

SAVE The Jack Trandy Welcome Mat is down

THERE IS ONLY ONE THING that can match the pleasure we feel in bidding you the warmest possible welcome to Manitowish Waters, Wisconsin. That pleasure you will know after you have visited this beautiful VACATION LAND which offers so much of varied scenic beauty. Should you consider this an extravagant statement, We wish to issue a friendly challenge for you to come and give Us a chance to prove it. The "MAT" is down, the "WELCOME MAT" of green forests and scenic highways is awaiting your arrival. The famous Northern Wisconsin hospitality of Manitowish Waters is yours when you arrive.

As members of the Board of Directors of the Manitowish Waters Chamber of Commerce, and in behalf of all of our members, we welcome you to MANITOWISH WATERS.

JOHN BRIKOWSKI, *President*

O. S. RATLIFF, *Vice President*

O. E. RUTH, *Director*

ALVIN KOERNER, SR., *Director*

OTTO F. BURICH, *Director of Publicity*

Manitowish Waters Chamber of Commerce
P.O. Box 251
Manitowish Waters, WI 54545

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



WISCONSIN 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 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 domain 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 Great Lakes and thirteen colonies became the nucleus of the United States with the far flung uncharted 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 in 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 per cent of the area of a county 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 great 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 doubtless many of these daring traders who bartered with the Indians 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 white 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, cruiser and typical northwoodsman, left Menominee, 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, and 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 Menominee in April, 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. 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, Peter 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.

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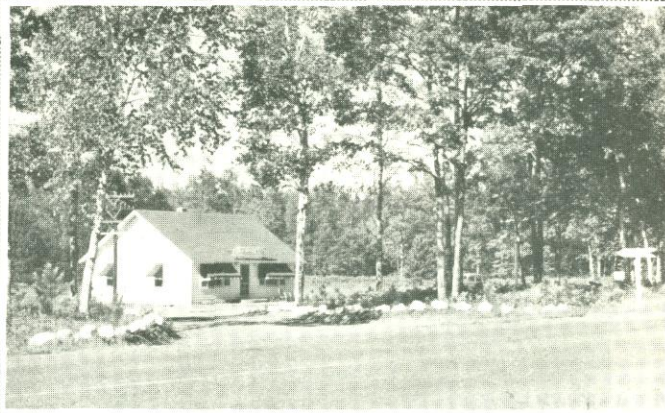
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.. QUESTIONS and ANSWERS ..

Q Are there riding horses in the area?

A Yes—two stables are available with competent attendants.

Q Are guides available for fishing?

A Yes—but it is wise to reserve in advance of the day you plan to fish.

Q Do we have to dress formal for dinner?

A Our entire area is informal; bring only clothes for comfort.

Q Are there any public beaches?

A Yes—with excellent sand bottom.

Q Are there scenic motor tours?

A Yes—several trips are routed from this area.

Q Can we visit other resorts?

A Resort owners are proud and happy to show you around.

Q Are there Indian villages near?

A Lac du Flambeau reservation, 8 miles.

Q How far to Lake Superior?

A 40 miles. Deep-sea fishing trips for lake trout are arranged locally.

Q How about the weather?

A Days in the main are bright and sunny, and nights cool. Because of the altitude of over 1600 feet the air is invigorating.

Q How is the fishing?

A As good or better than any resort area in the Northwest.

Q Can we fish other lakes besides the one we stay at?

A Yes—the Manitowish Waters is a chain of 14 connecting lakes.

Q Is there Freezer Service nearby?

A Mercer has an excellent Locker Plant.

We acknowledge with thanks all photographs designated with a star as being given us by the WISCONSIN CONSERVATION DEPARTMENT, Madison, Wis. — Manitowish Waters Chamber of Commerce.

Otto F. Burich, Publicity Director.

Q How far to a Golf Course?

A Only twelve miles to the finest 18-hole course in the north.

Q Do you have an airport?

A In the center of Manitowish Waters Area.

Q How far to a Theatre?

A Monday and Friday nights, Koerner's Theatre in our area; Daily at Minocqua which is 20 miles and Ironwood, which is 35 miles.

Q Are there marked hiking trails?

A Miles of trails and logging roads.

Q How far is it to a beauty shop?

A Just 4 miles south, on the highway.

Q Is there an Information Booth?

A Yes

Q Are local lake and canoe trip maps to be had?

A At the Information Booth.

Q How far to shopping areas?

A Most necessities obtainable locally.

Q How far from railroad stations?

A 20 miles from Milwaukee at Minocqua; 10 miles from Chicago & Northwestern at Manitowish. Taxis available. Most resorts meet trains by appointment.

.. It doesn't cost ONE CENT!



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THEREFORE, you are assured the best rates possible for the accommodations you desire.

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OUR PURPOSE is to serve the vacationist, and in so doing we serve our own community.

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CHAMBER OF COMMERCE

Q What is there for a Teen-ager to do?

A Swimming, canoeing, boating, sailing, horses, movies, coke bars, dancing, camping out, tennis and hundreds of other recreational activities.

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Clean, comfortable, home-like cabins for housekeeping, located right on the lake. Electricity, gas stoves, electric refrigerators, and good beds.

THE WIN-MAR will not only fit in with your vacation plans, but also your purse.

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Vilas County

MANITOWISH WATERS, WISCONSIN



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ON REST LAKE OF THE MANITOWISH CHAIN OF LAKES . . . AT THE JUNCTION OF COUNTY
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LOCATION: LONG. 46° 07' 30". LAT. 89° 32' 30". 6.8 miles S.E. of Manitowish on Highway 51. Field elevation 1609 feet M.S.L. Shown on the lower left hand corner of the Lake Superior Sectional Chart.

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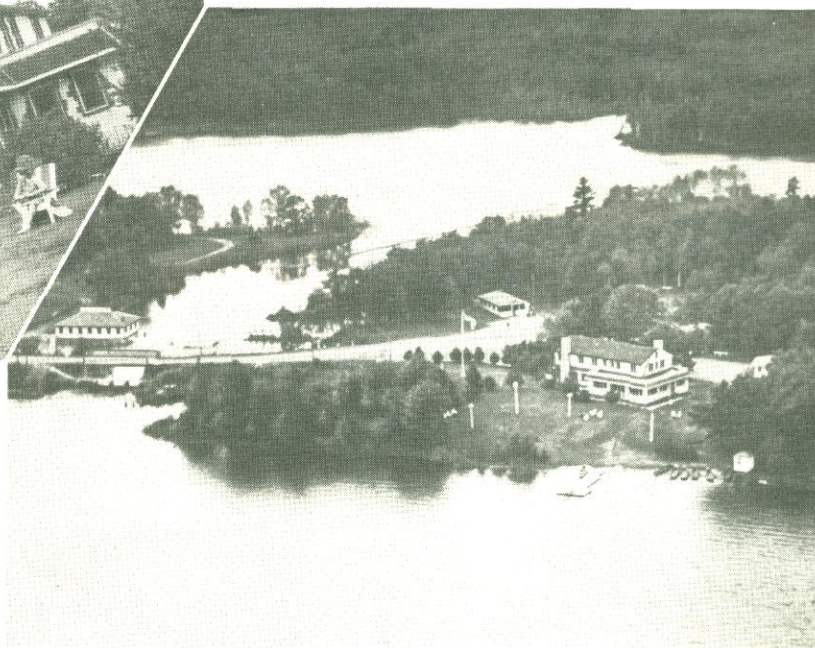
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Convenience . . comfort . . and even luxury . . in a setting of wilderness beauty, characterize this vacation resort. A modern fireproof hotel, beautifully appointed, with a group of lovely cottages adjacent, all situated in a grove of pines and white birch, the entire grounds commanding a suburb vista of Rest Lake . . *isn't this exactly what you have been looking for?*



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HOT and COLD RUNNING WATER
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MODERN COTTAGES WITH
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Across the road from hotel

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boards - electric lights - inside toilets.

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Trewyn's HOLIDAY LODGE

Phone 103 P. O. MANITOWISH, WISCONSIN



"JUST THE PLACE
YOU'RE LOOKING
FOR"

Modern Housekeeping Cottages

ON
BEAUTIFUL SPIDER
LAKE

On Chain of 14 Lakes



Rates:
\$55.00 and \$75.00
per week

A moderate size resort under congenial management, offering fine cottages
equipped with electric lights and refrigeration - bottle gas stoves - hot and
cold running water - modern bathrooms and comfortable beds.

Muskie . . Walleye . . and
Bass fishing

★
Good Boats

★
Shuffle Board

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Riding Horses . . Golf and
Tennis nearby



★
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rates, etc., write:

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Postoffice:
MANITOWISH WATERS, WIS.

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ISLAND LAKE LOG CABINS

ON ISLAND LAKE of the
MANITOWISH CHAIN



Island Lake Log Cabins

are equipped with gas stoves, hot and cold running water, modern bathrooms, showers, comfortable beds, natural rock fireplaces, electric refrigerators and telephone.

