

SAVE *Jack Strand* 1949

The 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

WISCONSIN HISTORY . . .

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 Malhot. 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 Mountrean 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.



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.

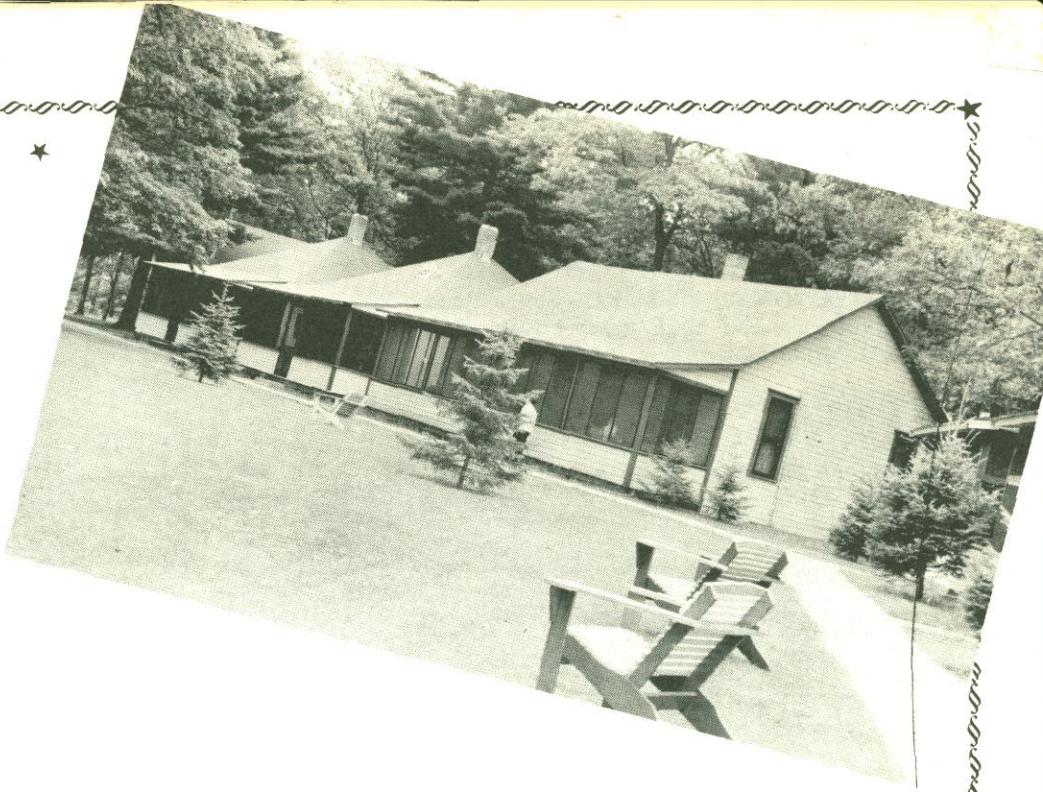
Jean Nicolet was the first white man known to set foot on Wisconsin soil. He arrived in the summer of 1634 and history records experiences which they mention in their missionary report to their order in Europe, saying "When they (Nicolet and his companion) reached their destination, they fastened two 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

• • • • •

Try
Koerner's
SPIDER
LAKE
RESORT

On U. S. Highway 51
IN THE HEART OF
THE MANITOWISH
WATERS



AN UP-TO-DATE RESORT WITH ALL FACILITIES
FOR A HAPPY, COMFORTABLE VACATION . . .

* *Featuring Good Food* *



Your inquiry will have my prompt, personal attention, giving you rates, folders, and complete information on "Fun for the Family".

Alvin Koerner

RECOMMENDED BY DUNCAN HINES

All
ROOMS
and
COTTAGES
with BATH

★
Also Operating
Koerner's
COFFEE SHOP

"Eat Overlooking
the Lake"

Fountain
Tasty Sandwiches
Hot Meals
At All Hours

★
Novelties - Souvenirs
Fishing Tackle and
Toilet Necessities

★
HAVE FUN
at our
OVAL
BAR

★
Telephone
Manitowish, Wis. 52

Koerner's SPIDER LAKE RESORT

TWO MILES FROM MANITOWISH WATERS AIRPORT

P. O. MANITOWISH WATERS, WISCONSIN

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

★ 100 ACRES OF WOODLAND . . . PLENTY OF DEER AND WILD LIFE ★

Modern Housekeeping Cottages Tastily and Completely Furnished

LOCATED ON STAR LAKE of Manitowish chain, among beautiful pine and birch trees. Private entrance on highway No. 51, 1000 feet of lake frontage. Lovely sand beach.

COTTAGES equipped with electric refrigerators, inside toilets, running water, gas stoves, coil springs, innerspring mattresses.

Large screened porches. Plenty of space for privacy between cottages. Each has its own sand beach, safe for children. Good safe flat bottom boats and new round bottom boats.



OUTDOOR FIREPLACE

for evening gatherings. Hiking trails through the woods.

GOOD FISHING ?

YES !

IDEAL SPOT FOR HAY FEVER SUFFERERS.

Selected clientele. Write for rates, etc.

PHONES: Manitowish 91
Evanston, Ill. Univ. 4 - 6307

MANITO LODGE

MANITOWISH WATERS

WISCONSIN



All the comforts of home. In the North Woods. Modern housekeeping cottages, with electric refrigeration, shower baths and electric lights. Also fine sand bathing beach. We suggest making reservations early with a nominal deposit to prevent disappointment.

Located just 500 feet off U. S. Highway 51, on County trunk "W", on beautiful REST LAKE.

For further information, rates, etc., write

MRS. GUS HEIDMANN

OAKGROVE COTTAGES

Phone 114

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

MUSKIE, BASS and PIKE FISHING



• SODA FOUNTAIN

• GRILL

• DELICATESSEN

SOUVENIRS

You are always welcome at

The PANTRY

Highway 51 and Powell Road

MANITOWISH WATERS, WISCONSIN

... FOR CHOICE
:: RESORTS — BUSINESS — HOMES ::
or FRONTAGE
In Northern Wisconsin

Call or write

EDWIN HUNTER
MINOCQUA WISCONSIN

... SEE
MORGAN COMPANY

For Lumber, Brick, Cement, Paint, Plaster,
Coal, Insulation

No one has better merchandise . . better prices . .
or better service

PHONE 32

IRONWOOD, MICHIGAN



DID YOU KNOW THAT THE FINEST MEATS IN THE
NORTHWEST ARE SOLD AT

George's
FOOD MARKET

IRONWOOD

MICHIGAN

Serve **"Bestyet"**
BAKERY PRODUCTS
by
NORTHERN BAKING COMPANY
makers of famous BOHEMIAN DARK RYE
IRONWOOD MICHIGAN

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



★ ★ ★ ★ CHOCOLATES AND CANDY BARS
★ ★ ★ ALMOND TOFFEE ★ ★
★ NUT GOODIES ★ ★ ★
CHERRY CREAM PUFF ★ ★ ★ ★

Are Quality at Its Best

Merrill Candy Co. - Merrill, Wis.

BUICK — PONTIAC — G. M. TRUCKS
SALES and SERVICE

Beilke Automobile
Company, Inc.

★★
504 Jackson Street
WAUSAU

WISCONSIN

Mattresses Renovated
Recovered and Rebuilt

Special Sizes
Made to Order

Northern Mattress Co.

719-721 N. Third Ave.

MANUFACTURERS OF MATTRESSES

★
DISTRIBUTORS OF
BEDDING — FURNITURE — APPLIANCES
and FLOOR COVERINGS

WAUSAU

WISCONSIN

*We invite you to stop off and see us
on your next trip through Wausau.*

YOU WILL FIND IT DECIDEDLY TO YOUR ADVANTAGE
TO SHOP AT RADANDT'S IN WAUSAU FOR QUALITY
MERCANDISE AT MODERATE PRICES. HERE YOU MAY
CHOOSE FROM FAMOUS - NAME MERCANDISE INCLUDING
FURNISHINGS FOR YOUR SUMMER HOME AS WELL AS
APPLIANCES YOU NEED TO BRING YOU THE CONVEN-
IENCES YOU ARE ACCUSTOMED TO IN YOUR HOME IN
THE CITY. FREE DELIVERY DIRECTLY TO YOUR SUMMER
HOME.

Radandt Furniture Company

202 - 204 SCOTT ST. — WAUSAU, WISCONSIN

D I G N I F I E D C R E D I T



NORTH WISCONSIN AGENCY

MERCHANTS STATE BANK BUILDING • RHINELANDER, WISCONSIN

Telephone 444

LARGEST INSURORS OF SUMMER PROPERTY IN WISCONSIN

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

.. 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.

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.

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.

Q How can I obtain information about a resort advertised in this book?
 A Fill in the card at the back of this book and mail to the resort in question.

Otto F. Burich, Publicity Director.



..La PORTE'S.. GROCERY and MARKET

.. Self Service ..

**LIVE BAIT
DRUGS
NEWSPAPERS
MAGAZINES**

**.. TEL. 21
ON U. S. HIGHWAY 51**

by REST LAKE DAM

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



... SERVICE WITH A SMILE

The WIN-MAR

The ideal resort

for CONGENIALITY.. FUN
... RELAXATION and CONVENIENCE

MEALS ..

.. STORES ..

.. GAS. ETC.

All within a
short distance
of the cabins



Located at . . .

REST and
VANCE Lakes
known for their
Muskie, Pike,
and Bass
Fishing

.. Good Boats ..

For more than 25 years . . .
The WIN-MAR HAS SERVED THE VACATIONING PUBLIC . . .

Modern & Semi-modern

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.

The WIN-MAR

Phone 28

Vilas County • MANITOWISH WATERS, WISCONSIN



GOOD TROUT, MUSKIE, PIKE AND BASS FISHING

THE OASIS

JOHN BRIKOWSKI, JR., Proprietor

MANITOWISH, WISCONSIN

FURNISHED HOUSEKEEPING COTTAGES

ON REST LAKE OF THE MANITOWISH CHAIN OF LAKES . . . AT THE JUNCTION OF COUNTY TRUNKS "W" AND "K"

Dustless, hard-surfaced highways from Chicago right to our door. Chicago & Northwestern Line to Manitowish. We will meet trains upon notification.

