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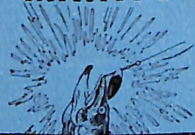
VACATION DAYS *are* *Happy Days*

IN VILAS COUNTY'S
WISCONSIN HEADWATERS COUNTRY

★
Musky, Pike and Bass Fishing • Boating
Bathing • Water Sports • Golf • Tennis
Shuffle Board • Dancing • Saddle Horses

★
Distributed by
THE CHAMBER OF COMMERCE
MANITOWISH WATERS, WISCONSIN

MANITOWISH WATERS
WISCONSIN



In the beautiful WISCONSIN *Northwoods*



HOME OF THE
TIGER MUSKIE

MANITOWISH WATERS



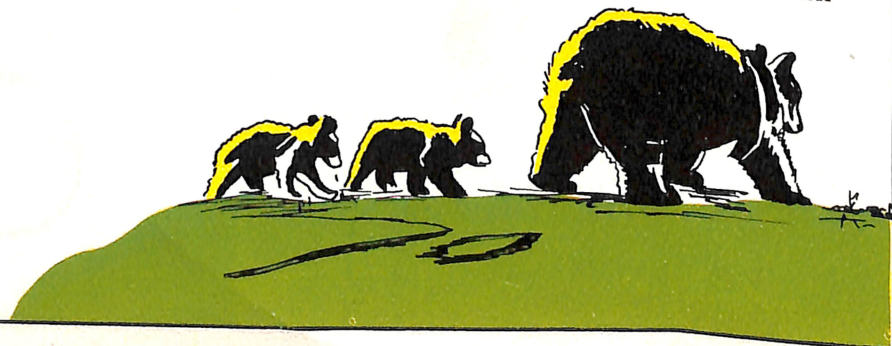
For the visitor intent upon spending a quiet, restful vacation embodying comforts and natural beauty, the environs of MANITOWISH WATERS commend themselves to the most discriminating.

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.



To Our Visitors:



We feel that after you have read "*Vacation Days are Happy Days*" and observed all the pictures and illustrations you will have a good mental picture of the natural beauty of MANITOWISH WATERS, and the many reasons why it is a most desirable place to spend your vacation.

Many of you have visited us and spent your vacations with us in the past. In a recent survey it was found that approximately 90 percent of our resort guests in 1951 were "repeaters," or came here because of a friend's recommendation. There is no advertisement to compare with a satisfied customer.

It is our aim to constantly improve our services and relations with our Visitors, Guests and Neighbors. We respectfully invite your suggestions and constructive criticisms that may help us to accomplish this end.

We cordially invite you to visit MANITOWISH WATERS and plan your vacation here. We offer you our friendly services and assure you we will make every effort to help you make your vacation in 1952 and in the future a happy one.

Looking forward to meeting you, I am,

Sincerely,

A handwritten signature in cursive script, reading "P. C. Hanson".

President,

Chamber of Commerce, Inc.,
Manitowish Waters, Wisconsin.

W e l c o m e V I S I T O R S

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 our members, we welcome you to MANITOWISH WATERS for your vacation.

PALMER C. HANSON, *President*
HARLAND JONES, *Vice President*
BENJA ROEMER, *Director*
RUDY LIST, *Director*
OTTO F. BURICH, *Secretary and Treasurer,*
and Director of Publicity



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 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 Mountreal 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 north-woodsman, 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.

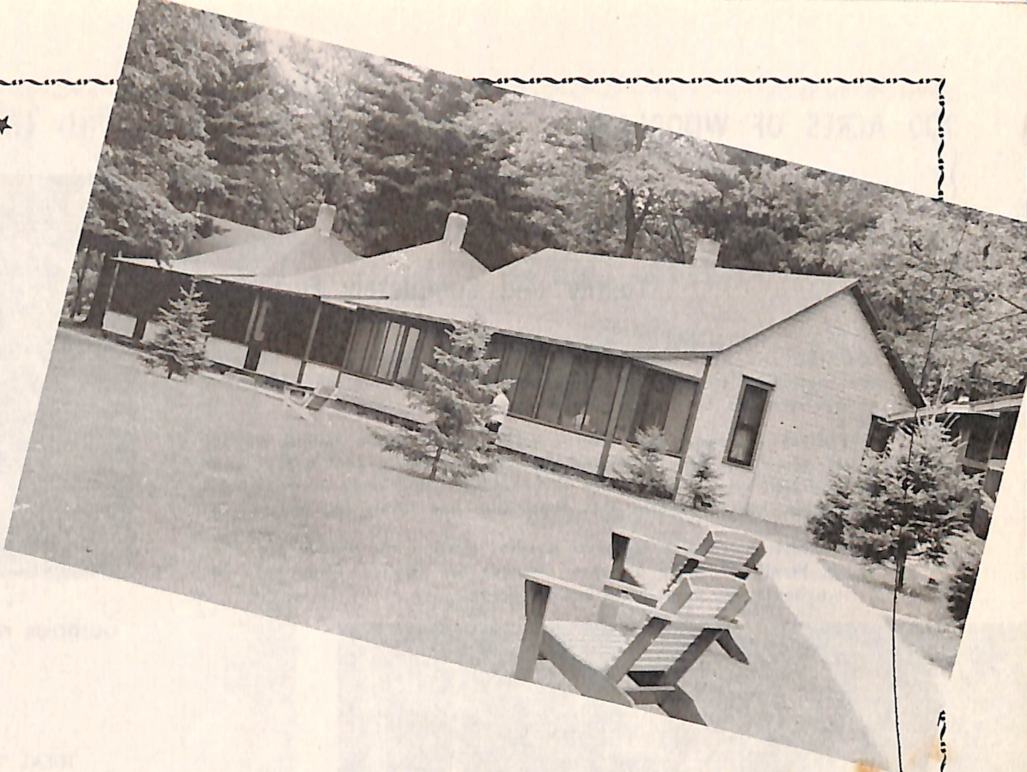
Jean Nicolet was the first white man known to set foot on Wisconsin soil. He arrived in the summer of 1634 and history records experiences which they mention in their missionary report to their order in Europe, saying "When they (Nicolet and his companion) reached their destination, they fastened two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

