.

EXCELLENT MUSKIE, PIKE AND BASS FISHING

Housekeeping Cabins

Completely furnished

Electric lights

Reasonable rates

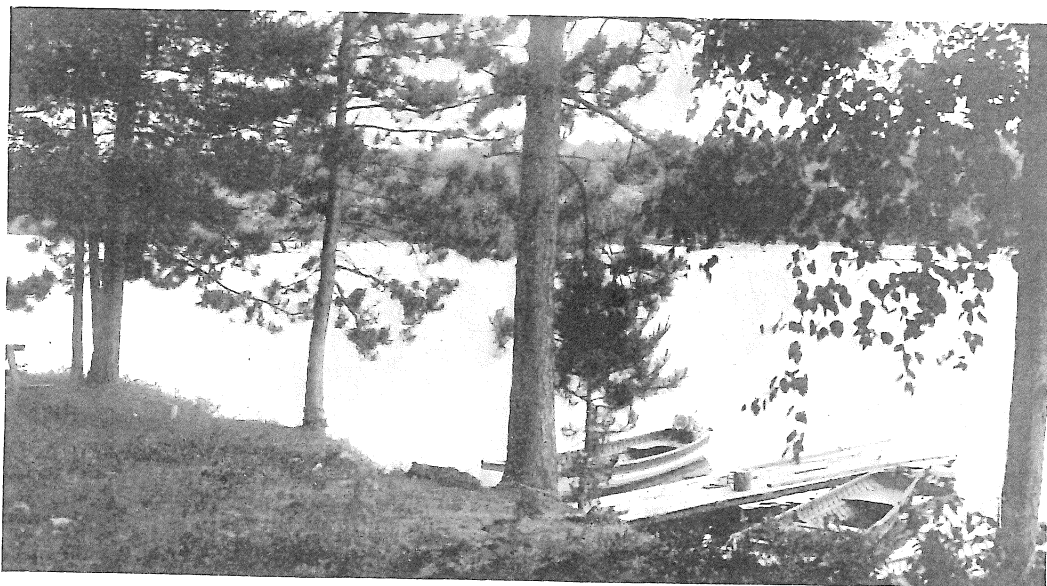


Excellent Meals

Served in Main Lodge

All food prepared in a clean
homelike manner.

JUST THE PLACE TO RELAX AND ENJOY YOUR VACATION



For further information, rates., etc., write

CARL THEILACKER

TWIN PINE RESORT

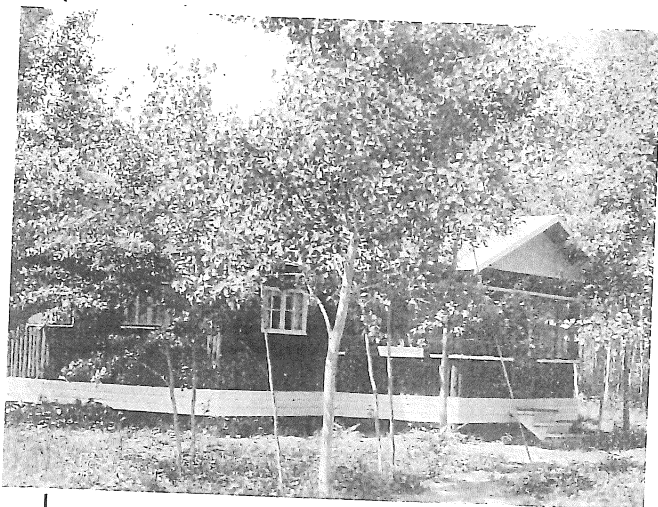
POST OFFICE

MANITOWISH, WIS.

"A Logical Place to Spend Your Vacation"

SUNSET LODGE on Lake Manitowish offers housekeeping cottages to the discriminating vacationist—and along with that everything that is essential towards a real vacation in the beautiful north woods.

Cabins are new, clean, cozy and homelike—equipped with electric lights.



MUSKIE
PIKE

and

BASS
FISHING



HOUSEKEEPING COTTAGES are set among the pines and birches overlooking the lake. Completely furnished with the exception of linens.