RUNNING WATER • ELECTRIC LIGHTS • INNERSPRING MATTRESSES
ROOMY GLASSED-IN PORCHES • DRY GAS FOR COOKING
GOOD BOATS • LIVE BAITS • FISHING GUIDES AVAILABLE

Telephone 77

The place for a real vacation

STOP AT

Holiday TREAT

GOOD THINGS TO EAT

•

HOT and COLD
SANDWICHES

•

DRINKS

•

At entrance to HOLIDAY LODGE

on U. S. Highway 51

Manitowish Waters, Wis.

MR. and MRS. R. TREWYN

KEN PERKINS BAY COTTAGES

800 feet off U.S. 51 on County Trunk W

On REST LAKE . . . on the beautiful
Manitowish Waters chain of lakes

Housekeeping Cottages . . . Electric Lights
Running Water . . . Innerspring Mattresses



MUSKIE - BASS - WALLEYE PIKE FISHING
with fine 16-foot round-bottom boats

SWIMMING

KENNETH PERKINS
Manitowish Waters, Wisconsin
P.O. Manitowish, Wisconsin

LUNCH TIME AT
NORTHERN PHOTO LAB

FILMS

CAMERAS

FLOOD LAMPS

FLASH BULBS

DEVELOPING

ENLARGING

POST CARDS

★

JULIEN A.
and
IRENE E.
WARNIER



Also
STRICTLY
MODERN
HOUSEKEEPING
FACILITIES

★
SAFE SANDY
BEACH

★
Tel. 131

P.O. MANITOWISH
WATERS,
WISCONSIN

FOR A GRAND AND GLORIOUS VACATION . . . see

Helen and John
THEISEN'S
Twin Pine
Resort ★ *Bar*



COME and BRING THE FAMILY SELECTED CLIENTELE

★ *Modern*

HOUSEKEEPING CABINS WITH ELECTRIC
REFRIGERATORS — RUNNING WATER —
BOTTLED GAS STOVES — OIL HEATERS

Rates \$30.00 to \$45.00 per week

FISHING — SWIMMING
BOATING

For further information write

TWIN PINE RESORT

Tel. 9132
P.O. MANITOWISH WATERS, WISCONSIN

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

MANITOWISH WATERS AIRPORT

P.O. MANITOWISH WATERS, WISCONSIN . . . PHONE MANITOWISH 26

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.

○ ○ ○ ○ ○

TWO, FINE, SOD, WELL-MARKED RUNWAYS, 3000 FEET LONG BY 300 FEET WIDE RUNNING EAST - WEST AND 3800 FEET LONG BY 300 FEET WIDE RUNNING NORTHEAST - SOUTHWEST.

○ ○ ○ ○ ○

STANDARD AVIATION PRODUCTS and QUAKER STATE AVIATION OILS. 80 and 91 OCTANE GASOLINE HANGAR AND TIE - DOWN FACILITIES AVAILABLE.

A. & E. MECHANIC ON CALL AT ALL TIMES.
WEATHER INFORMATION AVAILABLE.

STUDENT INSTRUCTION — RENTAL AIRCRAFT

○ ○ ○ ○ ○

Modern rest rooms on the field

MANITOWISH WATERS AIRPORT COMMISSION
MANITOWISH WATERS, WISCONSIN

Ehlert's

DELICATESSEN

• GROCERIES . . .

• FRESH MEAT . . .

• VEGETABLES

• BAKED GOODS

★★★

STOP IN WHEN ENTERING MANITOWISH WATERS
ON U. S. HIGHWAY 51

★★★

ART and ANITA EHLERT

• PHONE MANITOWISH 64

P. O. MANITOWISH WATERS, WISCONSIN

MANITOWISH WATERS AIRPORT

★~~~~~
MANITOWISH, WISCONSIN

Camp Thunderbolt

FOR BOYS . . ages 8 thru 15

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

ART-ELZ STANDARD SERVICE



CORNER U. S. HIGHWAY 51 and COUNTY TRUNK W

PROMPT and COURTEOUS
PERSONALIZED TRAVEL
TIRE AND BATTERY
LUBRICATION
ALL YEAR

SERVICE

Clean Rest Rooms

AUTOMOBILE ACCESSORIES

HUNTING and FISHING LICENSES

ICE CREAM — SOFT DRINKS — CIGARS — CIGARETTES — CANDIES — POST CARDS

FISHING TACKLE

SOUVENIRS

★ ★ ★ ★

For premium-plus lubrication

STANDARD'S FINEST
MOTOR OIL



Removes the "Goo"
Improves the Go!

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

IRWIN L. ROE BUILDING CONTRACTOR

HOMES — SUMMER COTTAGES — BOAT HOUSES — COMMERCIAL BUILDINGS

MANITOWISH WATERS, WISCONSIN

TELEPHONE 118



NORTHERN CONTRACTORS, Inc.

BULLDOZING — ROAD BUILDING — GRADING — GRAVELING — EXCAVATING

VERN PINSON, President — Phone 136

Manitowish Waters, Wisconsin

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



MINOCQUA LUMBER CO.

BUILDING MATERIALS — FUELS — LET US SOLVE YOUR BUILDING PROBLEMS

MINOCQUA - WISCONSIN

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

J. B. BERTASSO

HURLEY - WISCONSIN

..

WHOLESALE

BAKER and DISTRIBUTOR

..

MAKER

of

"SUPREME" SWEET GOODS

..

SOLD

AT ALL FOOD STORES

in

MANITOWISH WATERS

STERN & FIELD

Quality Clothiers

STOP for

OUTDOOR SPORTS WEAR

at Ironwood's Newest

MEN'S STORE

★

The Men's Store Where Women
Like to Shop

★

- McGREGOR SPORTSWEAR
- PENDLETON SHIRTS
- MERRILL SPORTSWEAR
- GAME & LAKE
SPORT SHIRTS
- CISCO & B.V.D.
SPORTS WEAR

COMPLETE BOYS' DEPARTMENT

..

IRONWOOD

MICHIGAN



THE STORE OF STYLE - QUALITY - SERVICE . . .

- READY TO WEAR
- ACCESSORIES
- CHILDREN'S WEAR
- LINGERIE
- HOSIERY
- HOME FURNISHINGS
- GLASSWARE
- TABLE NOVELTIES
- LINENS - BEDDING
- DRAPERIES and CURTAINS

IRONWOOD, MICHIGAN

O'Donnell-Seamens

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

STOP IN TO SEE

Ashton Hardware and Lumber Co.

BOULDER JUNCTION, WISCONSIN

for your

LUMBER and BUILDING MATERIAL

KELVINATOR REFRIGERATORS • ELECTRIC RANGES

DUO-THERM SPACE HEATERS

WELBILT GAS RANGES • BURKE WATER SYSTEMS

UNIVERSAL VACUUM CLEANERS

FISH PAK FISH BOXES

ZENITH RADIOS • ELECTRICAL SUPPLIES

PAINT SPORTING GOODS HOME FURNISHINGS PLUMBING SUPPLIES

... The Kentucky Liquor House ...

PHONE 1177 • HURLEY, WISCONSIN

WHOLESALE DISTRIBUTORS

WHISKIES • BRANDIES • SCOTCHES • GINS • RUMS • WINES • CORDIALS • CHAMPAGNES
CIGARS • GLASSWARE • BAR SUPPLIES

SOME OF OUR BRANDS

| | | |
|-----------------|-------------------|-------------------|
| Bonded Whiskies | Blends | Straight Whiskies |
| I. W. Harper | Schenley | Ancient Age |
| Pebbleford | Three Feathers | Old Quaker |
| Jas. E. Pepper | Park & Tilford | Belmont |
| Bonded Beam | Kinsey | Old Stagg |
| Old Eagle | Cream of Kentucky | Blue Ribbon |
| | Golden Wedding | Kentucky Bred |
| | | Beam Pin Bottle |
| | | Beam Bourbon |

MONTICELLO AND MARYLAND RYE WHISKIES • DU BOUCHET CORDIALS AND COCKTAILS

LARGE ASSORTMENT OF MINIATURES

NORTHERN WISCONSIN DISTRIBUTORS FOR ANHEUSER - BUSCH BUDWEISER BEER

J. C. PENNEY CO. Inc.

Department Store

WHILE IN IRONWOOD MAKE

OUR STORE YOUR
HEADQUARTERS

★ ★

WE CARRY A COMPLETE LINE
OF CLOTHING, SPORTS
APPAREL, AND
HOUSEHOLD FURNISHINGS
... at ...

BUDGET PRICES

★ ★

IRONWOOD

MICHIGAN

SQUIRT BEVERAGE CO.

MANUFACTURER

... OF ...

SODA WATER BEVERAGES

★

DISTRIBUTOR

... OF ...

MILLER HIGH LIFE

SCHOENS OLD STYLE LAGER

GOEBEL BANTAM

BALLANTINE ALE

★

Phone 1054-M

HURLEY

WISCONSIN

SERVING THIS COMMUNITY . . .

for
Over

63
Years

COMPLETE BANKING SERVICE

★

Iron Exchange Bank

Hurley, Wisconsin

Oldest Bank on the Gogebic Range
Established 1885

Ray's FLOWER SHOP

SAY IT WITH FLOWERS

★

Phone 121J

IRONWOOD

MICHIGAN

"FRIENDLY SERVICE"

Security State .. Bank ..

MEMBER OF FEDERAL DEPOSIT
INSURANCE CORPORATION

MINOCQUA

WISCONSIN



AMERICAN PLAN RESORT

The Management and personnel of the NORTHERN LIGHTS RESORT . . . experienced in satisfying the requirements of those accustomed to the best, feels that it is equipped to offer a superior version of "the abundant life."