★ ★ ★ ★ ★ ★ ★

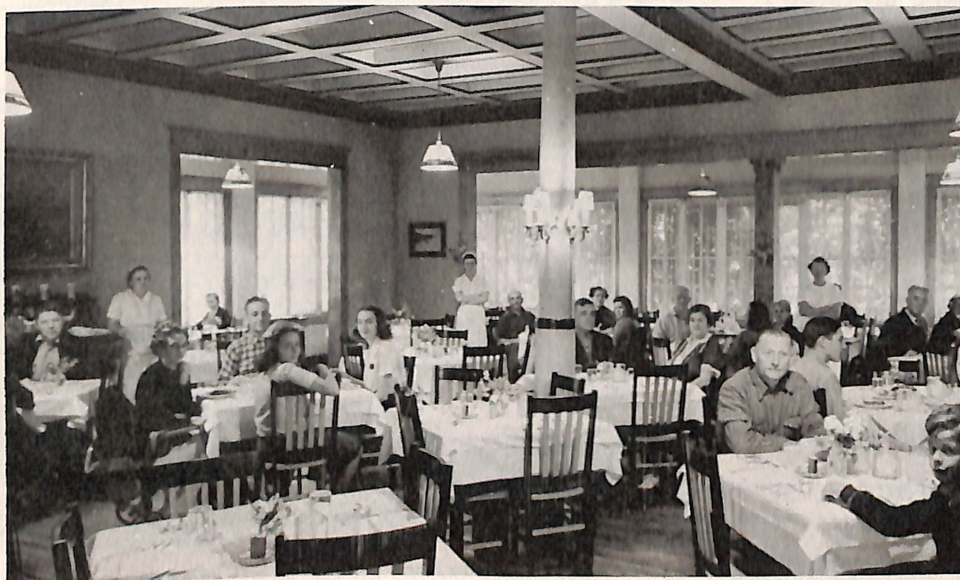
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SPIDER
LAKE
RESORT

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."

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***Koerner's* SPIDER LAKE RESORT**

TWO MILES FROM MANITOWISH WATERS AIRPORT

P. O. MANITOWISH WATERS, WISCONSIN

All **ROOMS**
and
COTTAGES
with **BATH**

Also operating

Koerner's
COFFEE SHOP

"Eat Overlooking
 the Lake"

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Fountain
 Tasty Sandwiches
 Hot Meals
 at all hours

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Novelties - Souvenirs
 Fishing Tackle and
 Toilet Necessities

★

HAVE FUN
 at our
O V A L
B A R

★

Telephone
 Manitowish Waters,
 Wis. 52

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

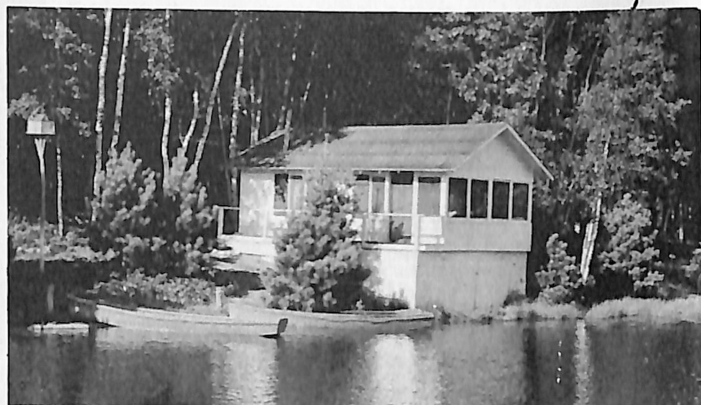
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Tastily and Completely Furnished

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, some with hot water and showers, gas stoves with ovens, wood burning and oil burning stoves for heating. Good beds — innerspring mattresses. Interior knotty pine finish and one lovely log cabin.

All cottages have nice screened porches overlooking private pier and beach. Plenty of space between cottages for privacy. 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
OPEN MAY 15TH TO OCTOBER 15TH

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Evanston, Ill., or phone Uni. 4 -6307

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MANITO LODGE

Phone Manitowish 91

MANITOWISH WATERS

WISCONSIN

Enjoy ADAMS PINE ACRES

FOR THE REST OF YOUR LIFE

On Beautiful Spider Lake

In the Center of the Manitowish Waters Chain of
14 Beautiful Lakes

★ ★ ★

SUN BATHE ON THE FINEST SAND BEACH
IN THE NORTH

BEAUTIFUL GROUNDS
16-FOOT TOMAHAWK BOATS



Rustic as the North Woods — Stone Fireplaces

MODERN - COMPLETELY FURNISHED
HOUSEKEEPING LOG CABINS

SCREENED AND GLASSED PORCHES
DEEP FREEZE SERVICE

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For your reservation for '52

WRITE — WIRE — or CALL

Adams **PINE ACRES**

PHONE 83

MANITOWISH WATERS

WISCONSIN

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ZIGRAY'S NORTHERN LIGHTS RESORT

Manitowish Waters, 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**

**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.

Zigray's NORTHERN LIGHTS RESORT

MANITOWISH WATERS, WISCONSIN — PHONE 75

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"People are Talking"

About the new SEMI-AMERICAN
TWO-MEAL-A-DAY PLAN

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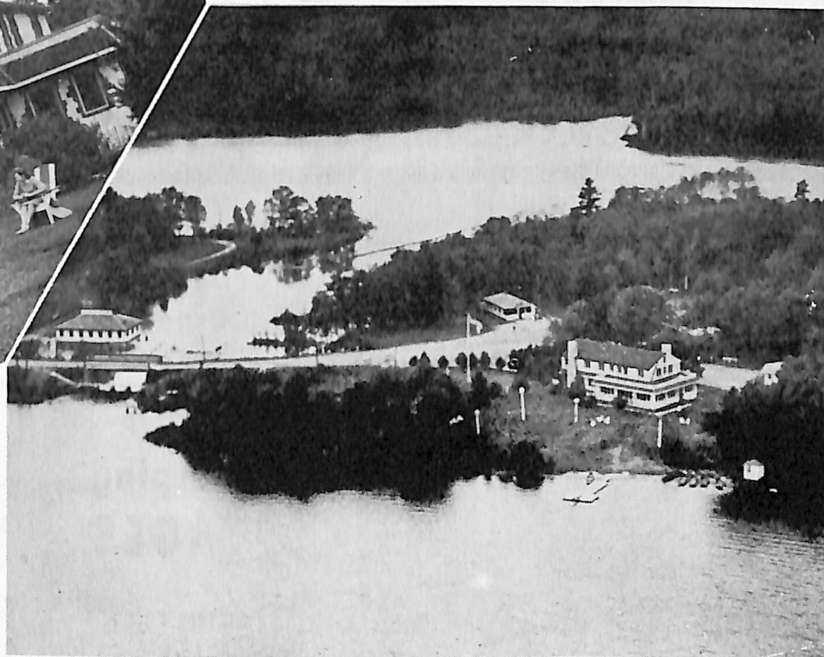
\$8.00 per day, per person
Children are half rate

★

Breakfast — 7:30 to 11:00 am.
Dinner — 6:30 to 8:00 pm.