Excellent Bathing Beach

Golf

Tennis

Dancing

Saddle Horses

Nearby



Special
rates for
May, June
and
September
after
Labor Day

RESERVATIONS should be made in advance to avoid disappointment. For further information, literature, rates, etc., write

P. G. ANDREWS

SUNSET LODGE

On the Famous
Chain of 14 Lakes

POST OFFICE

On U. S.
Highway 51

MANITOWISH, WIS.

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

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 free to anyone upon request. Information about the region as a whole will be given gladly, but any information, rates, etc., pertaining to any one particular resort, will have to be obtained direct from that source.

We trust that you will be among our guests this season. If not, we sincerely hope that you will visit the Manitowish Waters region at a future date.

We will greatly appreciate the showing of this booklet to any of your friends who are contemplating a vacation. Thank you.

ROY J. JORGENSEN,
Director of Publicity

*"Vacation Days are
Happy Days"*

OFFICERS

ROY J. JORGENSEN.....*President*
CARL C. CHRISTIANSEN*Vice President*
P. G. ANDREWS.....*Secretary*
JOHN BRIKOWSKI, JR.....*Treasurer*

Organized for the purpose of promoting the interests of the Manitowish Waters region and to acquaint the vacationists with the wonderful recreational facilities offered by this area.



THE CHAMBER OF COMMERCE WELCOMES THE FOLLOWING ASSOCIATE MEMBERS

who have recently become affiliated with this organization:

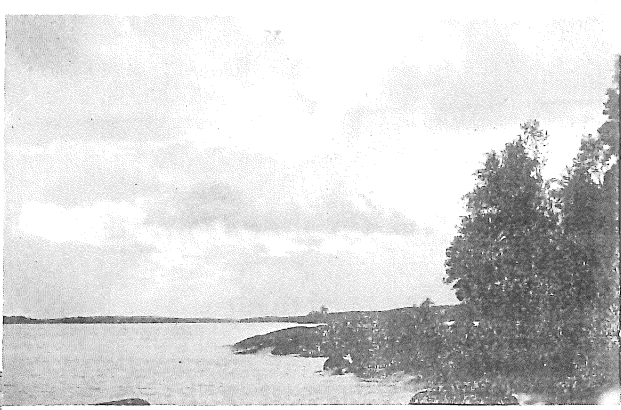
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RODNEY E. BREESE

LLOYD VOSS

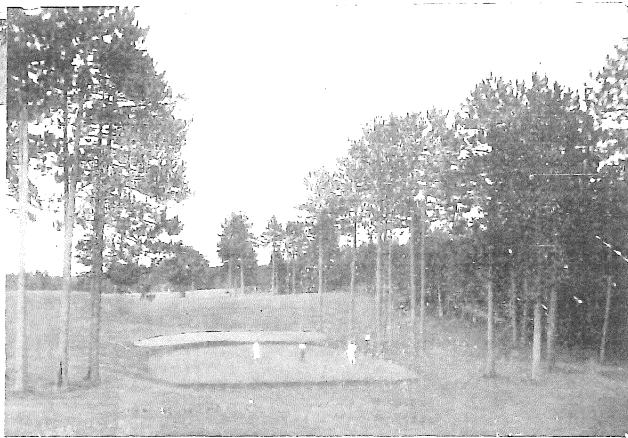
If you are a resident or a summer home owner in the Manitowish Waters region, you are eligible for associate membership in this organization. A membership in this civic promotional organization indicates your pride and interest in your community. For further information, communicate with Chamber of Commerce Secretary.