HOT and COLD RUNNING WATER
IN EVERY ROOM

MODERN COTTAGES WITH
SHOWER OR BATH . . . HOT
WATER AT ALL TIMES
INNER SPRING BEDS

SANDY BATHING BEACH
SAFE FOR CHILDREN

MODERN COCKTAIL LOUNGE
Across the road from hotel
SELECTED CLIENTELE

EXCELLENT FISHING
Capable guides available

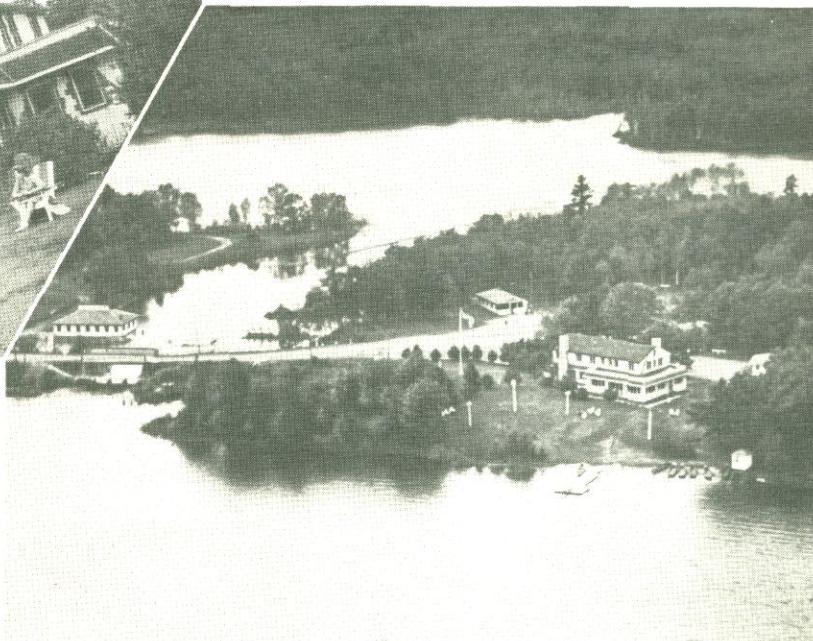
18-HOLE GOLF COURSE NEARBY
SADDLE HORSES AVAILABLE
GAMES OF ALL KINDS

Located on U. S. Highway 51 at Rest Lake . . . 284 miles from Milwaukee and 387 miles from Chicago.
An enjoyable day's drive.

Chicago & Northwestern runs overnight Pullmans to this region. Also daylight trips. Trains will be met by appointment.

*an ideal LOCATION..
for an ideal VACATION*

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?*



Zigray's NORTHERN LIGHTS RESORT
MANITOWISH WATERS, WISCONSIN

P. O. MANITOWISH, WISCONSIN

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



TREWYN'S *Holiday* LODGE

MODERN COTTAGES IN THE FAMOUS
★ MANITOWISH WATERS REGION ★

Housekeeping . . or American
Plan



YOU'LL LIKE OUR COTTAGES! Equipped
with running water - gas stoves - comfortable
beds with spring mattresses - built-in cup-
boards - electric lights - inside toilets.

MAKE YOUR VACATION YOUR HOLIDAY AT

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

★

Riding Horses . . Golf and
Tennis nearby



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

Knapp's Cottages

Postoffice:
MANITOWISH WATERS, WIS.

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



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.

★ ★ ★

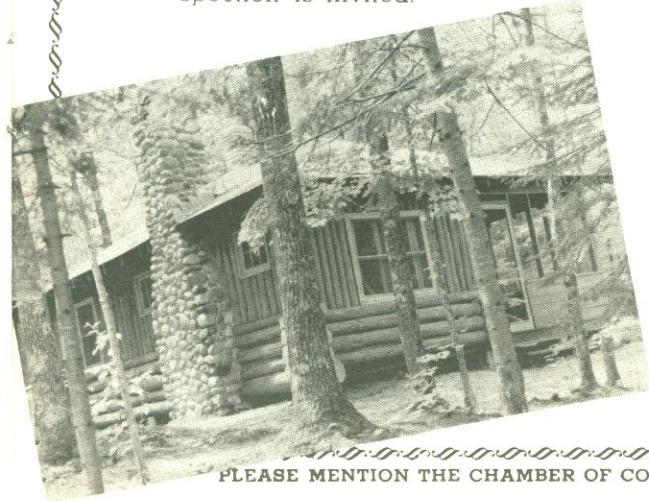
Spacious screened porches . . . Outside charcoal broilers . . . Every cabin is furnished with all facilities for modern housekeeping.

★ ★ ★

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



For further information, rates, etc., write:

Island Lake Log Cabins

Richard Sleight, Manager

P. O. MANITOWISH

WISCONSIN

SKY LODGE

ON CLEAR LAKE

MANITOWISH WATERS, WISCONSIN

"MUSKY"
FISHING
AT ITS
BEST!

WHAT
MEALS!!



HIKING
BATHING
BOATING
OUTDOOR
SPORTS

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

SELECTED CLIENTELE

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

CAMPBELL'S LODGE

"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

For further information, rates, etc., WRITE TO . .

MR. P. E. CAMPBELL, MANITOWISH WATERS, WISCONSIN

Let us help you make your vacation an enjoyable one

Your Home Store in the North Woods

VAN DELDEN'S..

Meats . . .

Vegetables

... AND ...

Groceries

AT THE SOUTH ENTRANCE TO
MANITOWISH WATERS

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
- ★ FINE MUSKIE — PIKE — AND BASS FISHING ★

For further information, rates, etc., write to
MR. AND MRS. BEN BELTER

Belter's ISLAND RESORT

MANITOWISH WATERS

P. O. MANITOWISH, WISCONSIN

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 . . .

JOE ILG'S LOG CABIN RESORT

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 . . .

RED FEATHER LODGE

Mr. and Mrs. John Ziembra, Props.
P. O. MANITOWISH WISCONSIN



THAD. GRUTZA
P. O. MANITOWISH, WIS.

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. Electricity, Servel refrigeration, bottle-gas cooking ranges, oil heat, running water, flush toilets, showers, good beds with innerspring mattresses. All bedding furnished.

Our cabins are built on beautiful grounds by the shore of Papoose Lake with its irregular shore line and its crystal clear spring water throughout the year. Fine bathing and good beach. Excellent round bottom boats. Good muskie, walleyed pike, bass and perch fishing. An ideal vacation spot for the entire family.



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, Manitowish, Wisconsin.

The YANKEE DOODLE

Sandwiches



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

For further information . . . write:
WM. FOTSCH

Point-O-Pines
MANITOWISH, WIS.



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.

For further information write:

Lydia's Cottages

MANITOWISH WATERS

WISCONSIN

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

You'll Like . . .
LYDIA'S
Housekeeping Cottages

★ ★ LOCATED on LAKE MANITOWISH . . .





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

HOMER'S PLACE
(Homer & Helen Sexton)

MANITOWISH WATERS, WIS.
P. O. Manitowish - - - - Wisconsin



ENJOY A PERFECT NORTHWOODS FAMILY VACATION . . at

. . FRANK TICHY'S
KNOTTY PINE RESORT

Located on the Beautiful Manitowish River in
MANITOWISH WATERS, WISCONSIN

Entrance on Highway U. S. 51

- ★ MODERN RUSTIC HOUSEKEEPING CABINS
- ★ SHOWERS and LAUNDRY ROOM
- ★ COFFEE SHOP — GRILLE and REFRESHMENTS
- ★ SAFE BATHING BEACH
- ★ CHILDREN'S PLAYGROUND
- ★ UNEXCELLED FISHING
- ★ RESTFUL SECLUSION
- ★ SELECTED CLIENTELE

Frank Tichy's KNOTTY PINE RESORT

P. O. Manitowish, Wis.

★ Chicago Telephone Berkshire 2253 ★

MRS. E. R. PERKINS

. . . REAL ESTATE . .

LAKE and RIVER FRONTAGE

in SHORE ACRES
situated on

REST LAKE

and

MANITOWISH RIVER

Terms if desired

P. O. MANITOWISH, WIS.



CLEAR LAKE Poultry Ranch . . . and Grocery

**SQUAB BROILERS — BROILERS
FRYERS — CAPONS**

Wholesale & Retail

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

★
We also have 3
. . . Nicely Located Cabins . .

★
OUR GROCERY STORE CARRIES a FULL LINE
of GROCERIES and FISHING TACKLE

★
Telephone Manitowish 32

Located on Highway K two miles east of
Highway W

GORDON HUENINK

"So Much to Make Life Worth Living"

Rest Lake LODGES

I N C .

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.

Indian Boats

AUTHORIZED SALES AGENCY
IMMEDIATE DELIVERY

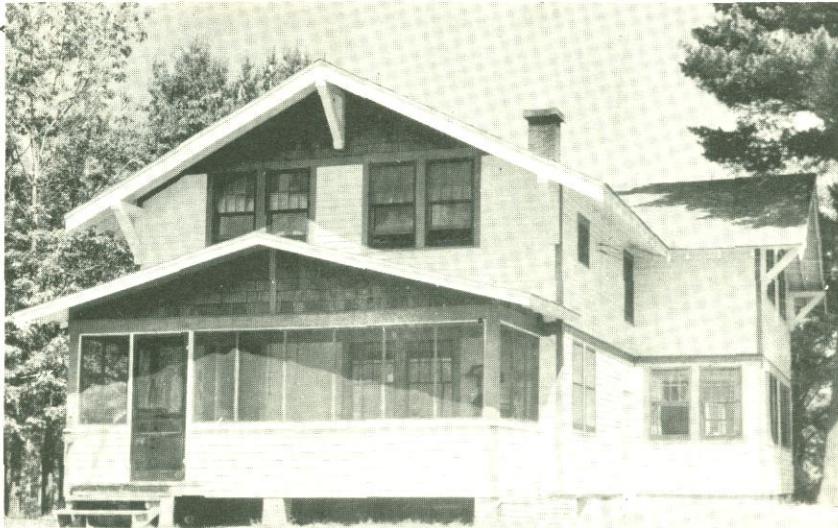
Bart's REST LAKE RESORT

AMERICAN PLAN HOTEL AND
COTTAGES

... also . . .

COMPLETELY FURNISHED
HOUSEKEEPING CABINS..

GOOD BEDS - EXCELLENT MEALS
FRIENDLY ATMOSPHERE
BEAUTIFUL SURROUNDINGS



Opposite MANITOWISH WATERS AIRPORT
on U.S. Highway 51 and Rest Lake

For further information, write:

JAMES BART

Rest Lake RESORT

Phone 124 P.O. MANITOWISH WATERS, WIS.