★

LUNCH WHERE E'ER YOU ARE





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★ *Little*
Star ★
Resort



MODERN OVERNIGHT and HOUSEKEEPING COTTAGES

on LITTLE STAR LAKE

ONE OF THE 14 BEAUTIFUL LAKES ON THE FAMOUS MANITOWISH WATERS CHAIN
SAFE, SANDY BEACH FOR SWIMMING

Outboard Motors for Rent

LITTLE STAR GARAGE

24-hour  service

EVERYTHING FOR THE CAR

ON U. S. HIGHWAY 51

For further information — call or write:



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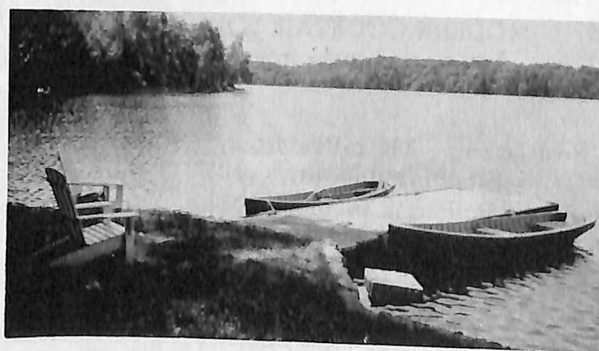


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YOU'RE LOOKING FOR"

KNOPP'S
Modern
Housekeeping
COTTAGES

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BEAUTIFUL
SPIDER LAKE
On a Chain of 14 Lakes

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

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GOOD BOATS

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RIDING HORSES — GOLF AND
TENNIS NEARBY

RATES — \$55 and \$75 per week
For further information, rates, etc.
write:

Mr. and Mrs. Frank E. Knopp
Postoffice:

MANITOWISH WATERS, WIS.

Phone 49

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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.

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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.

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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 WATERS

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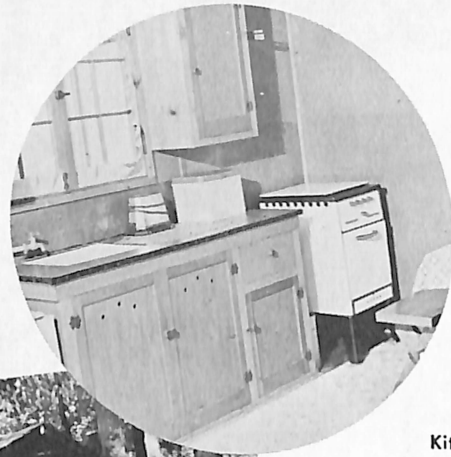
LOCATED AND EQUIPPED WITH YOUR COMFORT IN MIND On Benson Lake and the Manitowish River

LAKEWOOD LODGE

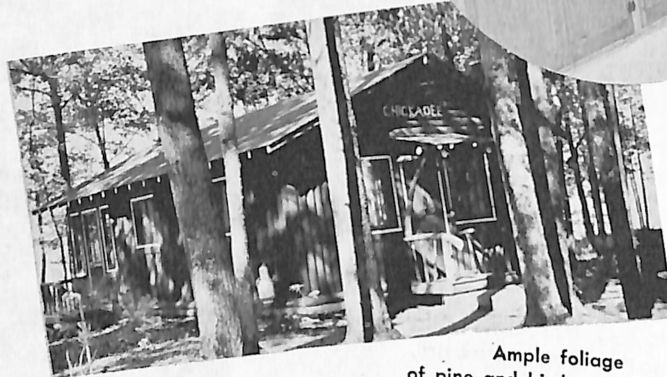
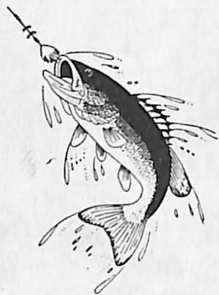
Muskie — Walleye — Bass — Sturgeon
Pan Fish

Ping Pong — Shuffleboard — Horseshoes
and all Vacation Activities available

Modern Housekeeping Cabins accomodate
two to six persons



Kitchens like home



Ample foliage
of pine and birch trees
makes each cabin a secluded Haven
for relaxing privacy and quiet, un-
disturbed rest.

EASY TO REACH . . .

HARD TO LEAVE

Entrance on U.S. Highway 51

Folder and rates promptly mailed.

Write:

LAKEWOOD LODGE
MANITOWISH WATERS, WISCONSIN

PHONE 13

Welcome to

PAPOOSE LODGE

ALL MODERN HOUSEKEEPING COTTAGES

MUSKY

WALLEYE
PIKE

BASS

CRAPPIE

LOCATED ON

BEAUTIFUL SPARKLING CLEAR PAPOOSE LAKE

Our cottages all have electric refrigeration, bottle gas, running water, inside toilets, comfortable innerspring mattresses, and other modern features.

At Papoose Lodge the entire family can enjoy themselves with good fishing, boating, swimming, table tennis, croquet, horseshoes and many other games and sports.

Cottages accommodate from two to eight people. Rates are from \$35.00 to \$65.00 per week.

Special rates before June 15 and after Labor Day.

Telephone: Call Rhinelander, Wis., ask for Toll Operator and then,
Bill Berry's Papoose Lodge.

For further information write Mr. and Mrs. Bill Berry, Manitowish, Wisconsin.

BOATS ON TWO LAKES

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PHIL and WILMA
Campbell's
RESORT

ON BEAUTIFUL REST LAKE — one of the famous Manitowish Waters chain of 14 lakes.