VACATION V



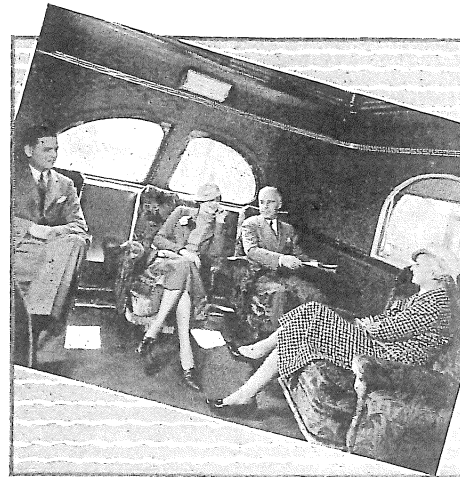
RELAXATION

Taking it easy is an art in itself . . . you can find no better place in the world for good old-fashioned loafing.



A HEALTH CENTER SECOND TO NONE

An altitude of 1600 feet with pure pine laden air effects immediate relief for those who suffer from Hay Fever.



Comfort



Railroads Offer Fin

THE FAMOUS MANITOW

AIR CONDITION

JOHNNY REVOLTA

1935 Professional Golf

Champion, Says:

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 of the middle west

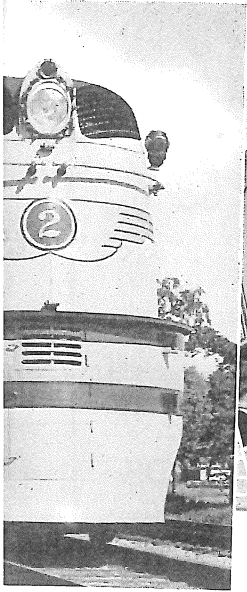
Picturesque and sporty golf courses adjoin some of the lakes, and of these I wish to say, that nowhere in all my travels have I played on more interesting courses than those I found amid the chain of lakes.

.

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



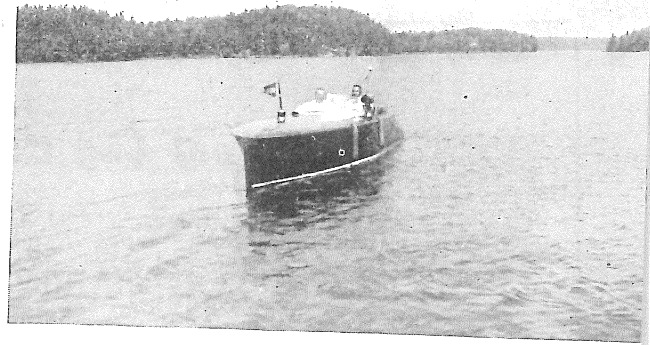
WONDERLAND!



Accommodations



Style



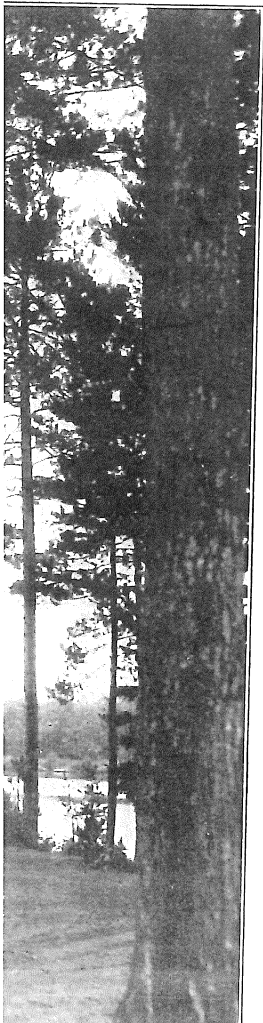
RECREATION

You decide what you want to do and the Manitowish Waters region will provide the facilities together with an ideal atmosphere in which to do it.



MANITOWISH WATERS REGION

BY NATURE!



By THE ASSOCIATION OF
COMMERCE, Ironwood, Mich.

The very heart of the famous northern Wisconsin resort country where thousands of persons spend a perfect vacation every summer, is located 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.

.....

The Association of Commerce (Ironwood) heartily recommends this beautiful vacationland to its visitors.

TESTED SPRING WATER

Our drinking water is the finest to be had anywhere.

This cold spring water is tested every season by the Wisconsin State Board of Health.