Spacious screened porches . . Outside charcoal broilers . . Every cabin is furnished with all facilities for modern housekeeping.

All china, glassware, utensils and furnishings are of excellent quality and new. Linens furnished if desired.

ISLAND LAKE LOG CABINS ARE DESIGNED FOR LIVING THE MODERN WAY AND INSURE A PERFECT VACATION. NOWHERE IN THE GREAT NORTHWOODS VACATION AREA ARE RUSTIC SIMPLICITY AND WOODLAND BEAUTY SO FLAWLESSLY COMBINED WITH THE COMFORTS OF HOME. Your inspection is invited.

110 A. C. current for appliances



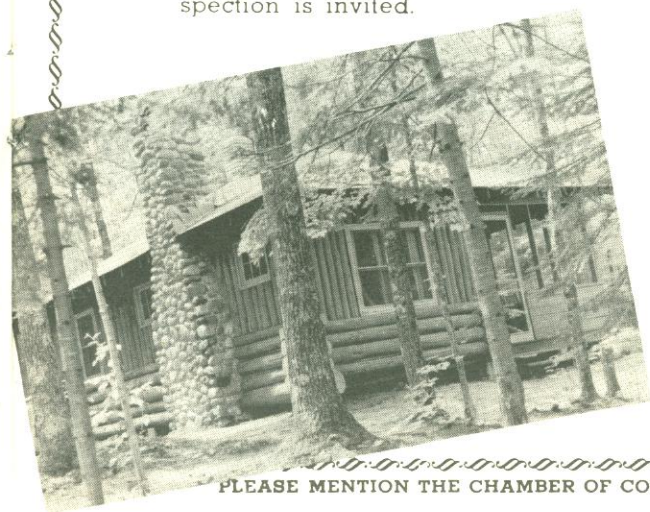
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Richard Sleight, Manager

P. O. MANITOWISH

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ON CLEAR LAKE

MANITOWISH WATERS, WISCONSIN

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FISHING
AT ITS
BEST!

WHAT
MEALS!!



HIKING
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A DELIGHTFULLY NEW ALL MODERN AMERICAN PLAN RESORT
REST — COMFORT — RELAXATION

SELECTED CLIENTELE

Address: SKY LODGE, MANITOWISH, WIS. Phone 36.

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"Where Friends Meet"

Located on beautiful Rest Lake — half mile off U. S. Highway 51 on Co. Trunk W

Muskie, Pike and Bass fishing in Rest Lake which is accessible by boat to the 14 lakes
of the famous Manitowish chain

AMERICAN PLAN • EXCELLENT FOOD • GOOD BEDS • FRIENDLY ATMOSPHERE
ALL ACCOMMODATIONS ARE MODERN. OPEN 12 MONTHS OF THE YEAR
18-hole golf course in near vicinity

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Let us help you make your vacation an enjoyable one

Your Home Store in the North Woods

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Meats . .

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. . AND . .

Groceries

AT THE SOUTH ENTRANCE TO
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Highway U. S. 51

P. O. MANITOWISH WATERS, WISCONSIN



.. LOTS OF SPACE FOR ALL

An Ideal Place for Rest and Relaxation

BELTER'S ISLAND RESORT is located on Stone Lake in the heart of the famous Manitowish Waters, among fragrant pines where health is assured and hay fever is unknown.

- ★ DANCING ★ TAVERN
- ★ SUN BATHING PARK
- ★ GOOD BEACH FOR ADULTS and CHILDREN
- ★ WILL MEET the TRAIN or BUS

- ★ WE SEE THAT YOU GET NECESSARY SUPPLIES
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Belter's ISLAND RESORT

MANITOWISH WATERS

P. O. MANITOWISH, WISCONSIN

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Welcome . . to a Vacation of Happiness

JOE ILG'S LOG CABINS are located on beautiful Rest Lake on the Manitowish chain and a short distance from the Flambeau Flowage and Turtle Waters.

RUSTIC LOG CABINS with three or more rooms equipped with housekeeping facilities excellent beds, electricity & bottle gas ranges.



SANDY BATHING BEACH . . .
PERFECTLY SAFE FOR CHILDREN
GOLF and RIDING HORSES NEARBY

We'll tell you . . **WHERE** to fish, **HOW** to fish, **WHAT KIND OF BAIT** to use.

Write for further information to . .

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Joe F. Ilg, Jr.

MANITOWISH WATERS, WISCONSIN

Phone Manitowish 20

We Invite You to . . Red Feather Lodge

SITUATED ON REST LAKE . . . among stately pines and birches . . surrounded with nature's beauty.

WELL EQUIPPED MODERN COTTAGES
With baths . . hot and cold running water
. . **AMERICAN PLAN** and **HOUSEKEEPING**.



EXCELLENT SAND BEACH . . wooded trails for hiking . . muskie, wall-eye and bass fishing.

You'll enjoy our "**COCK'S TAIL**" LOUNGE with its quaint surroundings. Come to Red Feather Lodge for daytime recreation and peaceful night rest.

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

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WISCONSIN

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THAD. GRUTZA
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Housekeeping Cottages fully equipped . . modern

Screened porches . . innerspring mattresses . . bottled gas . . oil heat
. . running water . . good boats . . sand beach

.. for

A restful and invigorating vacation,
come to

"QUO VADIS"

Nestled among the pines on the shores of beautiful Clear Lake . .
headwaters of the famous Manitowish chain of fourteen lakes

.. for

Thrills . . fish in the famous "Quo Vadis
Bay," favorite fishing grounds of the chain,
where muskies and walleyes abound.

Reasonable rates by the week,
month or season.

June 18 - September 10

Special rates out of season.

OPEN
MAY 15 to OCT 15

Cabins in the pines
Clear Lake



THRAPPOOSE LOG CABIN LODGE PAPOOSE LAKE • VILAS COUNTY

New modern deluxe one to three bedroom immaculate
log cabins with glassed-in porches all newly furnished. Elec-
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Our cabins are built on beautiful grounds by the shore
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walleyed pike, bass and perch fishing. An ideal vacation spot
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Recreation — Archery, badminton, croquet and horse shoe.
Completely modern cabins at \$35.00 per week and up.
For further information, write Howard L. Thrapp, Proprietor,
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Try our TASTY BEEFBURGER
with FRENCH FRIES



ICE CREAM
HOME MADE PIES



DOROTHY LOVELESS

Manitowish Waters

Wisconsin

Point-O-Pines

*Offers
You*

MODERN HOUSEKEEPING CABINS
completely furnished with . . BATH,
ELECTRIC LIGHT, and good BEDS
with INNER-SPRING MATTRESSES



Ideally Located

ON A



20-ACRE PINE COVERED PENINSULA IN THE CENTER OF SPIDER LAKE
HAVING OVER 2000 FEET OF WONDERFUL SAND BEACH . .
GOOD BOATS . . ETC. . FOR A COMPLETE VACATION

Spider Lake

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Our homelike, modern cottages are fully equipped for housekeeping, with gas, electricity, running water and inside toilets.
Each cottage built on lakefront commanding a beautiful view of our lake.

A QUIET, MODERATE-SIZE RESORT where the entire family can enjoy their vacation.

Rates are reasonable.

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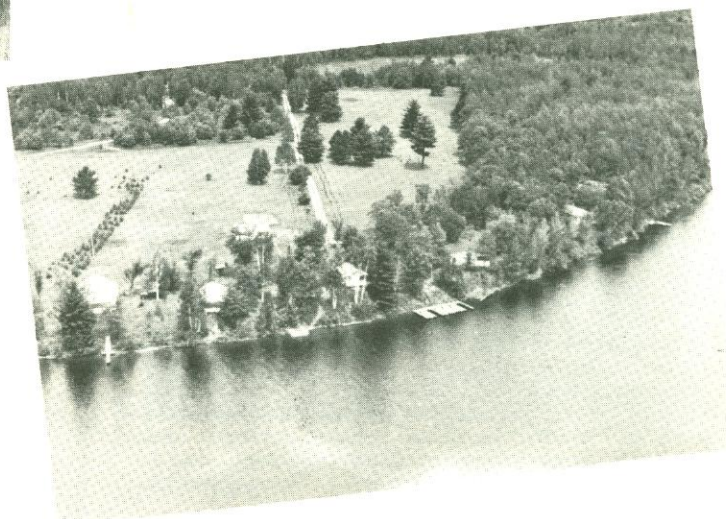
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MANITOWISH WATERS

WISCONSIN

You'll Like . .
LYDIA'S
Housekeeping Cottages

★ ★ LOCATED on LAKE MANITOWISH . .



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Homer's Place

the only
RESORT ON CIRCLE LILY LAKE
.. HOUSEKEEPING CABINS ..