LOCATED — A half mile off U.S. Highway 51 on Co. Trunk W.

AMERICAN PLAN — or — EUROPEAN, in our Modern Lodge — Dining Room overlooking the lake — Excellent food — Rooms with private bath.

Also SEMI-AMERICAN PLAN — in our Guest Cottages equipped with small kitchenettes. This plan includes Dinner in the Lodge. Other meals are optional.

EXCELLENT MUSKIE FISHING IN SPRING AND FALL
HUNTING PARTIES ARE WELCOME IN SEASON
NEW BOATS ARE HARBORED IN OUR PRIVATE BAY



Let us help you make your vacation an enjoyable one.

For further information, rates, etc., write or call —

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P.O. Manitowish, Wisconsin Phone, Manitowish Waters 161
Experience one of our "JEEP RUNS" for FUN!



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MANITOWISH RIVER RESORT

IN THE FAMOUS MANITOWISH WATERS REGION

All modern new cottages, fully equipped with running hot and cold water. Gas stoves, refrigeration, comfortable beds with spring mattresses, electric lights, shower, and inside toilets. Screened-in porches.

SAFE — SANDY BEACH : GOOD BOATS : EXCELLENT FISHING
Also Rooms in Main Lodge — American Plan, at Reasonable Rates

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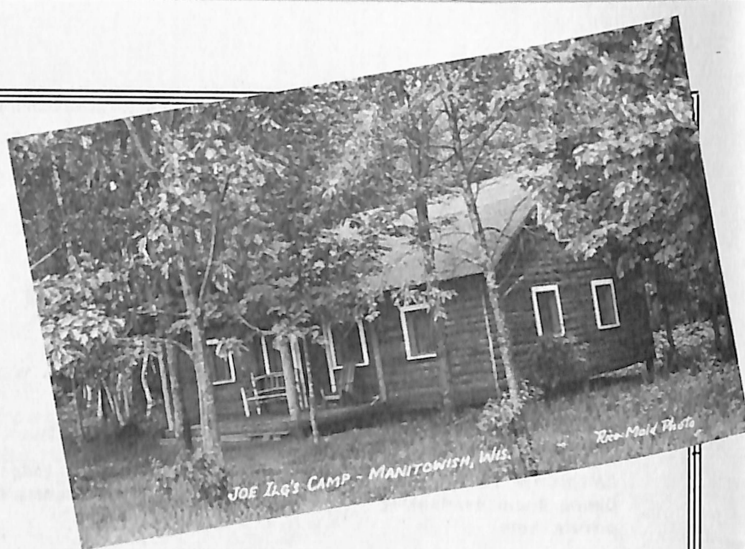
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Welcome . . to a Vacation of Happiness

JOE ILG'S LOG CABINS

are located on beautiful Rest Lake of the Manitowish Waters Chain of 14 lakes. We have completely MODERN cottages as well as RUSTIC LOG CABINS with three or more rooms equipped with housekeeping facilities, excellent beds, electricity and bottle gas ranges.



SANDY BATHING BEACH . . .

PERFECTLY SAFE FOR CHILDREN

GOLF and RIDING HORSES NEARBY

WE CATER TO ARCHERS

during our beautiful fall season

Write for further information to . .

JOE ILG'S LOG CABIN RESORT

Joe F. Ilg, Jr.

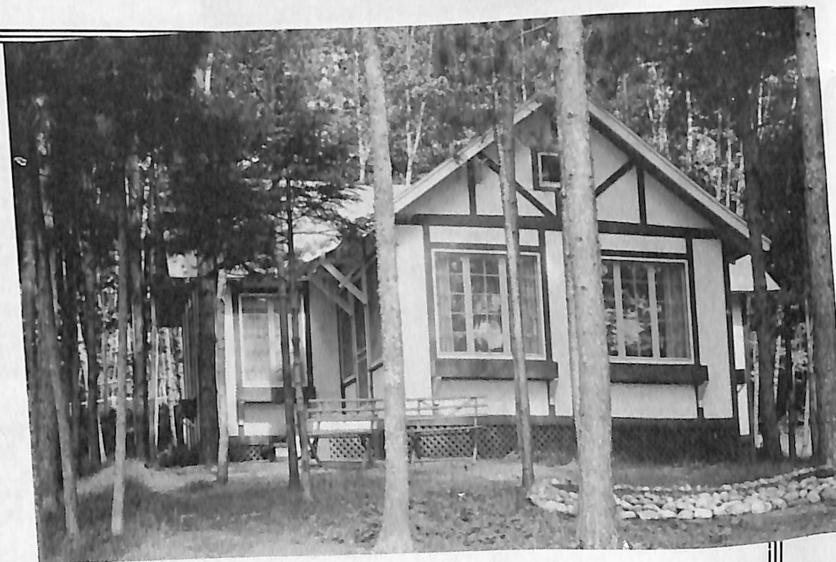
MANITOWISH WATERS, WISCONSIN

Phone 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

Harold Ziemba, proprietor

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WISCONSIN

PHONE: MANITOWISH WATERS 113



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Housekeeping Cottages fully equipped . . modern

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

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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

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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



Strum's CHATEAU

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

.. COTTAGES

SITUATED AMONG THE PINES, ACCOMMODAT-
 ING TWO . . FOUR . . OR . . SIX PERSONS

Modern Bar

Cash Beer

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OUR BOAT DOCK — ON REST LAKE

Completely Modern Cottages
 for Housekeeping or for Overnight

All of our cottages have innerspring mattresses,
 bottle gas stoves, and private showers.
 Our "Overnitters" are also Modern with private
 showers.

Strum's CHATEAU

Highway 51 — near Rest Lake

Mr. and Mrs. Walter E. Strum
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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 2,000 FEET OF WONDERFUL SAND BEACH.
GOOD BOATS, ETC. FOR A COMPLETE VACATION

Spider Lake

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MANITOWISH, WISCONSIN

ONE OF OUR COTTAGES

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

★ ★ LOCATED on LAKE MANITOWISH . .

Our modern, homelike cottages are tully equipped for housekeeping, with gas, electricity, running water, electric refrigerators, and inside toilets. Some have showers.