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

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

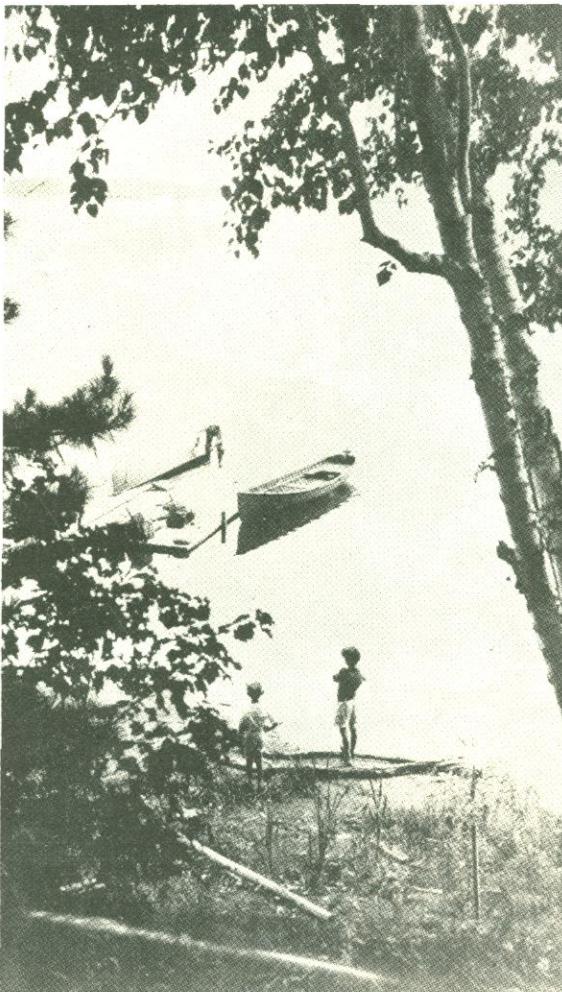
MUSKIE, PIKE and BASS FISHING

A HANDY SPOT FOR FISHERMEN

COTTAGES are furnished
for housekeeping and
are available in sizes of
Two, three & five rooms.

FINE SAND
BATHING
BEACH
SAFE FOR CHILDREN

PLENTY OF OTHER
SPORT NEARBY
including
GOLF
DANCING
... and ...
RIDING HORSES



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

Located on U. S. High-
way 51. You can reach
Sylvan Lodge by auto,
bus or train. Take the
Northwestern Ry. to Man-
itowish or the Milwaukee
Ry. to Minocqua. Trains
met by request.

For further information,
rates, etc., write to

Paul Lange
**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.

For further information, rates, etc, write or phone

Mader's
Manitowish Waters Resort

Eric Mader

Tel. Manitowish 82

Manitowish Waters, Wisconsin



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

★ ★ ★

Write:

Ken Moody

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

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

Postoffice MANITOWISH, WISCONSIN

Selected Clientele

NORTHERN HIGHLAND LODGE

One of the North's Finest Housekeeping Resorts

MODERN COTTAGES

Rates: \$55.00 to \$100.00 per week

ALL WITH BATH

FRIGIDAIRE

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

S. M. HAY

BOATS
MOTORS
SHUFFLE BOARD
HORSE SHOE

For your vacation come to ..

.. WAUKEGAN Lodge

MODERN LODGE AND CABINS .. Running Water .. Baths .. Electricity. On beautiful FAWN LAKE .. Seven lakes within a few minutes by outboard motor.

Hi Eaton - Twin Cab
Owner
Joe Weisendorf, Tavern Owner
Waukegan Inn, S. S.

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

AMERICAN PLAN

LODGE



Caught at
Waukegan Lodge

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

"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 information on how to fish and where to catch the big ones. For further details, rates, etc., write to

LOUIS
LAFFIN

CIRCLE LILY LODGE

Postoffice
MANITOWISH, WIS

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

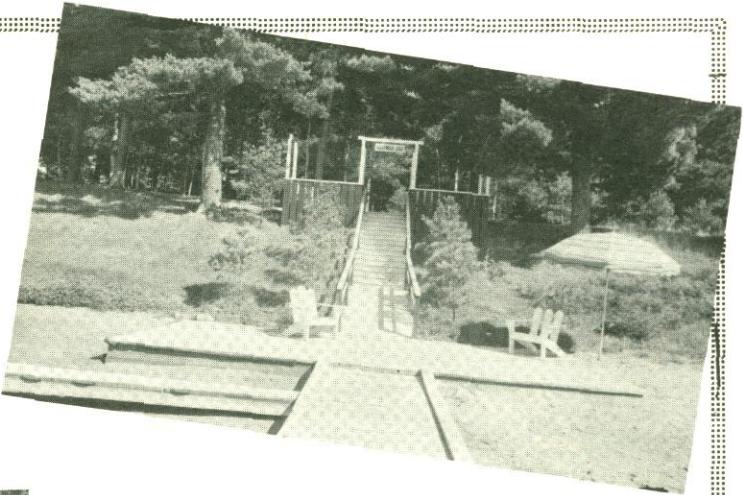
NORTHWOOD *Lodge*

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-keeping Cabins completely furnished—private showers—inside toilets—hot and cold running water—electric refrigeration—bottle gas stoves—oil burning heaters—coil spring and inner-spring mattresses.

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

ERNEST MEINEL

Northwood Lodge

Phone 97

MANITOWISH WATERS, WIS.

FISHING TACKLE - SOUVENIRS - LIVE BAIT

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

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



:: Woolen ::
Shirts and
Jackets
★

Original
Chippewa Boots
★

Indian Dolls
and Beadwork
★

Licenses
Issued
★

Information on
Lakes & Streams

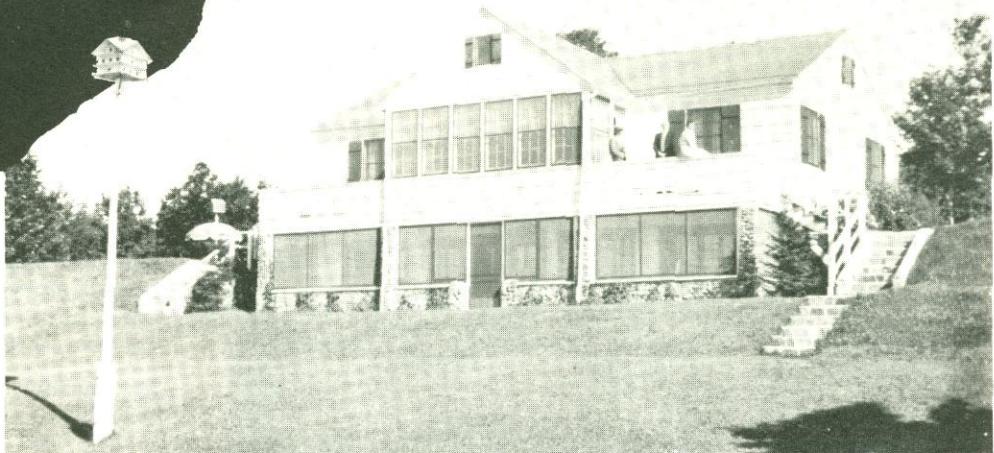
THE TACKLE BOX

Hazel and Lloyd Kimmel

P. O. MANITOWISH WATERS, WISCONSIN

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 sightseeing 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.

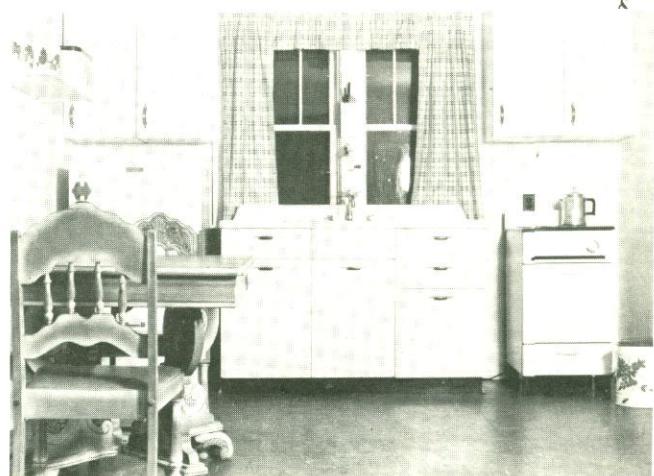
Post Offices and stores at Winchester and Manitowish Waters, Wis.

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

For further information—rates—literature—write to;
Mr. and Mrs. Charles E. Wurm, Owners

Office address;
350 N. Clark St.,
Chicago 10, Ill.
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 ACCOMMODATING 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
Handwrought Articles
Yarns and Needles

"Buttery"

Manitowish Waters, Wis.

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

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 will 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.



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

LEO DAM, JR - MANAGER

COAL - LUMBER - BUILDING MATERIAL AND PAINT

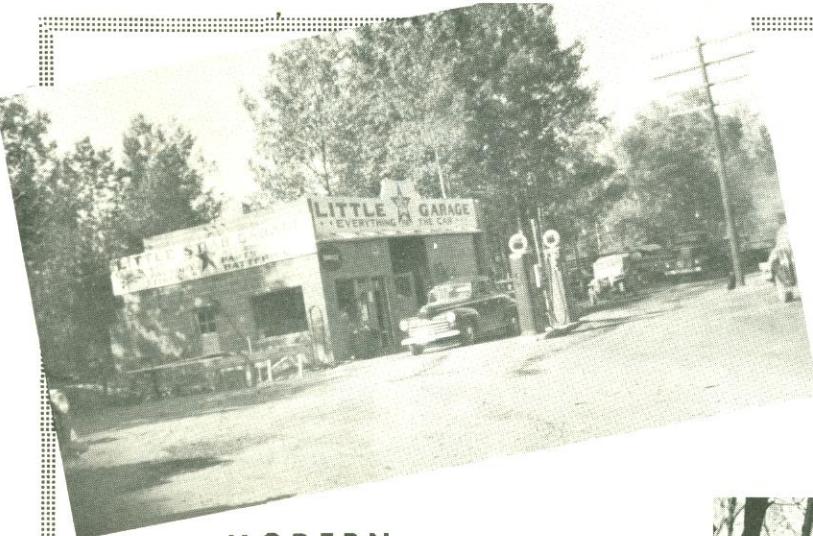
ON U S HIGHWAY 51

PHONE 41

MERCER, WISCONSIN

★ ★ ★

NORTHWOODS BUILDING HEADQUARTERS



... MODERN

Overnight & Housekeeping Cottages

LITTLE STAR LAKE . . . on
THE FAMOUS MANITOWISH WATERS CHAIN
of 14 BEAUTIFUL LAKES

THOMAS and ALICE CRAWFORD
MANITOWISH WATERS, WISCONSIN

Phone 134

Little Star Garage

On U. S. HIGHWAY 51
in MANITOWISH WATERS, WISCONSIN

EVERYTHING for the Car . . .