"Real Log Cabins with Real Fireplaces"

ISLAND LAKE LOG CABINS are the finest and best equipped in northern Wisconsin. Completely furnished for housekeeping.

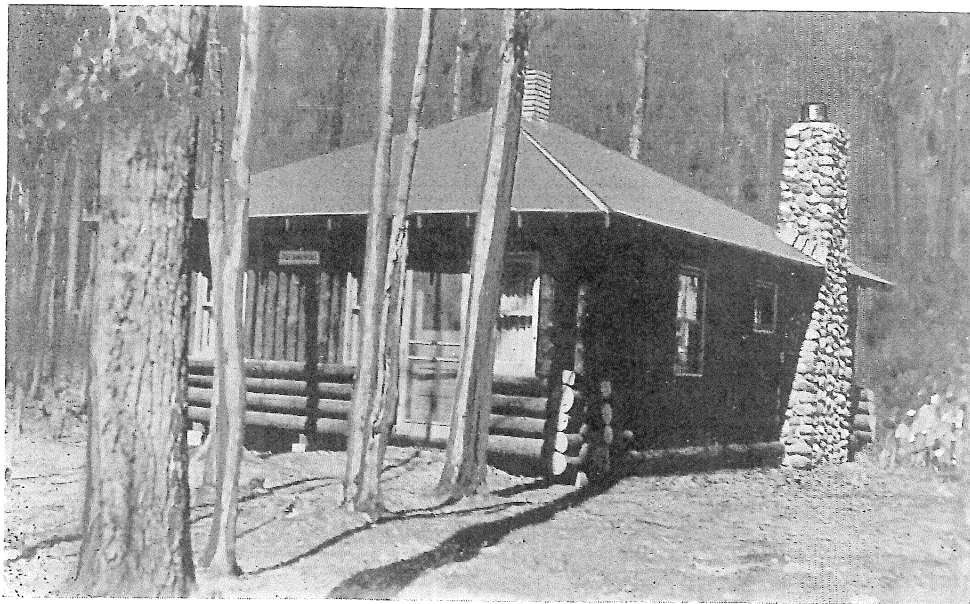
ELECTRIC LIGHTS

RUNNING WATER

ROCK FIREPLACES

SIMMONS BEDS

FINE BATHING BEACH



Located in the finest section of woodland in the Manitowish Waters region.
A natural vacation spot in the land of woods and waters.

For further information, rates and literature, write

RICHARD SLEIGHT

ISLAND LAKE LOG CABINS

ROCKY POINT

MANITOWISH, WIS.

"Just an Old North Woods Custom"



A SPOTTED FAWN



MANY SCENIC PLACES

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 better proof for this statement can be offered other than pointing to the fact that a large percentage of the new visitors to this region each year are those to whom the Manitowish Waters has been recommended by other guests.

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

Come up to the Manitowish Waters this year on your vacation. You will leave with that contented feeling that goes with a well spent vacation in the "Land of Woods and Waters."

GREETINGS TO PROSPECTIVE VACATIONISTS!

I have lived on Lake Manitowish for nearly a quarter of a century. I have known all the local advertisers since they started in business. They are highly worthy of your patronage and the kind of people who will contribute to your enjoyment in this wonderful region with hospitality that is incomparable.

The remarkable recreational advantages of the Manitowish Waters need not be elaborated upon—they are famous. By all means, come.

CHARLES SIMPSON SMITH

Former owner and Editor **SPORTS AFIELD**, World's oldest outdoor magazine

"Off the Beaten Path — At the End of the Trail"

CHAIN-O-LAKES LODGE is located on Alder Lake connecting with the Manitowish chain of lakes in the Northern State Forest.

Here you will find every comfort and exclusive privacy. A place where you can lay aside formalities and relax.