CLEAN COMFORTABLE COTTAGES completely furnished. Gas Stoves. Electric Lights. Screened Porches. Linen furnished when desired. Sandy Beach. Boats included. Rates \$30 to \$40 per week

EXCELLENT MUSKIE FISHING

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LAKE and RIVER FRONTAGE

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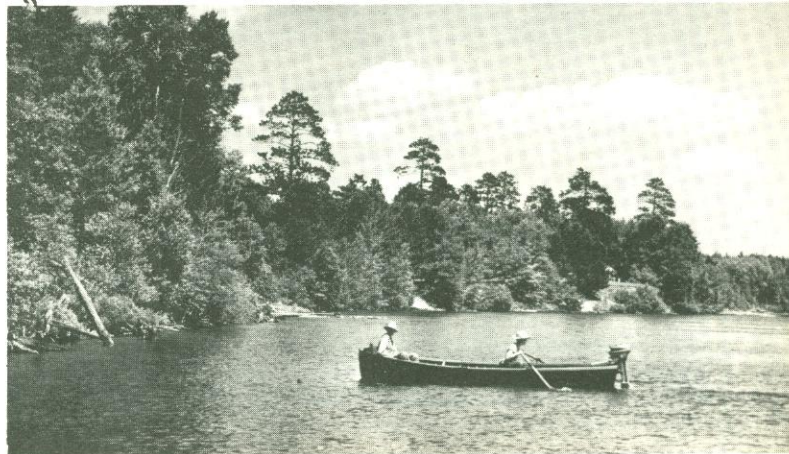
REST LAKE

and

MANITOWISH RIVER

Terms if desired

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CLEAR LAKE Poultry Ranch ... and Grocery

**SQUAB BROILERS — BROILERS
FRYERS — CAPONS**

Wholesale & Retail

We use only scientifically hatched, pollardum tested, AAA AUSTRA-WHITE cockerels. These birds are raised on wire on a scientifically prepared feed.

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We also have 3

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OUR GROCERY STORE CARRIES a FULL LINE
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Located on Highway K two miles east of
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ENJOY A PERFECT NORTHWOODS FAMILY
VACATION .. at

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KNOTTY PINE RESORT

Located on the Beautiful Manitowish River in
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Entrance on Highway U. S. 51

- ★ MODERN RUSTIC HOUSEKEEPING CABINS
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"So Much to Make Life Worth Living"

Rest Lake LODGES

INC.

Modern

HOUSEKEEPING COTTAGES
COTTAGES • AMERICAN PLAN



For Happy Vacation Days come to Manitowish Waters this year. "Land of Woods & Waters." Home of the Tiger Muskie. On Rest Lake of the famous Manitowish chain of 14 lakes. Musky, Pike, Bass and pan fishing.

Licensed Guides. New Boats and Motors

HUNTING PARTIES WELCOME



For information, write

REST LAKE LODGES, Inc.

Manitowish Waters, Wis. • P.O. Manitowish, Wis.

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IMMEDIATE DELIVERY

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AMERICAN PLAN HOTEL AND
COTTAGES

... also ...

COMPLETELY FURNISHED
HOUSEKEEPING CABINS..

GOOD BEDS - EXCELLENT MEALS
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BEAUTIFUL SURROUNDINGS



Opposite MANITOWISH WATERS AIRPORT
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Rest Lake RESORT

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SYLVAN LODGE COTTAGES

... situated ...
ON THE NORTH SHORE
... of ...

Romantic MANITOWISH LAKE where
the vacationist can always enjoy the cool breezes during the
hottest summer days

MUSKIE, PIKE and BASS FISHING

A HANDY SPOT FOR FISHERMEN

COTTAGES are furnish-
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are available in sizes of
Two, three & five rooms.

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FINE SAND
BATHING
BEACH

SAFE FOR CHILDREN

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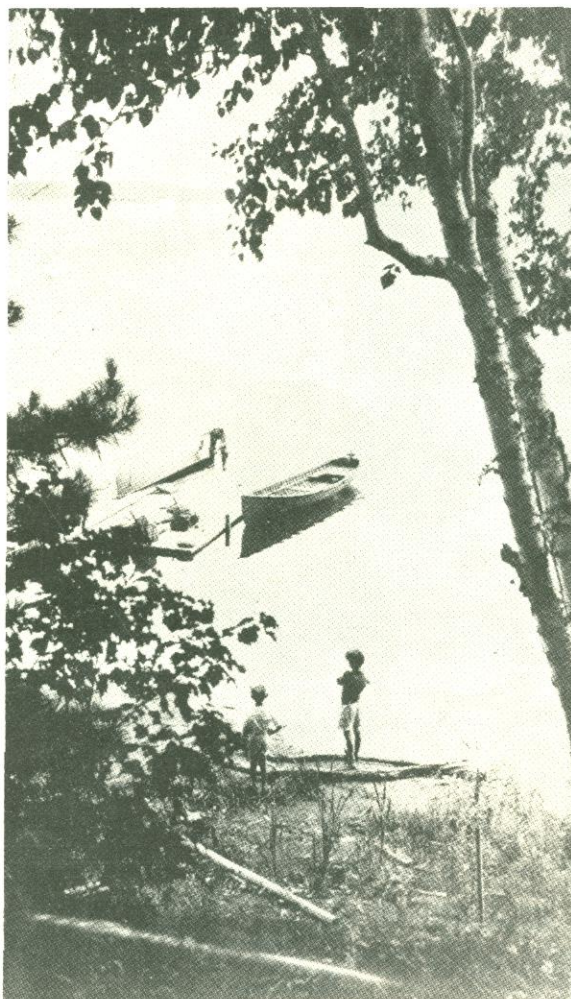
PLENTY OF OTHER
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including

GOLF
DANCING

... and ...

RIDING HORSES



HAY FEVER sufferers
will find immediate re-
lief in the pine-laden air.

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Located on U. S. High-
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Ry. to Minocqua. Trains
met by request.

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**SYLVAN
LODGE**

P.O. MANITOWISH, WIS.



... You'll feel right at home

at
Mader's
**Manitowish
Waters
Resort**

Ideal spot for your vacation. Located on Spider Lake; center of the Manitowish chain. Modern, comfortable and homelike cottages with two and three bedrooms. Cottages equipped with all housekeeping facilities. All cottages face the lake.

Fine sandy beach.

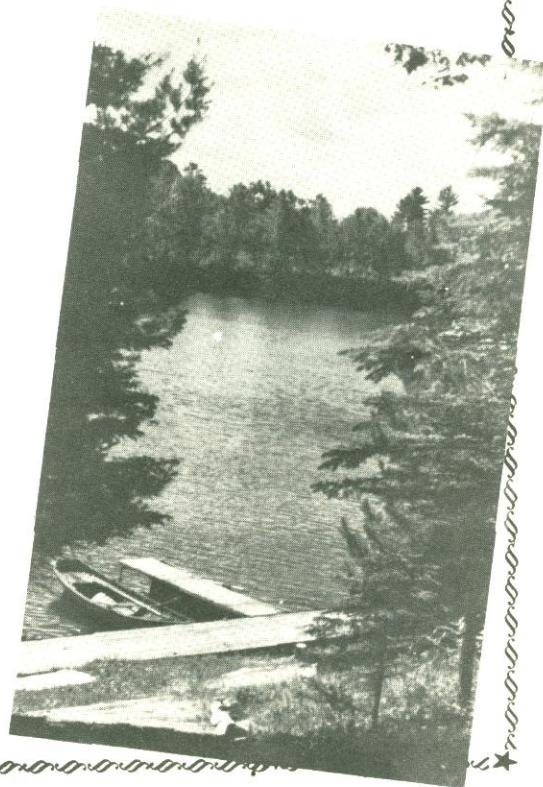
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Mader's
Manitowish Waters Resort

Eric Mader

Tel. Manitowish 82

Manitowish Waters, Wisconsin



Moody's **BIG LAKE
RESORT**

TEN COTTAGES, EACH INDIVIDUALLY MODERN and accommodating two to six persons . . with electric lights . . gas cooking stoves . . hot water . . oil heaters . . and furnished complete for housekeeping.

Selected
Clientele

FINE SAND BEACH ★ GOOD BOATS
OUR PLAYGROUND WILL PLEASE YOU
★ PRIVATE PICNIC POINT ★

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Ken Moody
Moody's BIG LAKE RESORT
P. O. MANITOWISH - WISCONSIN



IF YOU ARE LOOKING FOR THE UTMOST IN COMFORT AND CONVENIENCE FOR YOUR VACATION—
THE PLACE FOR YOU IS

The MEINELS

Summer homes deluxe on beautiful Rest Lake of the Manitowish chain

Greyhound Bus station, supplies and eating places are within walking distance. Catholic and Protestant Churches are but a short drive from our place

GOOD MUSKIE, WALLEYE and BASS FISHING • EXPERT GUIDES AVAILABLE
FINE, SAFE SANDY BEACH



WE HAVE . . .