AAA and UNITED MOTORS
SERVICE

Outboard Motors for Rent



♦ ♦ Sell's Resort ♦ ♦

One of Wisconsin's Better Resorts

MODERN FURNISHED HOUSEKEEPING CABINS ON SOUTH TURTLE LAKE

CHOICE LAKE FRONTAGE and BUSINESS SITES
on MANITOWISH — TURTLE — and PRESQUE ISLE WATERS

FOR INFORMATION
call or write

WM. F. SELL P. O. MANITOWISH, WISCONSIN

PHONE: LONG DISTANCE — SELL'S RESORT



CRUISE

“Bull” Kahn

INVITES YOU AND YOUR FAMILY
AND FRIENDS
TO

The Beautiful, Scenic Manitowish Waters

SIGHT-SEEING TRIPS . . . combined with FISHING TRIPS — PICNIC LUNCHES —
MOONLIGHT EXCURSIONS STEAKS and FISH FRIES

NEW EQUIPMENT
REASONABLE RATES

PERSONALIZED SERVICE BY
BILL KAHN



Pine Shores Resort

on WILD RICE LAKE

BEAUTIFUL LOCATION

FRIENDLY.. QUIET

FUN
FOR
ALL

EXCELLENT FISHING

SWIMMING — BOATING

GOLF and RIDING HORSES near by

COMPLETELY FURNISHED COTTAGES . . . 2 TO 8 PERSONS

OPEN MAY 15 TO OCTOBER 1

WRITE: MR. and MRS. ERWIN C. MEYER - Star Route, WOODRUFF, WISCONSIN

MEYER SALES and SERVICE

MERCURY MOTORS
DISTRIBUTOR

Foxcraft
MOULDED PLYWOOD
Boats

WISCONSIN - AIR-COOLED

ENGINES

MARINE SUPPLIES

• •

Showroom — Hwy. 51 and H
16 miles north of
Woodruff, Wisconsin

• • ALL SIZES

Manufacturer of

The
Manitowish
Boats

• •

PARTS

MOTORS RENTED

• •

ADDRESS:

STAR ROUTE
WOODRUFF, WISCONSIN



McELRONE'S TEXACO SERVICE ACCESORIES

GREASING — TIRES — WASHING —

Junction County Trunk W and State Park Road K

MANITOWISH, WISCONSIN



Life
Accident & Health
Retirement
Annuities
Group Insurance

Manitowish Waters, Wisconsin

O. E. RUTH and SON

YOUR NEIGHBORHOOD INSURANCE SERVICE

10 years experience in blanket coverages at a saving

Fire
Liability
Compensation
Autos

Phone: Manitowish Waters 41

CALL US FOR A RELIABLE, EXPERIENCED ANALYSIS OF YOUR INSURANCE NEEDS

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

PATTERSON BROTHERS

Lumber and Builders Supplies

.. YARDS AT ..

LAC DU FLAMBEAU

Phone 36F2

MINOCQUA

Phone 88



Marty Cain's RESORT

"Cain's When You're Able"



COTTAGES — BAR — GOOD FOOD

Camping and Trailer Park
In the Pines

On U. S. Highway 51 at the south entrance to
MANITOWISH WATERS

For further information write

MARTY CAIN'S RESORT

Phone 65 P.O. MANITOWISH WATERS, WIS.

WILLIAM NAEGELE'S River Bend ..Poultry Farm..



BROILERS

FRYERS

.. HENS ..



TEL.
MANITOWISH 12

Postoffice
MANITOWISH, WISCONSIN

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



FRITZ'S

HIGGINS — TOMAHAWK
SHELL LAKE BOATS

CHAMPION MOTORS

Mechanical Repairing of All Kinds



Beauty Salon

P. O. WOODRUFF, WIS.

U. S. Highway 51 and County Trunk "H"

Rest Lake Refrigeration Co.

COMMERCIAL REFRIGERATION

SERVICE CONTRACTORS



La Porte Building
MANITOWISH WATERS, WIS.

Phone 24



Complete line of
COMMERCIAL REFRIGERATION
EQUIPMENT



Cohodas, Peterson, Paoli, Nast Company

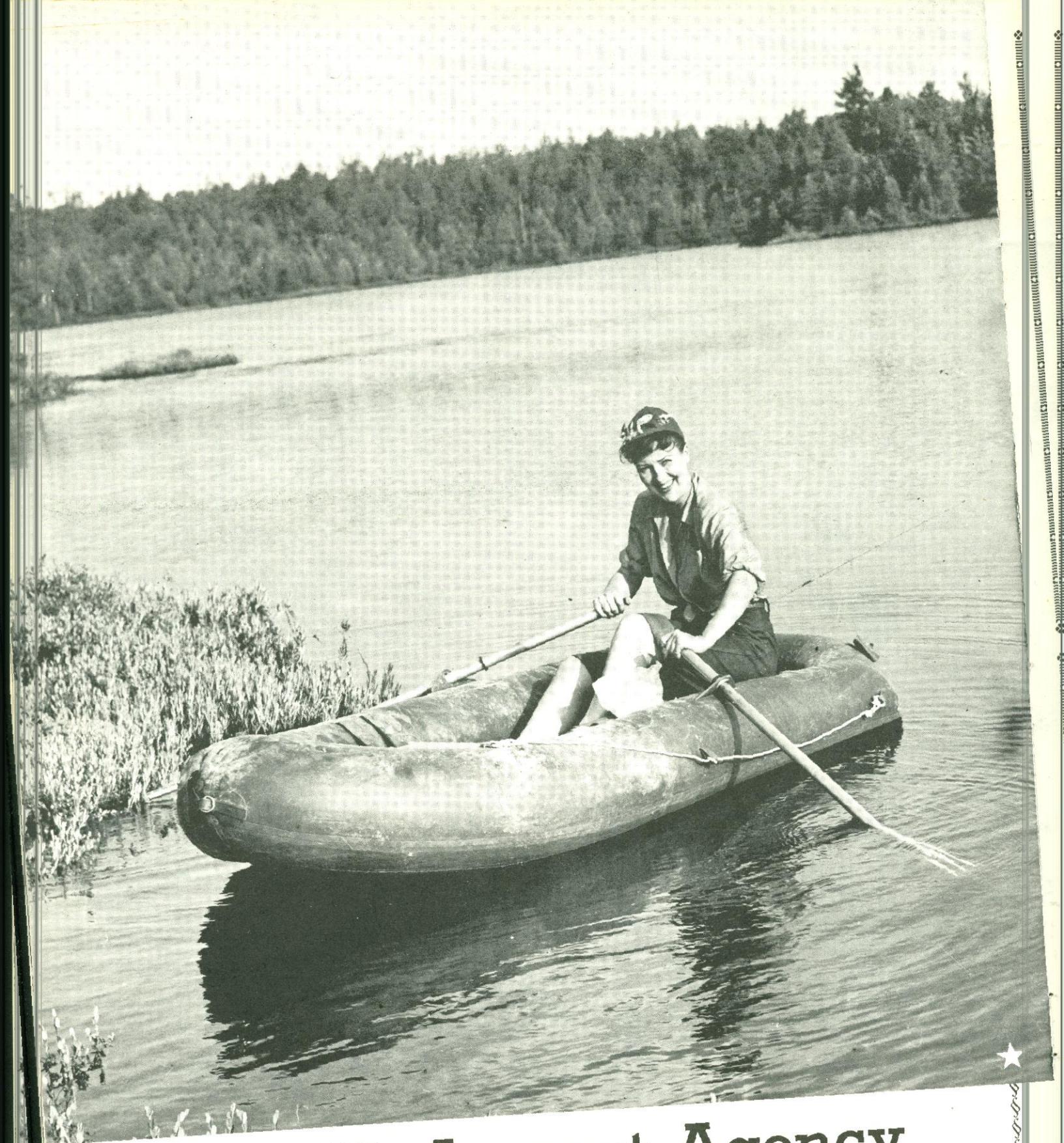
WHOLESALE FRUITS — VEGETABLES — CANDIES — TOBACCO — BEVERAGES
DISTRIBUTORS — SCHLITZ BEER

IRONWOOD

::

MICHIGAN

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



Lee V. Jossart Agency

LEE V. JOSSART

E. FARRELL KRAUSE

GENERAL INSURANCE

WE INSURE EVERYTHING

MINOCQUA, WISCONSIN

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

De Byle's SPORT SHOP

MINOCQUA and EAGLE RIVER
WISCONSIN



Everything
in TACKLE
GUNS and
CLOTHING
FOR

MEN — WOMEN — and CHILDREN

PHONE — MINOCQUA 209
EAGLE RIVER 5

Associate Members ..