A QUIET, MODERATE-SIZE RESORT where the entire family can enjoy their vacation. Rates are reasonable. Special rates until last week in June and after Labor Day.

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"Our Main Pier"

Lydia's Cottages

MANITOWISH WATERS

WISCONSIN

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Enjoy your vacation at...

Bambi Cottages

FURNISHED HOUSEKEEPING COTTAGES AT
REASONABLE RATES

We are centrally located on the Manitowish Waters
Chain of Lakes

SANDY BEACH — ELECTRIC LIGHTS — BOATS

Special rates for May, June and September

For further information, rates, etc., write

MR. C. J. SPIEGEL

BAMBI COTTAGES
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.

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OAKGROVE COTTAGES

Phone 114

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

MUSKIE, BASS and PIKE FISHING

Frank Tichy's KNOTTY PINE RESORT

For a Perfect Northwoods Family Vacation

A modest housekeeping resort of 6 cozy knotty pine cottages conveniently situated on the beautiful Manitowish River, offering restful relaxation in a setting richly endowed by nature.



Cottages are all on water frontage, modern, comfortably furnished to accommodate 2 to 6 persons, modern refrigeration, running water, inside toilet, showers, completely furnished for housekeeping.



We serve delicious home cooked dinners, sandwiches, and refreshments. Our northwoods breakfasts are a real treat.

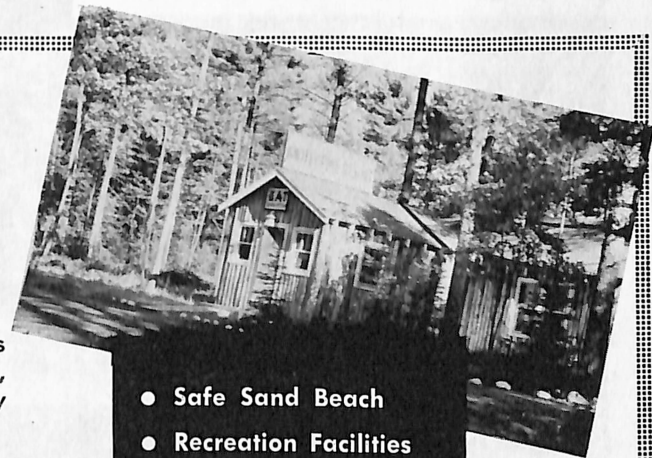


Open May 15 to October 15. Special reduced rates before July 1 and after Labor Day. Write or phone:

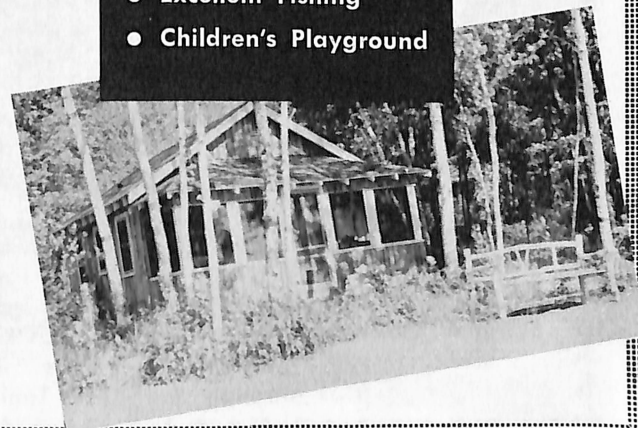
FRANK TICHY • KNOTTY PINE RESORT

P. O. Manitowish, Wisconsin

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- Safe Sand Beach
- Recreation Facilities
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FOR THE TIME OF YOUR LIFE IN THE WISCONSIN NORTH WOODS

Ray and Ginny's CIRCLE LILY LODGE



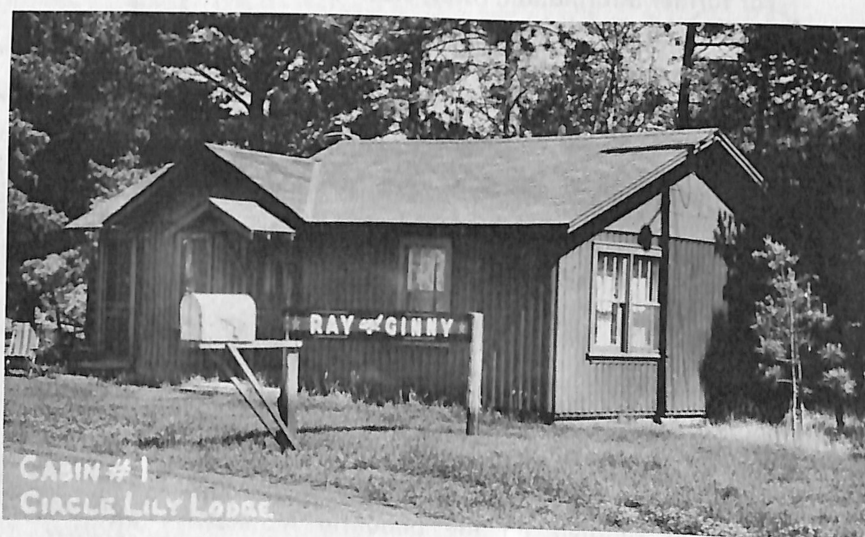
On U.S. HIGHWAY 51
ON THE FAMOUS
MANITOWISH
RIVER

MODERN
HOUSEKEEPING
CABINS
accommodating from
2 to 6 persons

Our cabins are completely furnished for comfort, with private showers, hot and cold running water, electric refrigeration, bottled gas stoves, oil heaters, and innerspring mattresses.

We have boats on Bass Lake, Circle Lily Lake, and Spider Lake of the famous Manitowish Waters chain of 14 lakes.

We take pride in serving our mixed drinks and good food in the Main Lodge.



Enjoy one of our famous "JEEP"
trips through the "Tall Timber".

Circle Lily Lodge is open the entire year. Special rates before June 15, and after October 1.

We will meet trains and planes by appointment.

For further information;

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P.O. Manitowish, Wisconsin

Phone Manitowish Waters 9014

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WALTER MEINEL'S

Deluxe Summer Homes for Housekeeping



These beautiful homes were completed early in 1948, and are the most luxurious summer homes ever constructed for rental.