Fine, Modern Summer Homes . . with Natural Fireplace
Automatic Heating . . Modern Kitchen system . . New, comfortable furnishings
Laundry tubs . . Electric water heater in basement

WE HAVEN'T OVERLOOKED ANYTHING

Separate pier for each Summer Home

Homes to accommodate four or five people \$100 per week

For further information write

WALTER MEINEL

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Postoffice MANITOWISH, WISCONSIN

NORTHERN HIGHLAND LODGE

One of the North's Finest Housekeeping Resorts

MODERN COTTAGES

Rates: \$55.00 to \$100.00 per week

ALL WITH BATH

FRIGIDAIRES

GAS STOVES

OIL HEAT

CENTRAL AUTOMATIC OIL

HOT WATER SYSTEM



Fifteen acres of woodland
beauty on a point one mile
off Highway 51

On Beautiful Island
and Spider Lakes

**NORTHERN HIGHLAND
LODGE**

Manitowish Waters, Wisconsin

Phone 44

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BOATS

MOTORS

SHUFFLE BOARD

HORSE SHOE



For your vacation come to ..
.. WAUKEGAN
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MODERN LODGE AND CABINS . . Running Water . . Baths . . Electricity. On beautiful FAWN LAKE . . Seven lakes within a few minutes by outboard motor.



LODGE

MUSKIE . .
 WALLEYE . .
 PANFISH and BASS
 ARE PLENTIFUL IN ALL
 OUR LAKES.

AMERICAN PLAN



WAUKEGAN LODGE IS WITHIN SHORT DRIVING DISTANCE
 TO GOLF COURSES . . SADDLE HORSES . . and AIRPORT

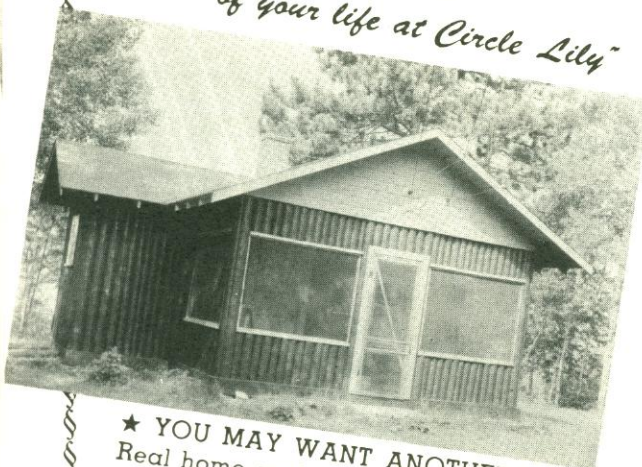
For rates and reservations, write:

De Woody's WAUKEGAN LODGE
 P. O. MANITOWISH, WISCONSIN

Caught at
 Waukegan Lodge



"You'll have the time
 of your life at Circle Lily"



★ YOU MAY WANT ANOTHER PLAN.
 Real home-cooked meals served in our
 dining room. Here you get the kind of
 meals that add to vacation pleasures.



Fine
 Beach

"Every accommodation for
 a grand and glorious vacation"



★ OUR HOUSEKEEPING CABINS are
 modern with electric lights, gas stoves
 for cooking and fuel oil heaters. Com-
 fortable beds with plenty of blankets.

★ ★ GOOD MUSKIE, PIKE AND BASS FISHING. Guides and motors available. We'll give you in-
 formation on how to fish and where to catch the big ones. For further details, rates, etc., write to

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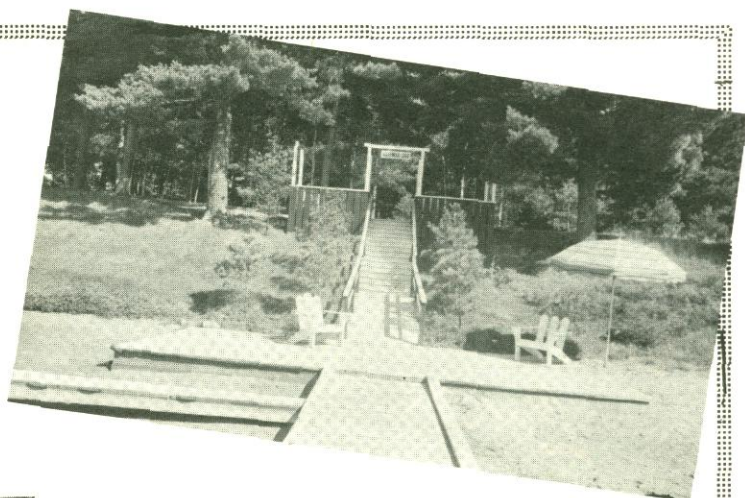
NORTHWOOD *Lodge*

WITH ITS STATELY PINES AND BIRCHES IS A
SPOT OF BEAUTY.

It is located on Star Lake with entrance on
U. S. Highway 51.

We have a fine sand beach with gradual slope;
no holes or drop-offs. The water is crystal clear.

Selected Clientele



We offer you some of the finest House-
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showers—inside toilets—hot and cold running
water—electric refrigeration—bottle gas stoves
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spring mattresses.

For further information, rates and literature,
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ERNEST MEINEL

Northwood Lodge

Phone 97

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FISHING TACKLE - SOUVENIRS - LIVE BAIT

HOME OF . . .
THE
FAMOUS
KIMMEL'S
"KETCHUM"
BAIT

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Located
One-half
Minute
North of the
Famous
"Little Bohemia"
on U. S. 51



:: Woolen ::
Shirts and
Jackets
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Original
Chippewa Boots
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THE TACKLE BOX

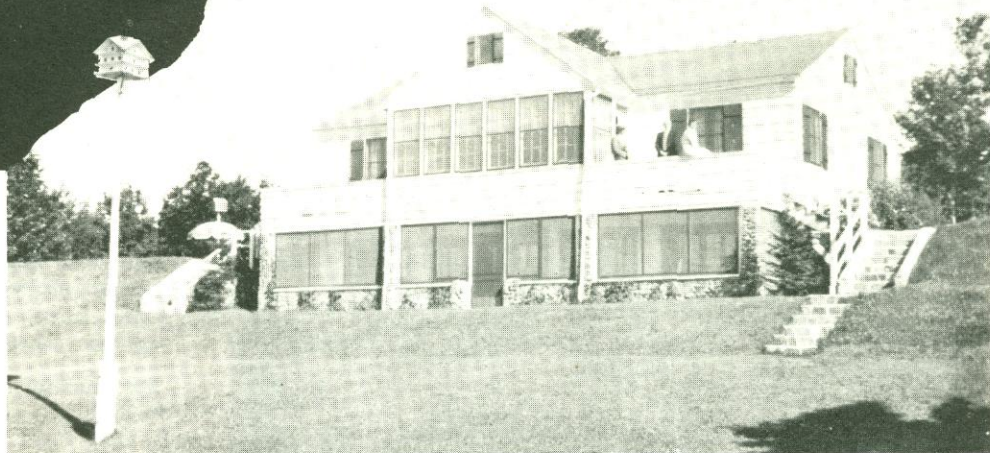
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BLACK FOREST *Lodge*

250 WOODLAND ACRES
OF
MAPLE AND EVERGREENS
WITH
ONE MILE OF
LAKE FRONTAGE



WINCHESTER
WISCONSIN
Vilas County

A planned summer colony in a delightful setting of primitive forest and park-like grounds. Located on the beautiful north shore of South Turtle Lake, headwater of the famed Turtle River chain, which, with the Manitowish, is the happy hunting ground of the ardent fisherman who wants his Muskies, walleyes, and bass, big and scrappy. Situated on a point, with the main lake to the east and Big Musky Bay to the south and west, we enjoy all summer breezes, and sleep under woolen blankets. Hayfever and mosquitoes are practically unknown.

On a chain of three directly connected lakes—South Turtle, North Turtle, and Rock Lake. Within a radius of 10 miles are 40 more on Manitowish and Turtle chains.

Seven miles up Co. Trunk W from U. S. 51 at Manitowish Waters, Wis.

Excellent roads to our Lodge, and for sight-seeing in Vilas County to see deer and many other of our natural residents.

Excellent fishing—also boating—bathing—golf, riding—hunting—hiking—camera hunting—dancing—table tennis—horse shoe pitching—outdoor weiner roasts—and just plain loafing.

Guides and outboard motors available.

Airport—10 miles—Manitowish Waters



Beautiful BLACK FOREST Lodge

On South Turtle Lake
Winchester, Wisconsin, Vilas County.

Five ultra modern housekeeping cottages, with all city conveniences, spaced far apart to assure privacy.

Fully equipped—thoroughly modern—actually deluxe summer homes. Hot and cold running water. Complete bathrooms and kitchens. Electric lights—ranges—refrigerators—hot water heaters—double drain cabinet sinks.

Best of beds.

Our cottages have 5 rooms complete with living room, dining room, bathroom, kitchen, and two bedrooms.

Safe, gradual beach (no drop-offs).

Excellent Rhinelander boats—round or flat bottom.

Churches of all denominations within 1 to 10 miles.