We gratefully acknowledge and accept the following Associate Members that have joined our Chamber of Commerce before this book was forwarded for publication:

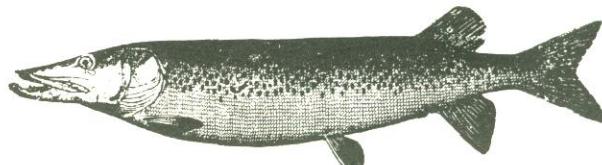
| | |
|------------------------|------------------|
| Dr. Oliver W. Pfeiffer | Spider Lake |
| Wilbert A. Eich | Spider Lake |
| Algol J. Bowman | Spider Lake |
| C. E. Webb | Rest Lake |
| Theo. Balslew | Little Star Lake |
| Basil Cimaglio | Spider Lake |
| F. A. Wallace | Clear Lake |

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

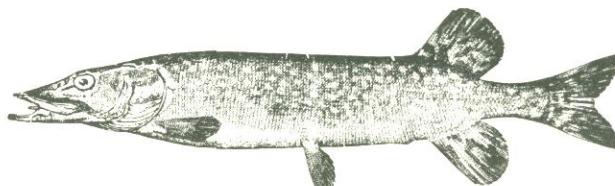
MANITOWISH WATERS CHAMBER OF COMMERCE
MANITOWISH WATERS, WISCONSIN

Estimating the Age of Fish

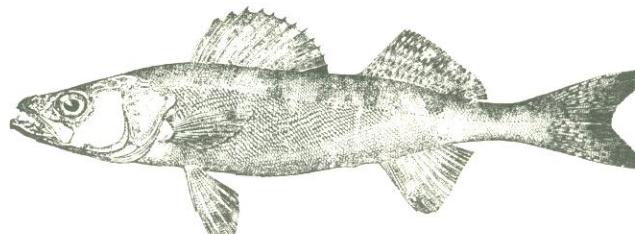
The fisherman can estimate the age of the fish he catches with a fair degree of accuracy by the following age and length ratios which were studied and reported by Chauncey Juday and Clarence L. Schloemer in "Notes from the Limnological Laboratory of the Wisconsin Geological and Natural History Survey."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



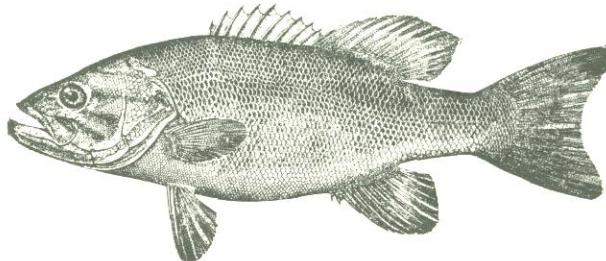
| MUSKELLUNGE | | | |
|-------------|------------|------|------------|
| Yrs. | Av. Inches | Yrs. | Av. Inches |
| 5 | 31.2 | 8 | 35.9 |
| 6 | 31.9 | 9 | 38.6 |
| 7 | 35.1 | 10 | 40.7 |



| NORTHERN PIKE or PICKEREL | | | |
|---------------------------|------------|------|------------|
| Yrs. | Av. Inches | Yrs. | Av. Inches |
| 2 | 13.1 | 6 | 24.3 |
| 3 | 21.3 | 7 | 27.5 |
| 4 | 21.7 | 8 | 29.1 |
| 5 | 23.2 | 9 | 33.2 |



| WALLEYE PIKE or PIKE PERCH | | | |
|----------------------------|------------|------|------------|
| Yrs. | Av. Inches | Yrs. | Av. Inches |
| 3 | 14.3 | 7 | 19.9 |
| 4 | 15.0 | 8 | 21.2 |
| 5 | 16.9 | 9 | 22.8 |
| 6 | 18.4 | 10 | 22.9 |



| LARGE MOUTH BLACK BASS | | | |
|------------------------|------------|------|------------|
| Yrs. | Av. Inches | Yrs. | Av. Inches |
| 3 | 11.3 | 7 | 15.2 |
| 4 | 12.3 | 8 | 15.2 |
| 5 | 14.3 | 9 | 16.7 |
| 6 | 14.7 | 10 | 18.1 |

| SMALL MOUTH BLACK BASS | | | |
|------------------------|------------|------|------------|
| Yrs. | Av. Inches | Yrs. | Av. Inches |
| 3 | 7.2 | 7 | 15.4 |
| 4 | 11.3 | 8 | 16.1 |
| 5 | 12.5 | 9 | 18.2 |
| 6 | 13.8 | 10 | 18.7 |

ERICKSON - COLEMAN HARDWARE CO.

SPORTING GOODS — HARDWARE
BENJAMIN MOORE PAINTS
HOUSE WARES

Phone 117 IRONWOOD, MICHIGAN

WHEN IN IRONWOOD . . STOP AT . .

HAMACHEK'S REXALL DRUG STORE

PRESCRIPTIONS

| | |
|--------|------------|
| Drugs | Cigarettes |
| Films | Cosmetics |
| Cigars | Candies |

We Serve Luick's Ice Cream at Our Fountain

Phone 2467 — 2805

J. L. STREMSKI

WHOLESALE DISTRIBUTOR

... of . .

FRESH FRUITS • VEGETABLES

PRODUCE

★

211 Third Ave. N. HURLEY, WISCONSIN

WE SERVICE WHAT WE SELL

JOHNSON MUSIC STORE, Inc.

IRONWOOD, MICHIGAN

1896 — OUR 53RD YEAR — 1949

SKELGAS . . Commercial and Domestic

REFRIGERATION . . Commercial and Domestic

RADIOS — SOUND SYSTEMS — RECORDS

* * * EVERYTHING IN MUSIC and HOME APPLIANCES * * *

Phone 29

Stop

. . . AT . . .

The Ironwood Pharmacy

The Prescription Store opposite St. James Hotel
. . . with a . .

COMPLETE CAMERA DEPARTMENT

Films — Cameras — Projectors — Accessories
48-HOUR FINISHING SERVICE

SPORTING GOODS

210 Suffolk St. IRONWOOD, MICHIGAN

F & O Men's Shop

In IRONWOOD

★ ★ ★ ★ ★

THE MEN'S STORE WHERE YOU CAN BUY

QUALITY

NATIONALLY KNOWN MERCHANDISE

"Buy the Best . . Save the Rest"

GET ALL YOUR DRUG NEEDS AND

PRESCRIPTIONS

. . at . .

Ticknor's Pharmacy

AURORA . . NEAR LOWELL ST.

"At the Sign of the Clock"

IRONWOOD

MICHIGAN

O'DONNELL'S STYLE SHOP

"EVERYTHING FOR THE WOMAN WHO LIKES NICE THINGS"

The resort country's largest shop, dealing exclusively in sportswear, coats, suits, dresses and accessories for women.

IRONWOOD - MICHIGAN



A. DURHAM CO.

DISTRIBUTORS OF FINE CANDIES
SELECT TOBACCO, DUTCH MASTER AND HARVESTER CIGARS
SCHRAFFT'S CHOCOLATE

IRONWOOD

MICHIGAN

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

IRONWOOD WJMS MICHIGAN

On Your **630** *Radio Dial*

FIRST *with* **1000** *watts*

IN UPPER MICHIGAN — NORTHERN WISCONSIN

STUDIOS - OFFICES — ST. JAMES HOTEL

Phone 20

ELECTRICITY

SMALLEST ITEM IN YOUR BUDGET
IS THE ONE THING THAT

costs less
.. than ever before ..

NOTHING ELSE SAVES YOU
SO MUCH TIME AND WORK
... GIVES YOU SO MUCH
COMFORT AT SO LITTLE COST

Lake Superior
District Power Company

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

IRONWOOD

MICHIGAN

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

Russell E. Stillwill

Lenox

WARM AIR FURNACES

and

OIL FIRED UNITS

★ ★

HEATING — VENTILATING

and

SHEET METAL WORK

OF ALL KINDS

★ ★

Oldest and Largest on

The Range

★ ★

Tel. 1430

DISTRIBUTORS OF NATIONALLY ADVERTISED FOODS

OLSON BROS. COMPANY

WHOLESALE GROCERS

IRONWOOD

MICHIGAN



Badger Store Fixture Company

DESIGNERS and MANUFACTURERS of STORE, RESTAURANT and TAVERN FIXTURES

Free Estimates

Phone 1208

MARSHFIELD, WISCONSIN

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

Your Walgren Drug Store

TRIER'S DRUG STORE

COMPLETE PRESCRIPTION DEPARTMENT

COSMETICS — CIGARS — CANDIES
SOUVENIRS

Relax at Our Soda Fountain

Phone 47 119 Suffolk St. Ironwood, Mich.

Ray Smeeth Sporting Goods

EVINRUDE MOTORS

FISHING TACKLE

ROD & REEL REPAIRS
214 E. McLeod Avenue

IRONWOOD

MICHIGAN



F. J. Hager Lumber Co.

— DEALERS IN —

Lumber - Building Material Mason Material

OLDEST BUILDING MATERIAL DEALERS ON THE RANGE

CURTIS MILLWORK — PITTSBURG PAINTS

JOHNS-MANSVILLE ROOFING and INSULATION

J-M INSULATION BOARD, TILE and PLANKING

IRONWOOD

Tel. 7

MICHIGAN

RHINELANDER BOAT CO.

RHINELANDER

TEL. 157

WISCONSIN

OUR ADVERTISERS are all responsible firms or individuals and their products or services are the best in their lines. We urge you to patronize them whenever possible. We are sure that you will be satisfied in every way. We do not accept advertising from firms or persons who do not bear a good reputation in their dealings with the public. We wish to thank our Advertisers for their cooperation and support in helping us make this publication possible. PATRONIZE OUR ADVERTISERS.

Manitowish Waters Chamber of Commerce, Manitowish Waters, Wis.

SEARS, ROEBUCK & CO.