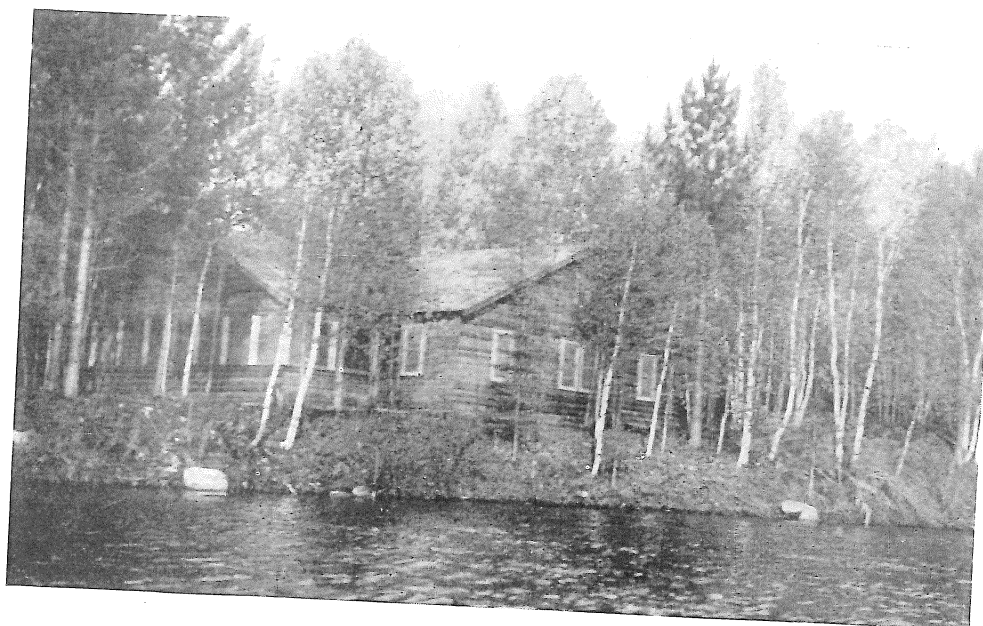
PRIVATE SAND BATHING BEACH, GRADUAL SLOPE

LARGE SCREENED-IN PORCHES OVERLOOKING THE LAKE

EXCELLENT HOME COOKING

GOOD BEDS

NEW BOATS



MUSKIE, PIKE AND BASS FISHING

Moderate rates on application. Special Rates for May, June and September after Labor Day. Come once and you'll come again.

ROUTE: From Chicago, follow U.S. 12 to Madison, then U.S. 51. From Milwaukee, follow U.S. 41 to Oshkosh, then 110 to 10 until you reach Stevens Point and Route 51. Continue on 51 until you reach Spider Lake Town Hall (23 miles north of Minocqua). Turn left on Powell road and follow signs 4½ miles.

For further information, rates, etc., write

EDMUND KMENTT

CHAIN-O'-LAKES LODGE

POST OFFICE

MANITOWISH, WIS.

"Where Circle Lily and Manitowish Rivers Meet"