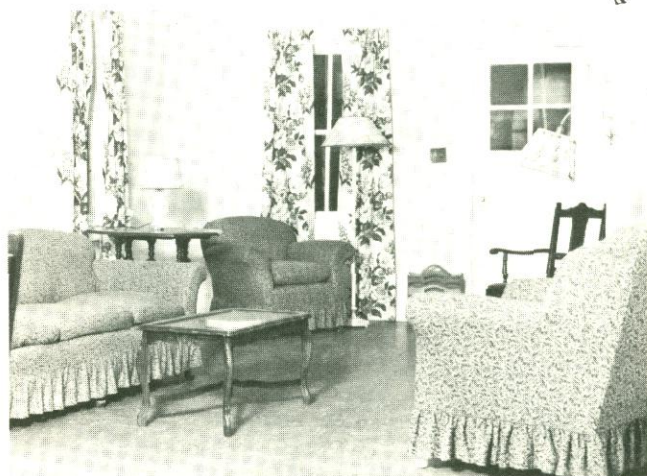
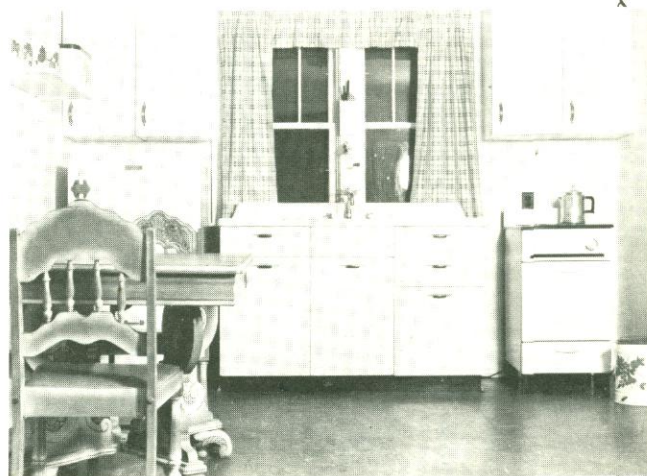
Post Offices and stores at Winchester and Manitowish Waters, Wis.

Available for two weeks or for the season—May 15 to October 15.

For further information—rates—literature—write to;
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Phone—Superior 7-0335

Home address;
1223 S. Elgin Ave.
Forest Park, Ill.
Phone—Forest 5149





Strum's CHATEAU

LOCATED on Highway 51 . . near Rest Lake
and within a few minutes drive to fifty lakes,
rivers or streams for any kind of fishing desired.

.. Cottages

SITUATED AMONG THE PINES ACCOMMO-
DATING TWO . . FOUR . . OR SIX PERSONS.

.. Fully Equipped

FOR HOUSEKEEPING . . with electric lights,
running water, comfortable beds with innerspring
mattresses, gas stoves.

Modern Bar
Case Beer Bottle Goods

★ ★ ★

Strum's CHATEAU

Mr. and Mrs. Walter E. Strum
MANITOWISH WATERS, WISCONSIN



M & B LUNCHES SHORT ORDERS SODA FOUNTAIN



McELWAIN & BRYAN, Prop.

On U. S. HIGHWAY 51

MANITOWISH WATERS, WISCONSIN

TRAILER ACCOMMODATIONS



Handloom weaving
Handknit woolens
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"Buttery"

Manitowish Waters, Wis.

Mrs. T. S. Daniels
P. O. Building

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Fishing... in the MANITOWISH WATERS REGION

The WISH in ManitoWISH

It's way up north of the heat belt,
In Wisconsin, on U. S. Fifty-one;
Where sport, relaxation and health,
Await both the old and the young.

So why not come to Manitowish,
And enjoy a real vacation there,
Here your WISH to catch a big FISH
Comes true . . with plenty to spare.

Manitowish Waters

offers a good variety of fishing spots. Here you will find many lakes and rivers with flowages close by. It is possible to fish for weeks and months without fishing the same spot twice. Our region offers fine muskie, wall-eye pike and bass fishing.

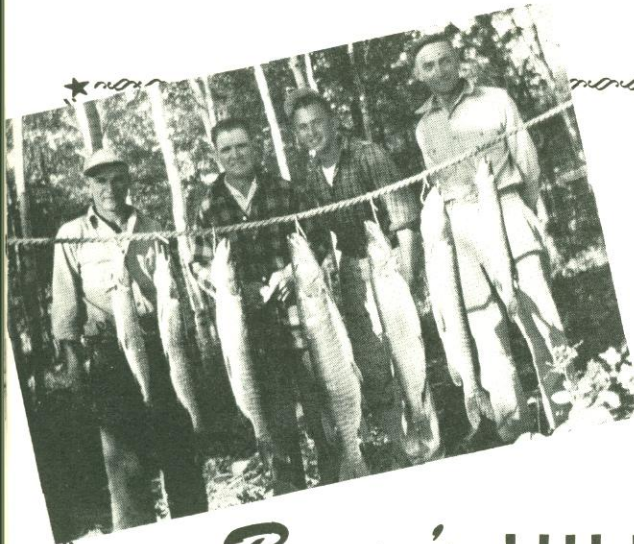
Small fish are hatched and planted in our lakes every year. The Manitowish Waters consists of fifty lakes and rivers with a main chain of fourteen navigable lakes. Here, indeed, is a fisherman's paradise!

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. Fishing is, as a rule, always good in the Manitowish Waters 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. Years ago fishermen endured hardships 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.

Competent and obliging guides can be secured at reasonable fees. These men are anxious to make all your fishing trips successful and leave pleasant memories to occupy your mind long after vacation is over.

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





6

UP TO DATE
HOUSE-
KEEPING
COTTAGES



Bazso's HILLCREST COTTAGES

IN THE CENTER of the
MANITOWISH WATERS
region . . near U.S. 51

★

Reasonable rates by
week, month or season

★

Long Distance phone
Manitowish 31



Running Water — Gas
Electric Lights
Boat Livery
Licensed Guide

★

Open May 15th to Oct. 15th
Two Modern Rooms
open all year

★

MANITOWISH WATERS, WIS.



La FAVE'S

. . . on . . .

ISLAND LAKE

Since 1888

"ONE OF THE BEST"