OUR SPECIALTY -- ANYTHING IN HARDWARE

SATISFACTION GUARANTEED OR YOUR MONEY BACK

PHONE 400 and 401

IRONWOOD, MICHIGAN



IRON COUNTY CREAMERY

DAIRYMEN TO ALL MANITOWISH WATERS RESORTS FOR MILK, CREAM, BUTTER, EGGS,
CHEESE — and THAT DELICIOUS VELOUR ICE CREAM

HURLEY

WISCONSIN

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



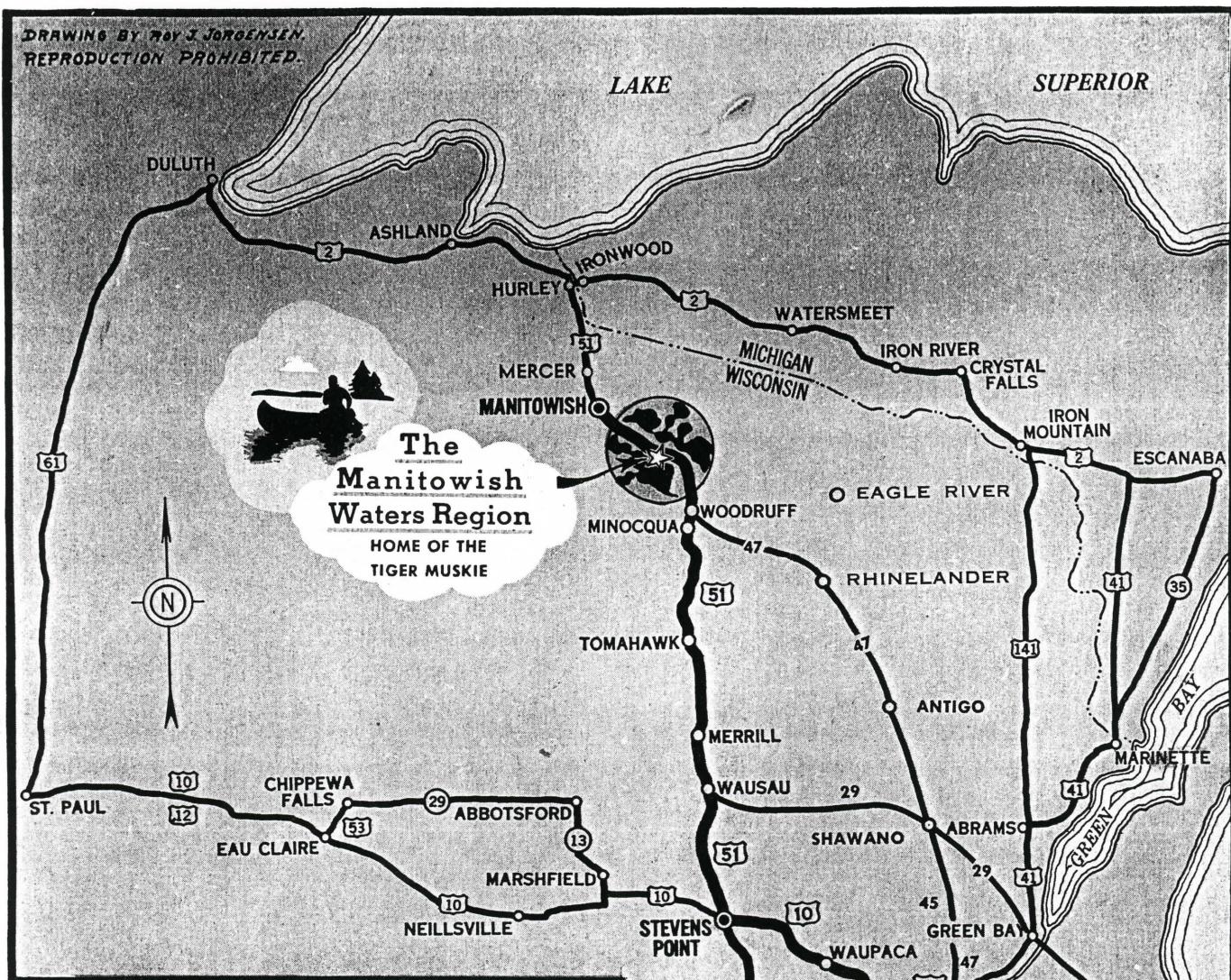
What did you do with
SHORTY ?

Rhinelander
—BEER—

"Refreshing as the North Woods"



DRAWING BY ROY J JORGENSEN
REPRODUCTION PROHIBITED.



..HOW TO REACH.. *The Manitowish Waters*

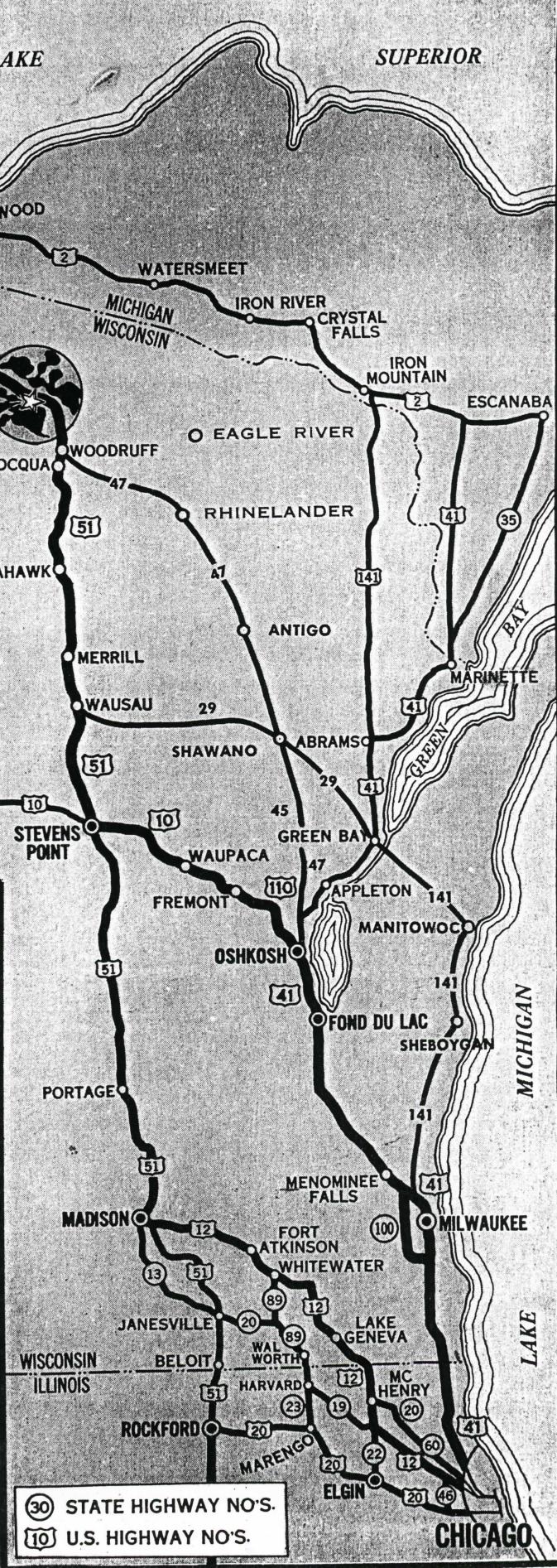
BY AUTO — The Manitowish Waters region is on U. S. 51 near Manitowish, just 360 miles north of Chicago with good roads all the way. The trip from Chicago can easily be made in one day. The signs of the various resorts appear on Route 51.

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.

The scenery enroute is both interesting and beautiful. There's a little of all the world in Wisconsin. ★ ★



Come to MANITOWISH WATERS

In the Beautiful
WISCONSIN
Northwoods



150 Miles of Wooded Shoreline ★ 6500 Acres of Water ★ Muskie - Walleye - Bass Fishing
Boating - Bathing ★ Golf - Tennis ★ All Outdoor Sports ★ Relief for Hay Fever, Too!

WRITE TO ANY RESORT LISTED IN THIS BOOKLET.