Large
Living Rooms

One, Two and
Three
Bedroom
Homes

MANITOWISH WATERS, WISCONSIN

Located on the shores of Beautiful Rest Lake, and is a part of the Famous Manitowish Waters Chain of 14 Lakes

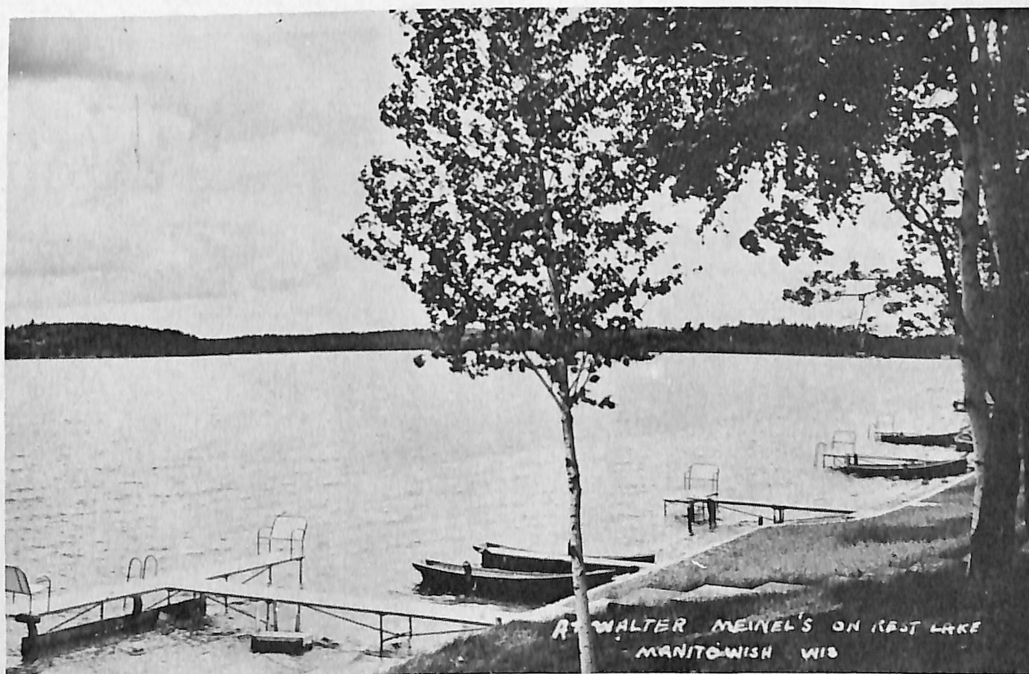
MODERN KITCHEN ..
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(completely furnished)
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GOOD MUSKIE,
WALLEYE, BASS,
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EXPERT GUIDES
AVAILABLE

SHUFFLEBOARD
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SANDY BEACH



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POST OFFICE: MANITOWISH, WISCONSIN



.. You'll feel right at home

at
Mader's
**Manitowish
Waters
Resort**

Ideal spot for your vacation. Located on Spider Lake; center of the Famous Manitowish Waters Chain of 14 Lakes. 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

Telephone 82

Manitowish Waters, Wisconsin



- ★ GOOD BEDS
- ★ GOOD FOOD
- ★ FRIENDLY SERVICE
- ★ BEAUTIFUL SURROUNDINGS
- ★ STRICTLY MODERN
- ★ HOT AND COLD RUNNING WATER IN EVERY ROOM
- ★ SHOWERS IN EVERY COTTAGE

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P. O. Manitowish, Wis.

★ ★ ★ ★ ★ **Welch's ALPINE LODGE**

LOCATED ON VAN VLIET AND CRAB LAKE. GOOD MUSKIE, PIKE AND BASS FISHING

★ ★ ★

"Try Alpine Lodge This Summer"

AMERICAN PLAN

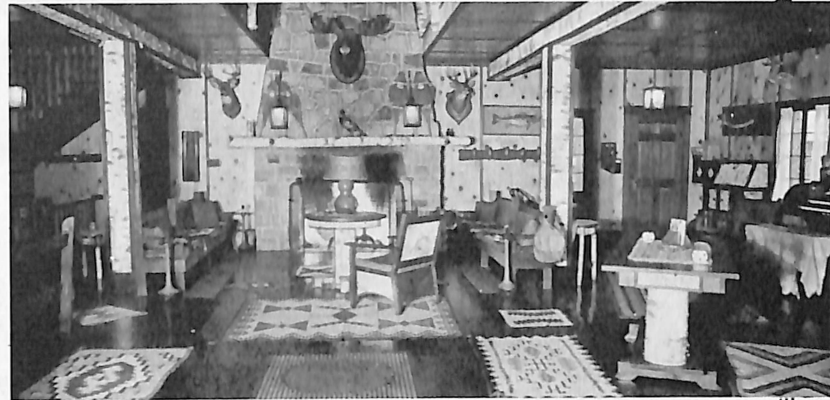


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One of the North's Finest Housekeeping Resorts

ALL WITH BATH
FRIGIDAIRES
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Fifteen acres of woodland
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On Beautiful Island
and Spider Lakes

*Northern Highland
Lodge*

Manitowish Waters, Wisconsin

Phone 44

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Lehman's HOLIDAY LODGE RESORT

RUSTIC HOUSEKEEPING COTTAGES

Modern, comfortable beds, electricity, running water, flush toilets, bottle gas stoves.

SANDY BEACH safe for swimming

The perfect vacation in a beautiful location.

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Fairfield's MODERN COTTAGES

Among the Pines

BEAUTIFUL, RESTFUL LOCATION

Sandy Beach, Good Boats, Two and three-bedroom
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Reasonable Rates

Natural Fireplace in One Cottage

For further information, write

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MANITOWISH WATERS

WISCONSIN

If you are interested in a restful vacation — FISHING — HUNTING (Archery or Rifle hunting) . . . We invite you to our

Waukegan **LODGE**

Located on Fawn Lake of the famous Manitowish Waters chain of 14 lakes in Vilas County.

Open May through December.
Seasonal rates.

Our Housekeeping Cottages are completely modern, and conveniently located on the Lake.



LODGE



During the hunting seasons, we invite—and hunt with—ARCHERS and RIFLEMEN.