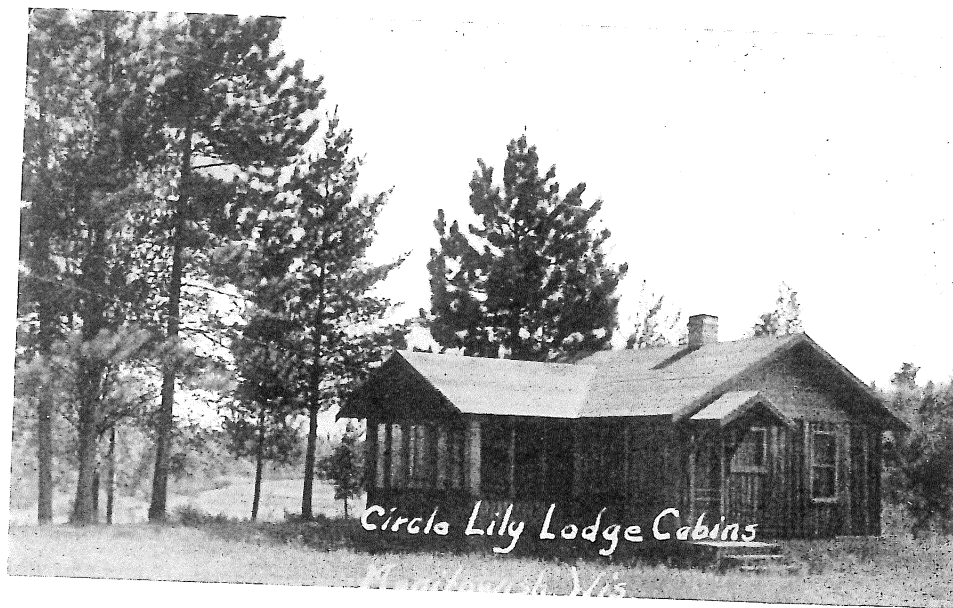
While on your vacation stop at

**"LOUIE'S"
CIRCLE LILY LODGE**

Completely furnished housekeeping cabins.

Sandwiches and meals served in the Lodge.

Attractive bar in connection.



Located on U. S. Highway 51 on the Banks of the Beautiful Manitowish River

Telephone Spider Lake 104

For further information, rates, etc., write

LOUIS E. LAFFIN

CIRCLE LILY LODGE

POST OFFICE

MANITOWISH, WIS.

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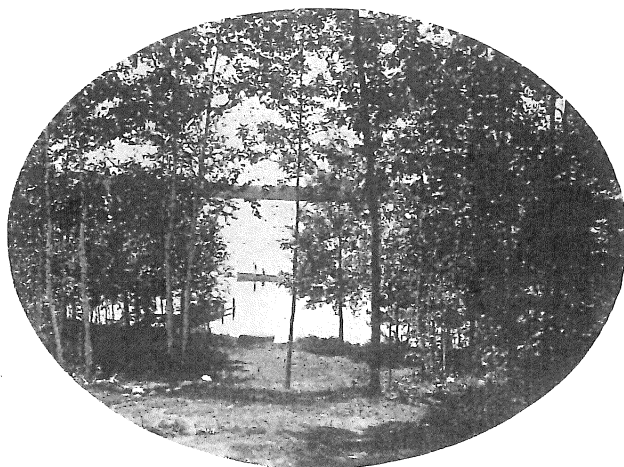
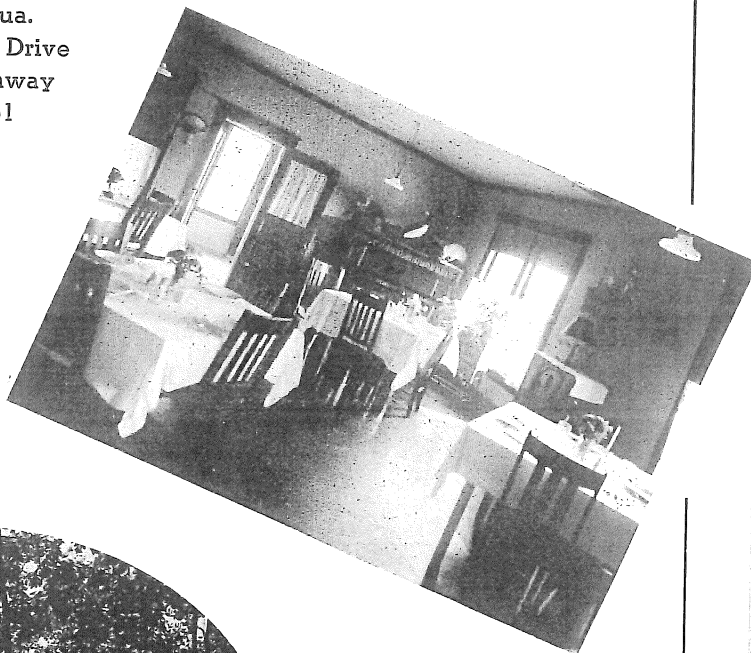
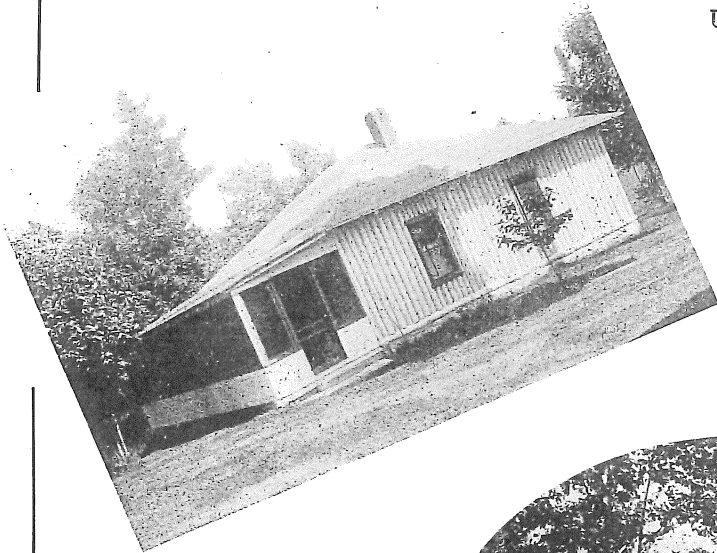
"The Gateway to the Manitowish Waters"