KEY TO THE ACCOMMODATION SYMBOLS

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

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

BELTER'S ISLAND RESORT

Ben Belter

BIRCHWOOD LODGE

H. A. Voss

BLACK FOREST LODGE

Chas. E. Wurm

BREEZY POINT COTTAGES

Lloyd Voss

CAMPBELL'S LODGE

P. Campbell

CAMP THUNDERBOLDT

Boys Camp

CLEAR LAKE POULTRY RANCH

Gordon Huenink
Poultry and Eggs

CIRCLE LILY LODGE

Louis Laffin

APR-HC-R-B

68 ART ELZ STANDARD SERVICE

Standard Oil Products
Tires & Batteries

29 EHLERT'S DELICATESSEN

Groceries and Meats

69 FIRESIDE CABINS

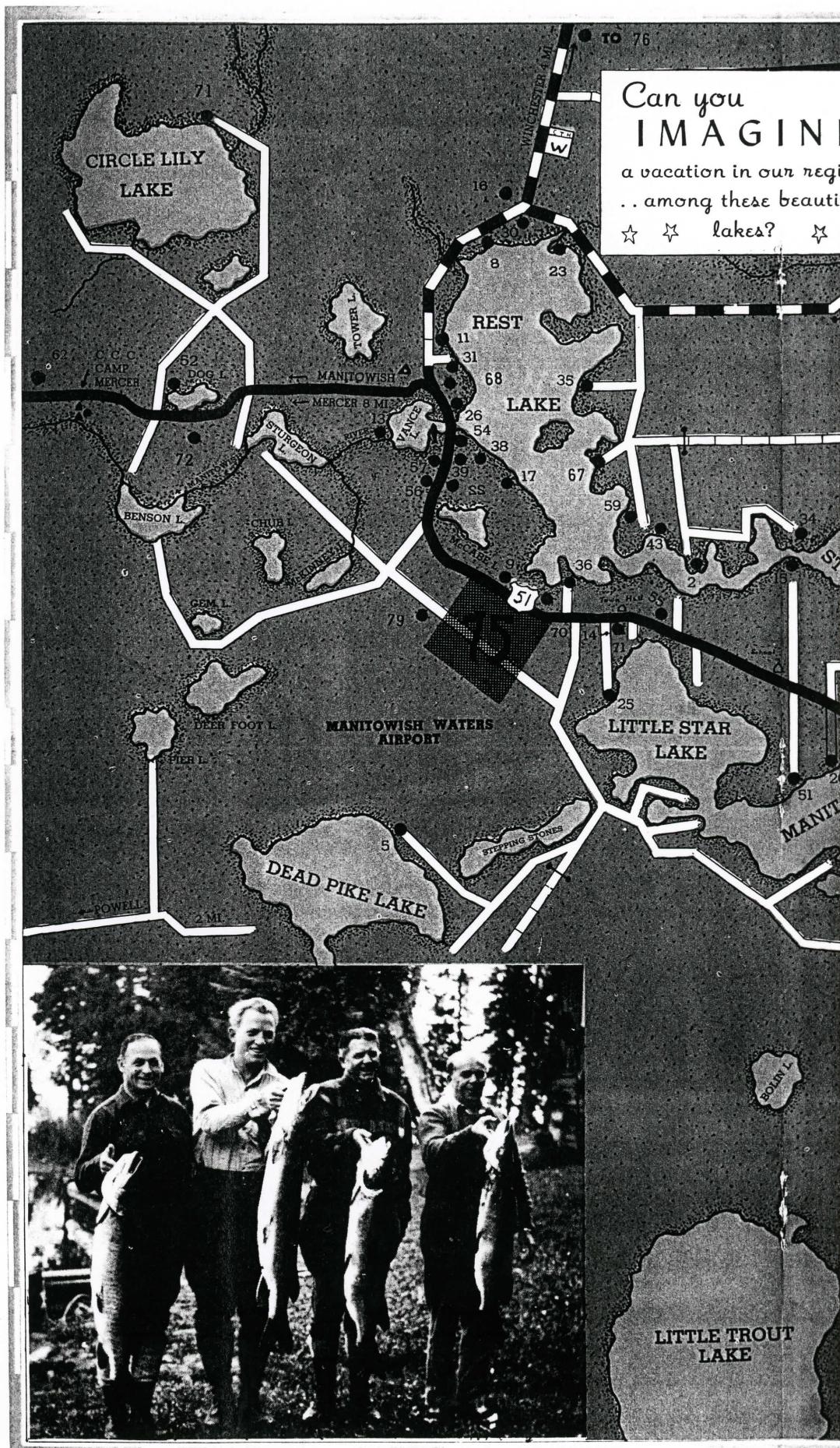
L. Wagner

ONC-R

70 FRITZ'S

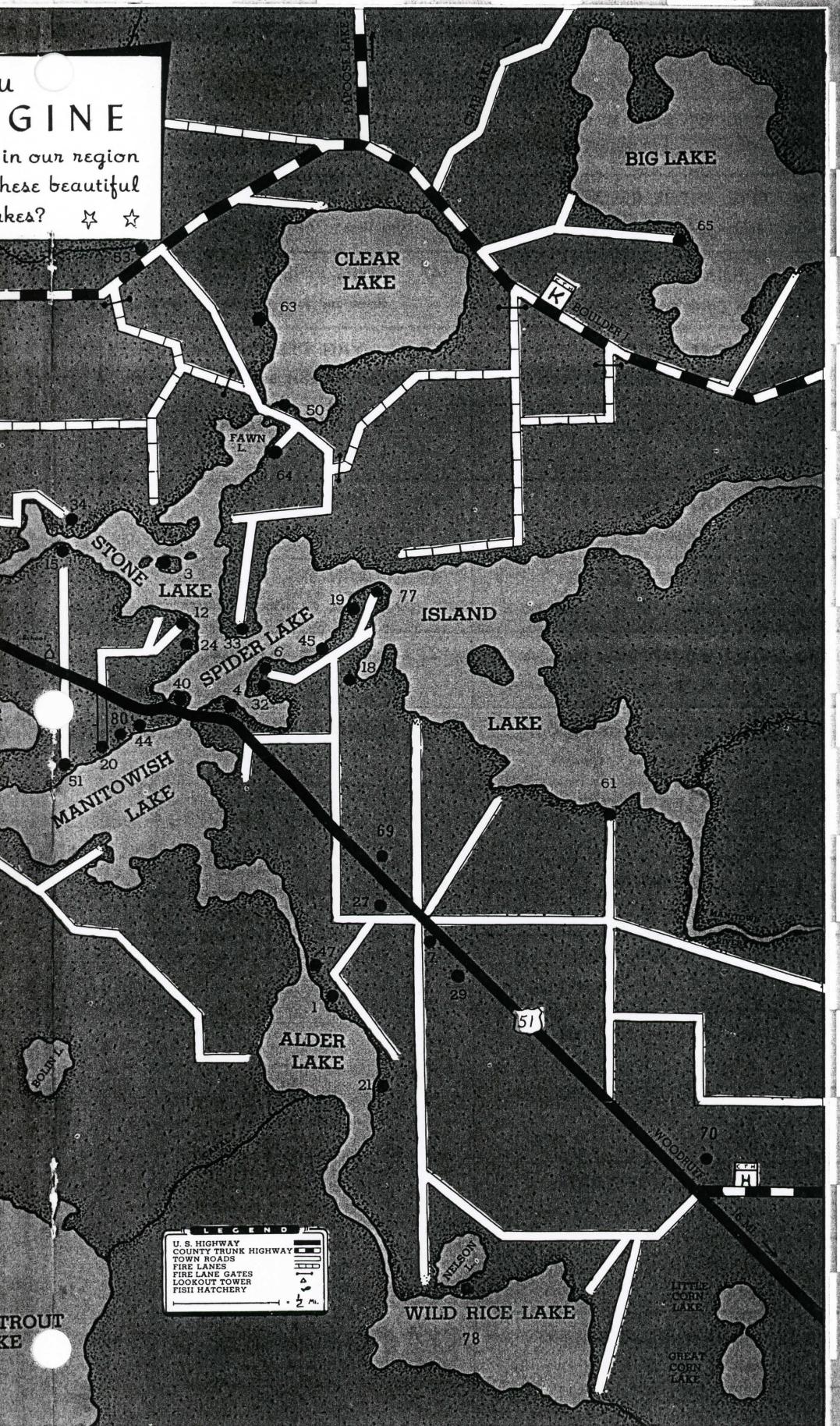
Beauty Parlor Boats & Motors

The Famous Manitowish
Chain of 14 Lakes



Come Once . . . And You

u
G I N E
in our region
these beautiful
lakes? ☆ ☆



Find You'll Come Often!

56 HANSON HARDWARE
Hardware, Sporting Goods, Sportswear
Souvenirs, Novelties

15 HILLCREST COTTAGES

Geo. Bazso

HC-GR

52 HOLIDAY LODGE

R. Trewyn

APP-M-10

71 HOMER'S PLACE

Homer Sexton

ILG'S LOG CABIN LODGE

Joe Ilg, Jr.

ISLAND LAKE LOG CABINS

Richard Sleight

KAHN, WM. (Bull)

Lake Boat Cruises

KEN PERKINS BAY COTTAGES

Ken Perkins

KNOPP'S COTTAGES

Frank Knopp

KNOTTY PINE RESORT

Frank Tichy

LaFAVES'S RESORT

John LaFave

LaPorte's Grocery & Market

Groceries, Meats and Live Bait

LITTLE STAR GARAGE

Tom Crawford
Complete Car Service

LYDIA'S COTTAGES

Lydia Hutter

MANITO LODGE

M. Oberg

50 Manitowish Waters Agency

Insurance & Real Estate

... (Continued on the next page) ...

Wisconsin's Outstanding
Muskie Waters ☆ ☆

Membership List of Resorts and Other Lines of Business

Write for further detailed information, rates, etc.

| | | |
|--|--|---|
| 75 Manitowish Waters Airport Two runways over 3000 ft. | 59 PERKINS, MRS. E. R. Real Estate | 55 TACKLE BOX, THE Lloyd Kimmel Fishing Tackle, Souvenirs, Live Bait |
| 24 Manitowish Waters Resort Eric Mader MHC-HC | 78 PINE SHORE RESORT Erwin Meyer MHC | 76 TIMBERLANE RESORT Gus Tietz APH-OC-GR-B |
| 70 Manitowish Waters Telephone COMPANY — Phillip J. Nyysti, Mgr. | 33 POINT O' PINES Wm. Fotsch MHC-HC | 47 TWIN PINE RESORT Helen and John Theisen MHC-B |
| 49 MARTY CAIN'S RESORT Marty Cain HC-OC-CH-GR-B | 22 POST OFFICE T. S. Daniels, Postmaster | 7 VAN DELDEN'S Meats, Vegetables and Groceries FM |
| 79 M and B LUNCHES Short Orders and Soda Fountain R | 50 QUO - VADIS Thad. Grutza MHC | 64 WAUKEGAN LODGE L. DeWoody APH-MHC-GR |
| 16 McELRONE'S TEXACO SERVICE Complete Station Service | 62 RAYOLA, CHARLES Carpenter Contractor | 54 WIN-MAR, THE Young and Zimmerman MHC-B |
| 31 MEINEL'S, THE Clara and Walter Meinel MHC | 67 RED FEATHER LODGE John Ziembra APR-GC-B | 49 WINTERS, H. K. Electrical Wiring, Supplies, Appliances, Fix-It-Shop, Guns |
| 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 |
| 57 MOORE'S ELECTRIC H. G. Moore | 57 Rest Lake Refrigeration Co. Commercial Refrigeration Contractors | 22 YANKEE YARN HOUSE Mrs. T. S. Daniels |
| 37 Northern Contractors, Inc. Vern Pinson Bulldozing, Road Building and Excavating | 36 REST LAKE RESORT James Bart APR-HC | KEY TO THE ACCOMMODATION SYMBOLS * 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 |
| 26 NORTHERN LIGHTS RESORT Albert Zigray MHC | 56 ROE, ERWIN Carpenter Contractor | |
| 27 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 | |

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.

OTTO F. BURICH
Publicity Director

IT'S MANITOWISH WATERS THIS SUMMER!

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

★ ★ The number indicates the location on the lake map on the preceding page ★ ★

MANITOWISH WATERS



For the visitor intent upon spending a quiet, restful vacation embodying comforts and natural beauty, the environs of M A N I T O W I S H W A T E R S command themselves to the most discriminating.

United States Highway 51 enters the center of this area where good roads lead to the many resorts, through rolling country indescribably beautiful, dotted with numerous lakes, and picturesque forest—freshly multi-colored in Spring—when resorts are uncrowded and undulating forests are alive with growing beauty and trout streams and lakes are most alluring. The real time of the season to fish. Summer—emerald-green time—June, July and August, when hard-surfaced highways beckon, resorts, cabin groups and hotels extend their unexcelled welcome; trout and bass

fishing excellent, and summer sports activities such as canoeing, fishing, swimming, horseback riding, hiking, etc., can be best enjoyed. Gorgeous Autumn with its gaily-colored sweep from the many clear lakes, resorts will be open to accomodate all, highways uncrowded and the forest landscape will be aglow with all the glory of Indian Summer days. A wonderful time of year to really enjoy Nature in all it's unpaintable beauty, and an excellent season for real fishing. Perchance there is a desire to linger on or return for the deer season when there is a tang in the air and vistas are broad.

ESOX MASQUINONGY—"King of the Fresh-water Game Fish", "Thrill-giving Tackle Buster", "Tarpon of the North", "The Tiger." These are not necessarily extravagant superlatives, but simply expressions directed at the largest of any fresh-water game fish—The MUSKY. Manitowish Waters is in the heart of the famous Wisconsin Musky waters, being on the notorious Manitowish chain of 14 beautiful lakes.

Wild-life abounds in the serene forests of this VACATION LAND.