For your vacation recreation, we offer shuffleboard, badminton, horseshoe, croquet, swimming, boating. A nice drive of a few miles will take you to golf courses and saddle horses.

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WAUKEGAN LODGE

P. O. Manitowish, Wis.

Phone Manitowish Waters 37

Our waters offer MUSKY, WALL EYE, BASS and PAN fishing. Also a paradise of scenic beauty for those that appreciate Nature's Wonderful Wisconsin.

Bart's **REST LAKE** RESORT

AMERICAN PLAN HOTEL AND
GUEST COTTAGES

... also ...

MODERN HOUSEKEEPING CABINS
GOOD BEDS - EXCELLENT MEALS

FRIENDLY ATMOSPHERE
BEAUTIFUL SURROUNDINGS



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

For further information, write:

JAMES BART

Rest Lake **RESORT**

Phone 124

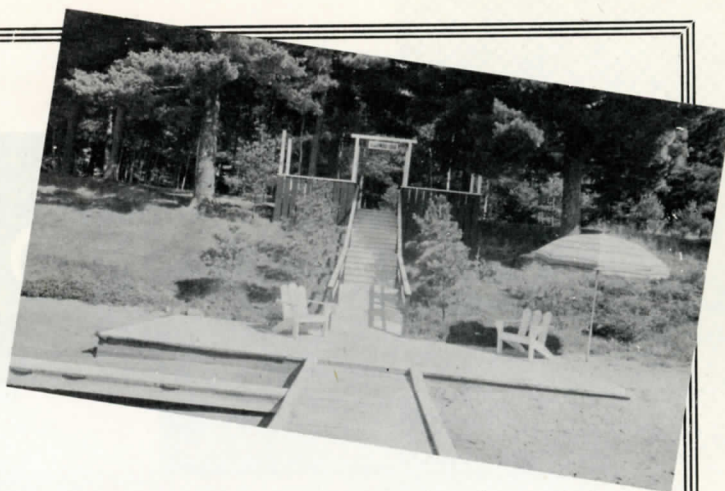
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WITH ITS STATELY PINES AND BIRCHES IS A
SPOT OF BEAUTY.

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.



Open May 15 thru Oct. 15. Reduced rates before
July 1st and after September 7th.

We offer you some of the finest Housekeeping
Cabins completely furnished—private showers,
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Sindberg's
Northwood Lodge
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MANITOWISH WATERS, WIS.

on
ISLAND
LAKE

The Leading
MUSKY
PRODUCING
LAKE
in the
HEADWATERS
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Sinning's
COTTAGES



Completely Furnished **MODERN HOUSEKEEPING** *Cottages*

BATH WITH HOT AND COLD RUNNING WATER — ELECTRIC LIGHTS — OIL HEAT — GAS RANGES
TWIN BEDS WITH INNERSPRING MATTRESSES

Located on the south end of beautiful Island Lake, at the head of the
famous Manitowish Waters chain of 14 lakes

For further information write Mrs. Roy Sinning, Manitowish Waters, Wisconsin
Phone: Manitowish Waters 67

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BLACK FOREST *Lodge*

WINCHESTER
WISCONSIN
Vilas County



On South Turtle Lake

7 miles up County "W" from U.S. 51
at Manitowish Waters

Telephone: Manitowish 9145



Catering not only to the ardent fisherman or hunter but also, and especially, to the vacation pleasure of the entire family.

Thoughtful consideration has been given to the comfort and enjoyment of all, including those who seek primarily rest and relaxation from the tension of city life.



6 Beautiful HOUSEKEEPING COTTAGES

STRICTLY MODERN

A planned summer colony of deluxe summer homes in a delightful setting of primitive forest and park-like grounds. Charmingly situated on a point on the north shore, in 250 acres of Maple and Evergreens with a mile of lake frontage, it captures all prevailing summer breezes and enjoys a safe, sandy beach. One mile from stores, church and post-office.

Cottages are clean, comfortable, equipped with all modern conveniences and spaced far apart to assure privacy. Electric ranges and refrigerators, complete bathrooms and kitchens with hot and cold running water.

From here you can fish any lake in the Turtle or Manitowish Chain area, famous for Muskies, Walleyes, Bass, Northerns and panfish. Best deer hunting in Wisconsin. Also bathing, boating, hiking, riding, shuffleboard, table tennis, horse shoes, fish fries, wienie roasts, dancing and golf. Best 18-hole course in Northern Wisconsin.

Weekly rates — Per cottage — July and August

- 1 small — 3 rooms and bath at ____ \$50.00—sleeps 2- 4
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- 1 largest — 7 rooms and bath at ____ 100.00—sleeps 8-10

Special rates for May-June and September-October.

For reservations or further information address

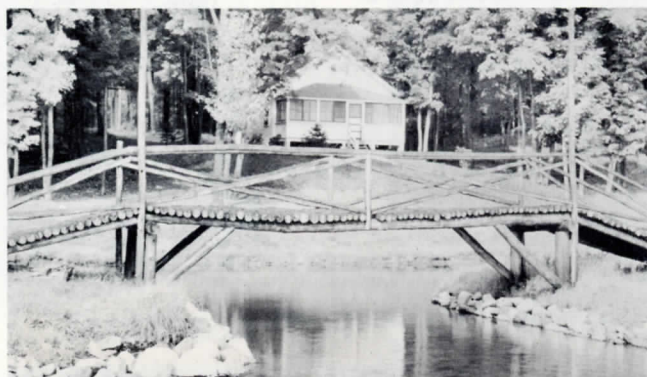
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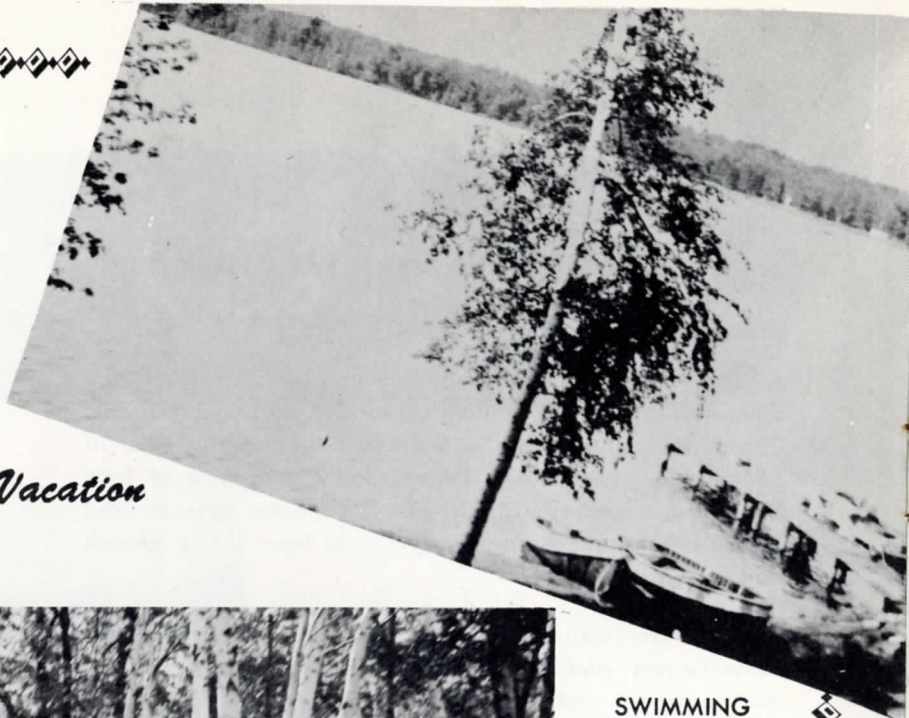
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*Offers
You*