AMERICAN PLAN RESORT . . also
HOUSEKEEPING COTTAGES

All Summer Sports

WRITE FOR FOLDER

La Fave's RESORT

Tel. 61 MANITOWISH WATERS, WISCONSIN



MERCER LUMBER COMPANY

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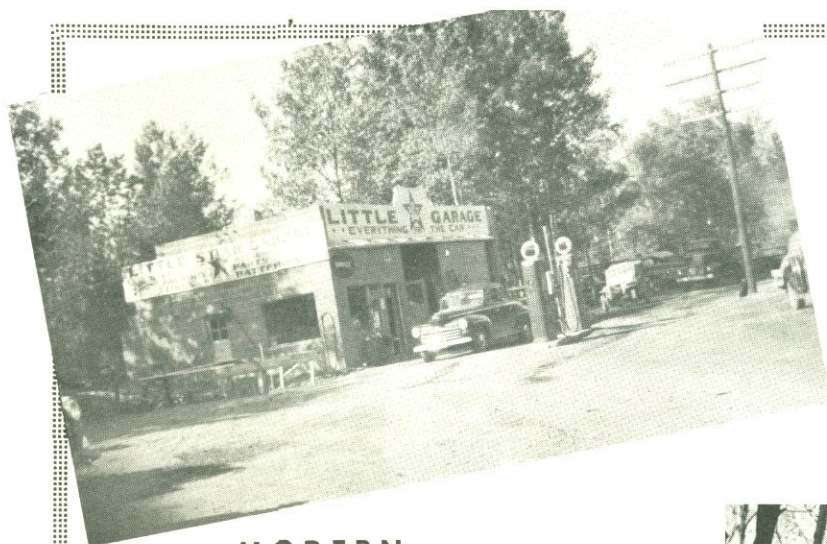
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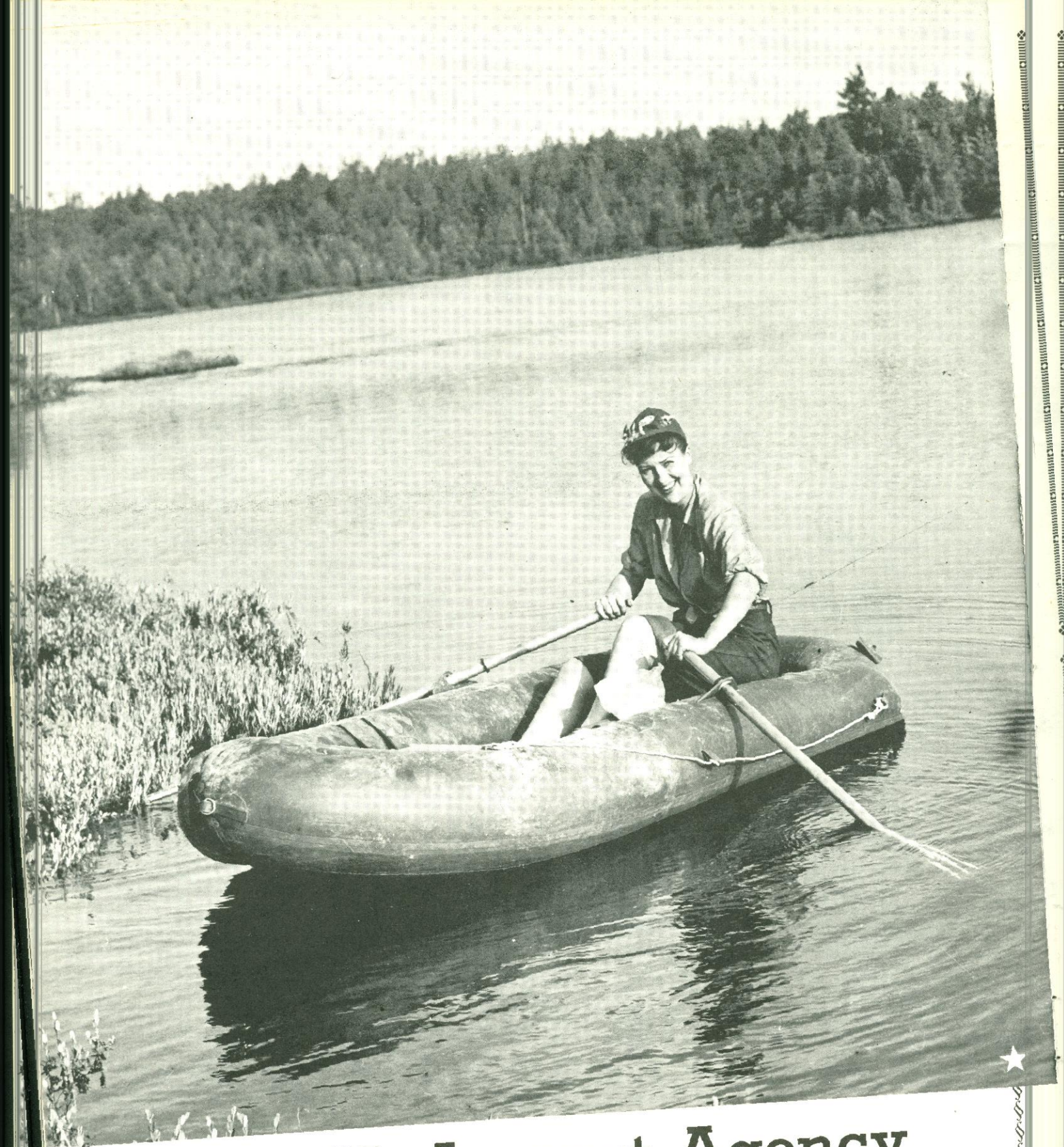
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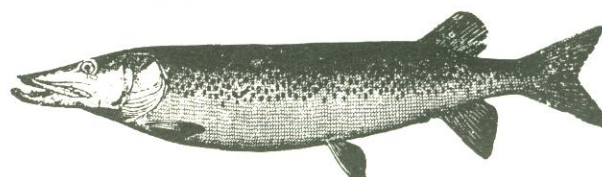
To our Members, Associate Members, and Friends, we extend our sincere THANK YOU for your kind cooperation and assistance in making this book possible.

MANITOWISH WATERS CHAMBER OF COMMERCE

MANITOWISH WATERS, WISCONSIN

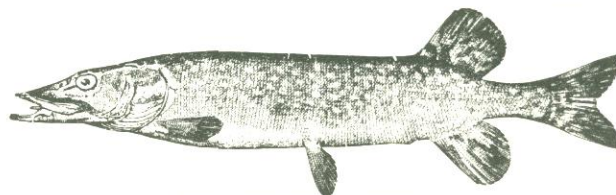
Estimating the Age of Fish

The fisherman can estimate the age of the fish he catches with a fair degree of accuracy by the following age and length ratios which were studied and reported by Chauncey Juday and Clarence L. Schloemer in "Notes from the Limnological Laboratory of the Wisconsin Geological and Natural History Survey." A slight variation in the figures will sometimes be found due to warmer or colder climates.



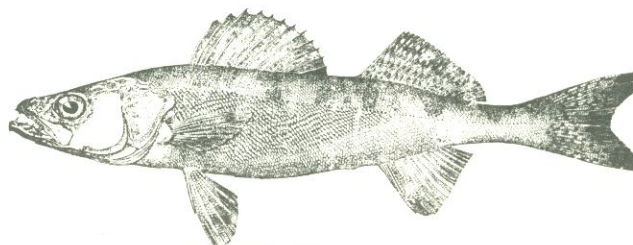
MUSKELLUNGE

Yrs.	Av. Inches	Yrs.	Av. Inches	Yrs.	Av. Inches
5	31.2	8	35.9	12	43.8
6	31.9	9	38.6	15	50.1
7	35.1	10	40.7	20	52.2



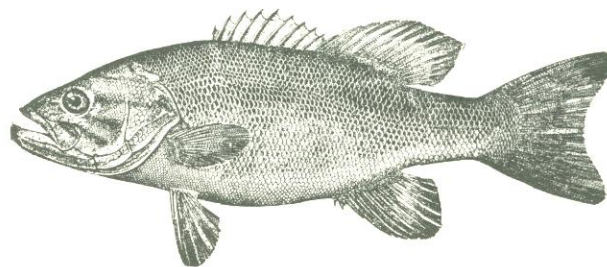
NORTHERN PIKE or PICKEREL

Yrs.	Av. Inches	Yrs.	Av. Inches	Yrs.	Av. Inches
2	13.1	6	24.3	10	36.4
3	21.3	7	27.5	12	42.1
4	21.7	8	29.1	14	47.2
5	23.2	9	33.2		



WALLEYE PIKE or PIKE PERCH

Yrs.	Av. Inches	Yrs.	Av. Inches	Yrs.	Av. Inches
3	14.3	7	19.9	12	25.2
4	15.0	8	21.2	15	28.2
5	16.9	9	22.8	17	37.3
6	18.4	10	22.9		



LARGE MOUTH BLACK BASS

Yrs.	Av. Inches	Yrs.	Av. Inches	Yrs.	Av. Inches
3	11.3	7	15.2	13	20.5
4	12.3	8	15.2	16	20.8
5	14.3	9	16.7		
6	14.7	10	18.1		

SMALL MOUTH BLACK BASS

Yrs.	Av. Inches	Yrs.	Av. Inches	Yrs.	Av. Inches
3	7.2	7	15.4	13	19.5
4	11.3	8	16.1	15	21.0
5	12.5	9	18.2		
6	13.8	10	18.7		