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G** Cozy, Comfortable, Homelike
Cottages, with Baths and Elec-
tric Lights Sparkling with
Comfort and Friendliness.
—
Restful Sleep on Innerspring
Mattresses.

La Faves
ISLAND LAKE
RESORT

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The Best Fishing:
Musky Pike Bass
—
All Outdoor Sports
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Reasonable Rates.

18 Miles North of
Minocqua.
3 Minutes Drive
from Highway
U. S. 51



Upper Wisconsin, With its Beauty Spots, Offers Nothing More Delightful than this Section,
and La Faves Island Lake Resort

"Not the Biggest, but One of the Best"

Write for Folder

LaFAVES RESORT

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ISLE WATERS



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FURNISHED COTTAGES
and
MODERN SUMMER HOMES

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During your vacation stop at

THE OASIS

Modern Furnished Housekeeping Cottages

**Choice
Sandwiches**

**Short Orders
Meals**

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Mixed Drinks Our Specialty

Located on Rest Lake, One Mile from Rest Lake Dam on Trunk "W"

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ELECTRO-LUX REFRIGERATORS

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Pipe & Fittings
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At Rest Lake Dam

ON U.S. HIGHWAY 51

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LET ME HELP YOU WITH YOUR BUILDING PROBLEMS —
ESTIMATES FURNISHED



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FANCY GROCERIES OF ALL KINDS AT REASONABLE PRICES

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Near Rest Lake Dam

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LAKE AND RIVER FRONT LANDS

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FOR SALE

WELL LOCATED FOR FISHING AND
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Means

That You Will Be Served with Fresh

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MILK

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And That Delicious Velour Ice Cream



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HURLEY, WIS.

Dairymen to All Manitowish Waters Resorts

***"Where the Michigan Highlands Meet with the
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We can think of no finer place for a

VACATION

Than in the beautiful region of the

MANITOWISH WATERS

The fact of the matter is that we recommend
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And less than an

HOURLY DRIVE

From this Gorgeous Vacation Country Is

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A modern city of 15,000 with every modern
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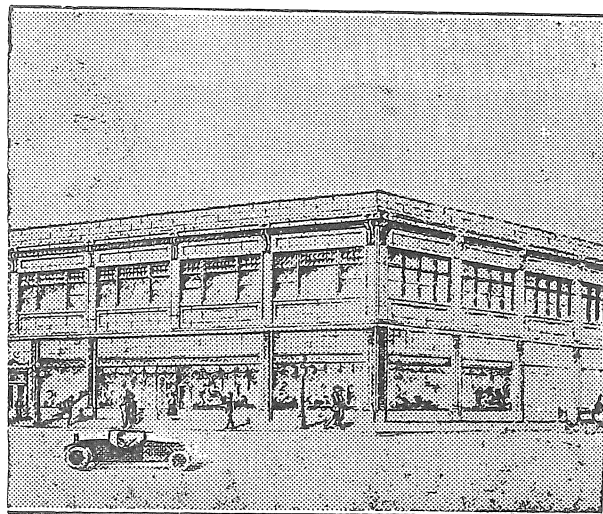
*We Serve Luick's Ice Cream
at our Fountain*

WELCOME!