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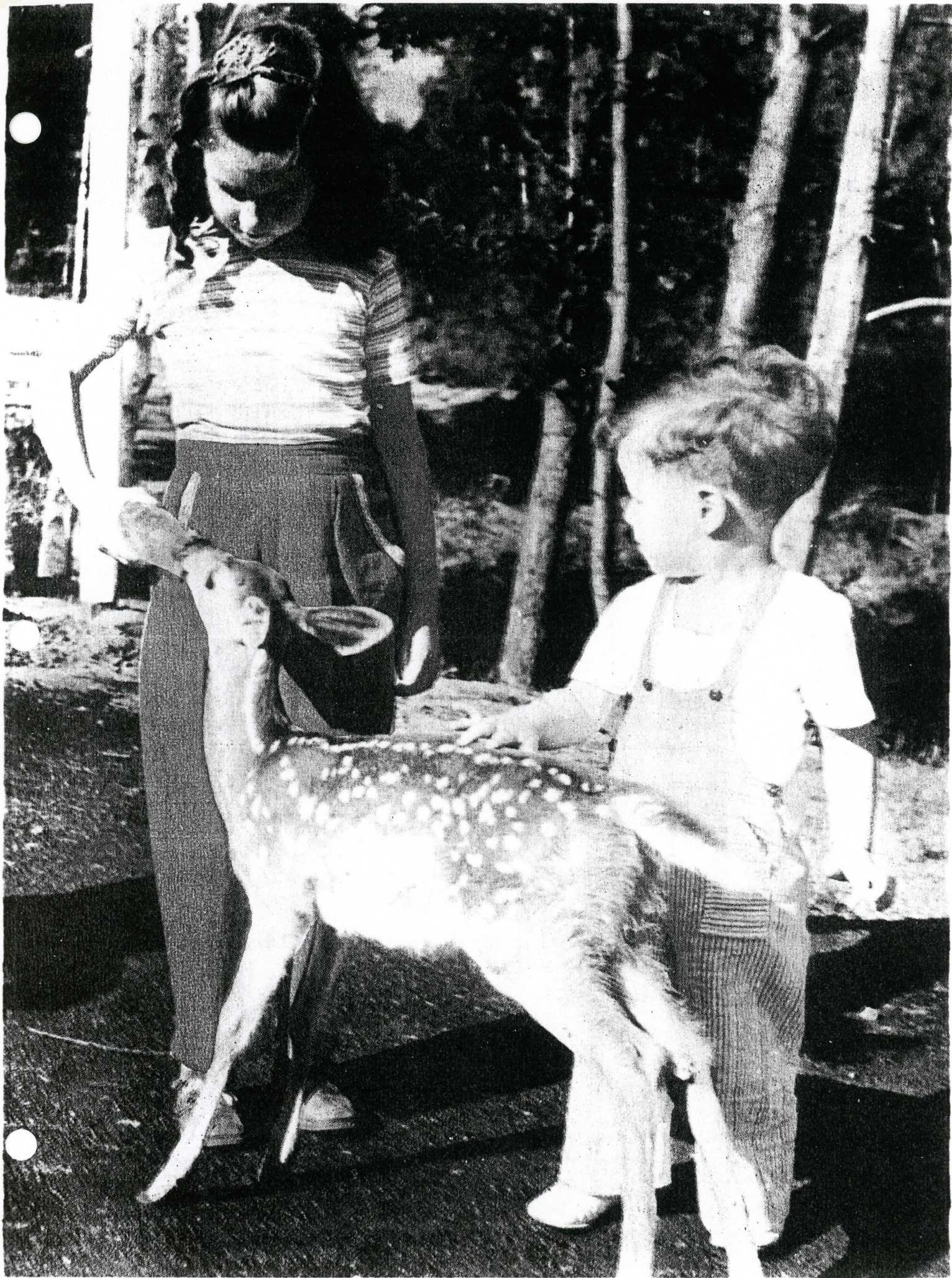
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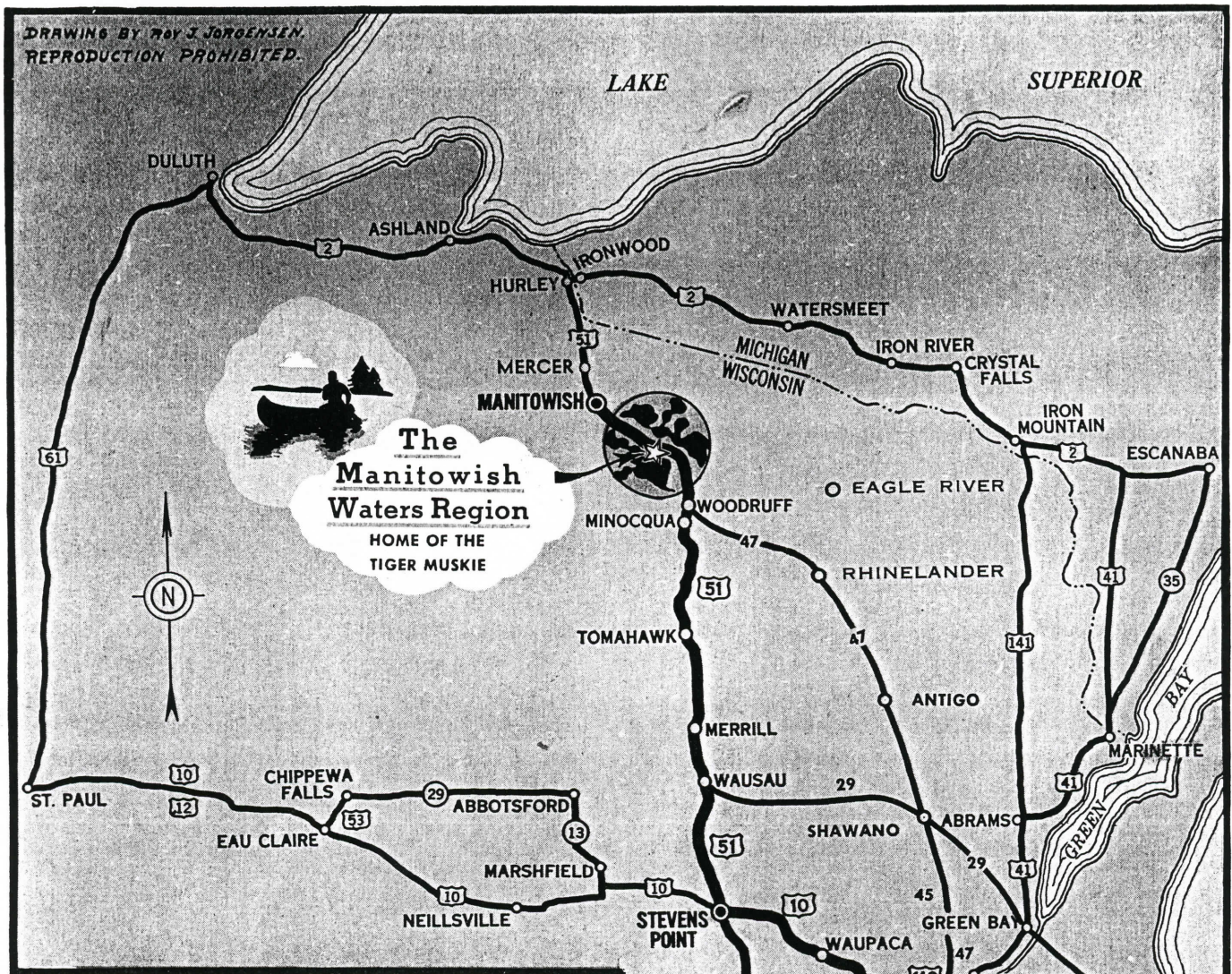
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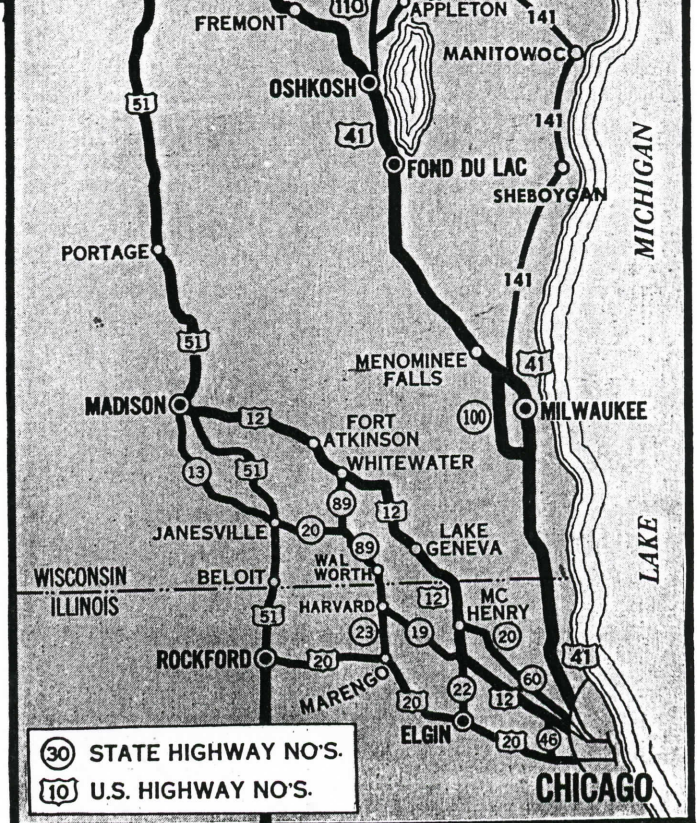
BY AUTO — The Manitowish Waters region is on U. S. 51 near Manitowish, just 360 miles north of Chicago with good roads all the way. The trip from Chicago can easily be made in one day. The signs of the various resorts appear on Route 51.

BY TRAIN — Take the C. & N. W. to Manitowish or the C., M. & ST. P. to Woodruff. Autos from the resorts will meet you by appointment.

BY PLANE — You can land at the Manitowish Waters Airport located in the center of the Manitowish Waters region.

BY BUS — The Greyhound bus line offers service direct to the Manitowish Waters region. Route via Milwaukee or Madison from Chicago.

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KEY TO THE ACCOMMODATION SYMBOLS

APH	American Plan Hotel
APR	American Plan Resort
M	Modern Housekeeping Cottages
HC	Housekeeping Cottages
ONC	Overnight Cottages
GC	Guest Cottages
GR	Guest Rooms
R	Restaurant
FM	Food Market
CS	Camp Sites
B	Bar

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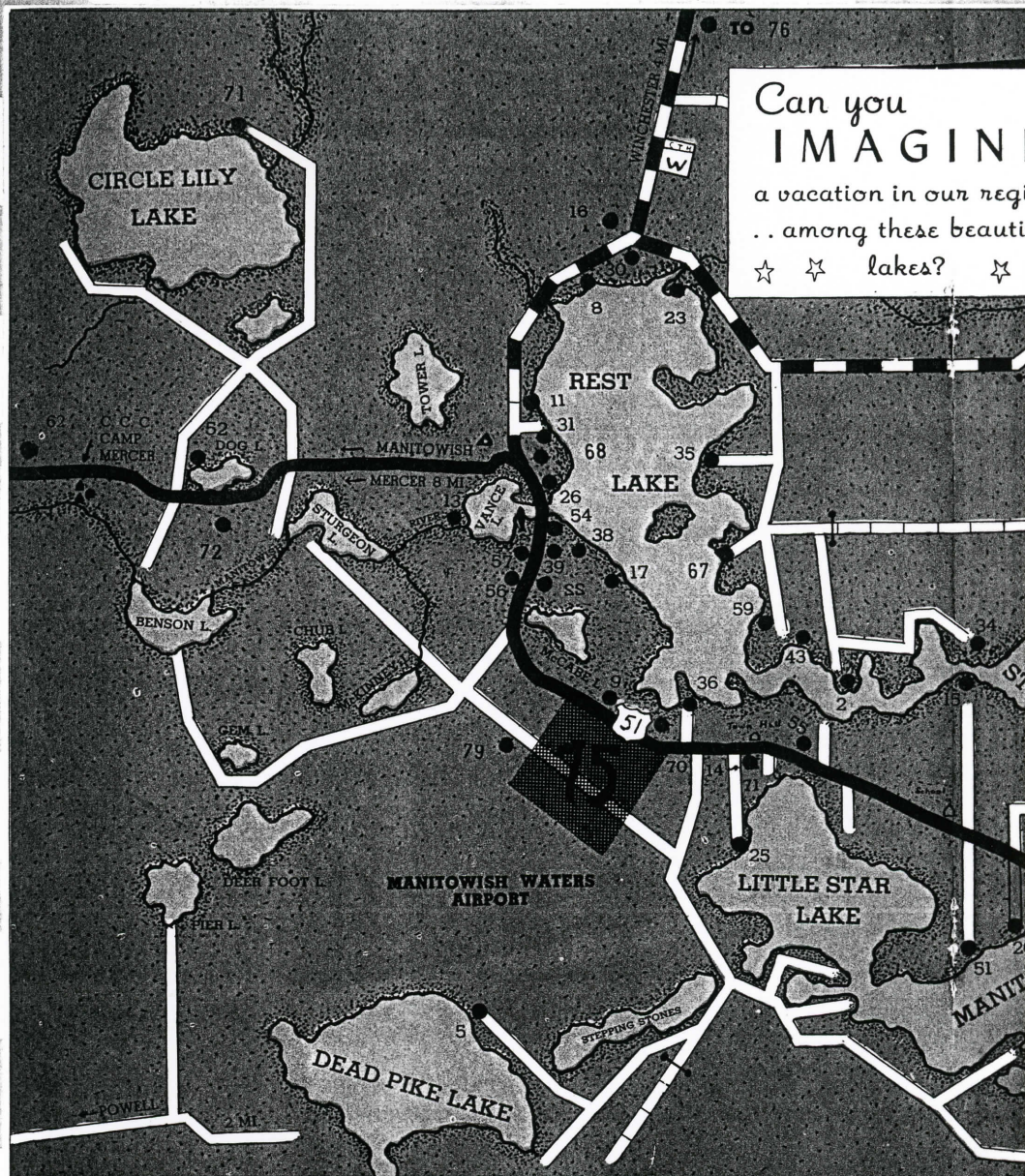
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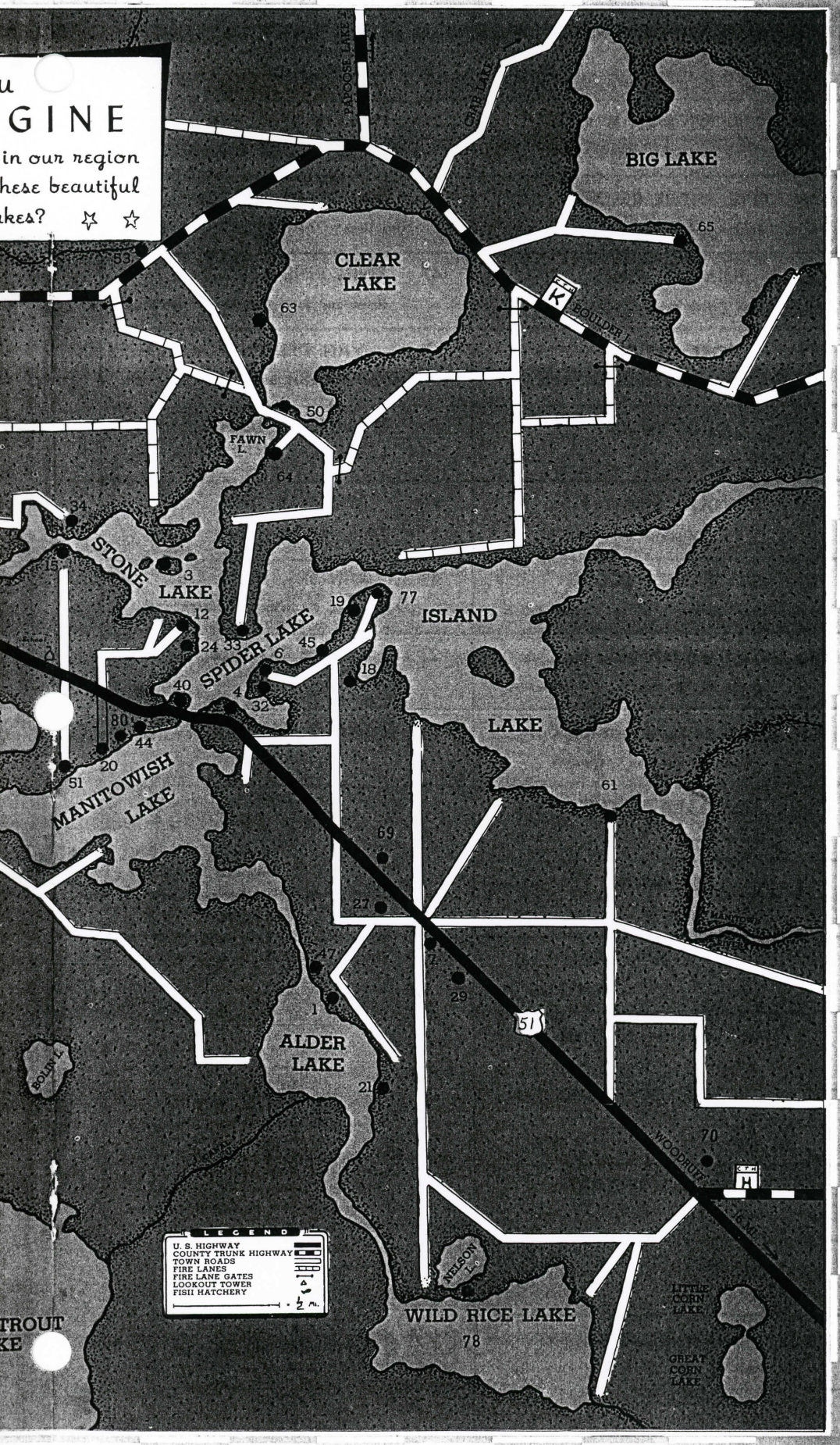
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65 MOODY'S BIG LAKE RESORT Ken Moody MHC	23 REST LAKE LODGES, Inc. O. S. Ratliff, Mgr. APR-MHC	27 YANKEE DOODLE Dorothy Loveless Restaurant
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37 Northern Contractors, Inc. Vern Pinson Bulldozing, Road Building and Excavating	36 REST LAKE RESORT James Bart APR-HC	<p>KEY TO THE ACCOMMODATION SYMBOLS</p> <p>APH ----- American Plan Hotel APR ----- American Plan Resort MHC ----- Modern Housekeeping Cottages HC ----- Housekeeping Cottages ONC ----- Overnight Cottages GC ----- Guest Cottages GR ----- Guest Rooms R ----- Restaurant FM ----- Food Market CS ----- Camp Sites B ----- Bar</p> <p>★</p> <p>This is an introduction to our beautiful vacation area where fishing is good, weather ideal, and accommodations are suitable to everyone. If more information is desired, write for free 68 page book of Manitowish Waters "Vacation Days Are Happy Days". A post card will do—to Manitowish Waters Chamber of Commerce, Manitowish Waters, Wisconsin.</p> <p>OTTO F. BURICH Publicity Director</p> <p>IT'S MANITOWISH WATERS THIS SUMMER!</p> <p>PLEASE MENTION THE CHAMBER OF COMMERCE BOOKLET WHEN WRITING TO ANY RESORT OR ADVERTISER ★ ★</p>
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77 Northern Highland Lodge Sam Hay MHC	39 RUDY'S REST HAVEN Rudy List APR-GC-B-R	
44 NORTHERN PHOTO LAB. Julien A. and Irene Warnier MHC	19 RUTH'S MANITOWISH LODGE O. E. Ruth APR-GR	
27 NORTHWOOD LODGE Ernest Meinel MHC	63 SKY LODGE C. C. Lange APR-GR	
30 OASIS, THE John Brikowski HC-B	40 SPIDER LAKE RESORT Alvin Koerner APR-GC-B-MHC-R	
31 OAK GROVE COTTAGES Mrs. Gus Heidmann MHC	9 STRUM'S CHATEAU Walter Strum HC-ONC-B	
71 PANTRY, THE Soda Fountain — Delicatessen Gertrude and Edwin Pangburn	80 SYLVAN LODGE Paul W. Lange HC	



The number indicates the location on the lake map on the preceeding page



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