It's a lovely trip to Ironwood (the big shopping center of the northland). Just a half hour drive from the resort country.

O'Donnell-Seamens, an attractive large department store, is the place most tourists gather. Quality merchandise, smart and attractive in complete selections.

"EVERYTHING FOR THE ENTIRE FAMILY"



O'DONNELL-SEAMEN'S
FINEST SHOPPING CENTER IN THE NORTH

NOW—

ONE out of every FOUR customers of this company cook electrically!

Every day more women are being added to the long list of those who have already completely electrified their kitchens.

Living electrically, these women have more leisure time to enjoy outdoor activities for which this region is noted.

LAKE SUPERIOR DISTRICT POWER CO.

— GREETINGS —

You'll agree with us that the Manitowish Waters Region is America's finest vacationland

WITH PRIDE WE SERVE IT WITH FINE FOOD

OLSON BROS. COMPANY—WHOLESALE GROCERS

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STOP FOR OUTDOOR SPORTS WEAR

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EVERYTHING

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YOUR PRESCRIPTIONS WILL ALWAYS BE
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DRUGS, SUNDRIES, COSMETICS AND
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PATRONIZE PEERLESS LAUNDRY AND DRY CLEANING

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Home Grown Flowers for Every Occasion

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THE NORTH COUNTRY'S MOST EXCLUSIVE READY-TO-WEAR SHOP

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The appearance of your hair has most to do with your attractiveness. We know how to dress your hair to make it so.

PERMANENT WAVES.....\$3.00 and up
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Shampoo, Finger Wave, Manicure...\$1.00

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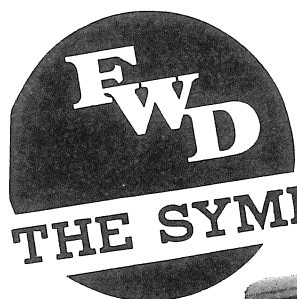
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IRONWOOD,
MICH.

PAUL'S

IN
HURLEY,
WIS.

BIGGER AND BETTER VALUES

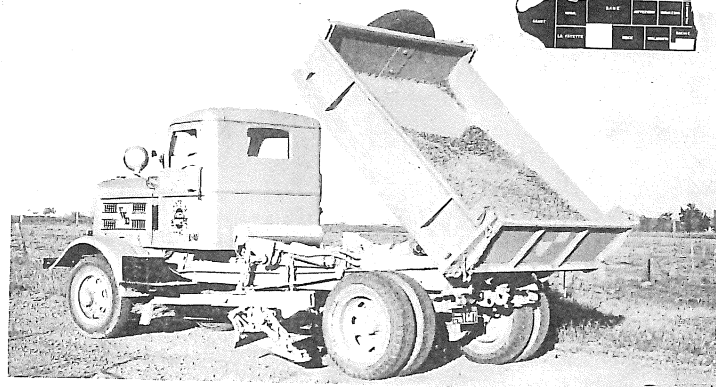
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Shaded counties
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THE FOUR WHEEL DRIVE AUTO CO.
CLINTONVILLE, WISCONSIN,

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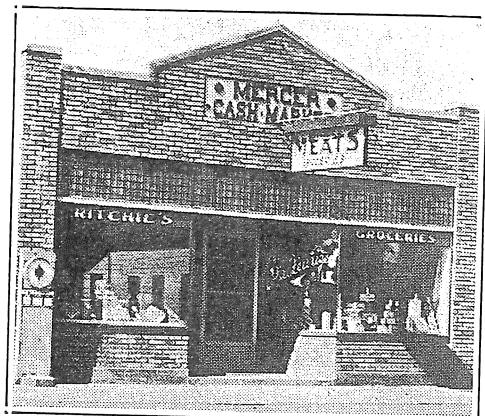
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