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SWIMMING
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OR
GOLF and
RIDING
NEARBY

A Beautiful Location

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IN THE MANITOWISH CHAIN

IN THE WISCONSIN HEADWATERS COUNTRY

DeLuxe Modern Cottages

Two to Six Persons

ELECTRIC REFRIGERATION — OIL HEAT — SHOWERS

UNSURPASSED BEACH

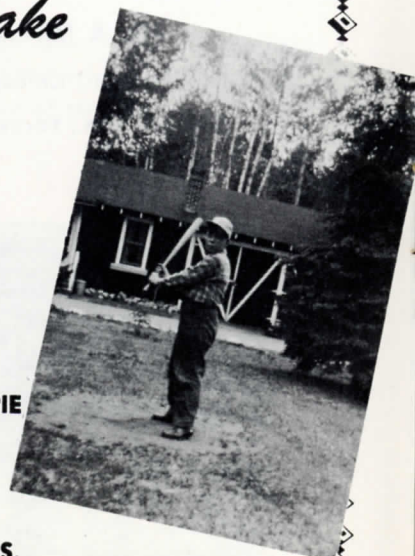
SPORT FISHING — MUSKY — BASS — WALLEYE — CRAPPIE

OPEN MAY 10 — OCTOBER 31

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UNDER NEW MANAGEMENT
MR. & MRS. HARRY L. BIBBS

Star Route, WOODRUFF, WIS.



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Manitowish Waters Telephone Co.



MANITOWISH WATERS
WISCONSIN
C. R. Robbel, Owner

Information ... Service ...

THE SERVICES of this organization are free to the Vacationist . . . Neither do our Resorts pay any commissions for any benefits derived.

WE WILL DO OUR BEST to assist you in selecting the accommodations you may desire at the rates you may quote.

WHEN IN OUR BEAUTIFUL AREA say Hello at our Official Information Bureau on U.S. Highway 51 in Manitowish Waters.

OUR PURPOSE is to serve the Vacationist. In so doing we also serve our Community.

MANITOWISH WATERS
CHAMBER OF COMMERCE

Otto F. Burich, Publicity Director
PHONE 139

One mile off U.S. Highway 51 • ON THE MANITOWISH WATERS CHAIN OF LAKES

MODERN HOUSEKEEPING
CABINS

Accommodating 2 to 6
Persons

ALL CABINS FURNISHED
AS PICTURED

COMPLETELY MODERN
BATHROOMS

7 PICTURE WINDOWS
IN EACH CABIN

40 ACRES OF WOODLAND
1500 FT. OF SHORELINE

GOOD FISHING

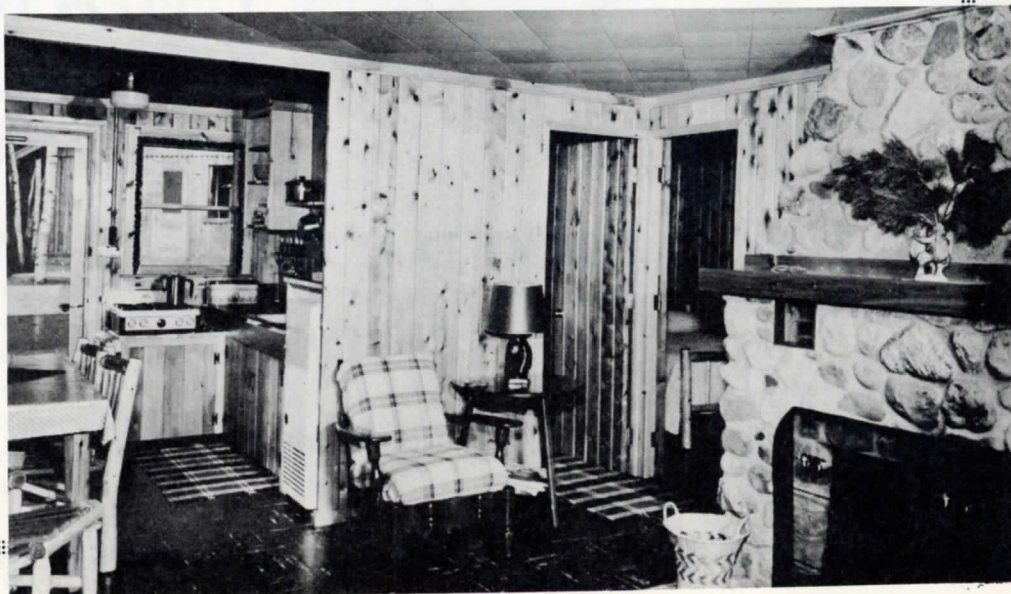
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Special rates during May
and June and after
Labor Day

TELEPHONE 88

BIRCH BAY CABINS

FOR FURTHER INFORMATION WRITE
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ALDER LAKE RESORT

offers you

"A PLACE TO BRING THE WHOLE FAMILY"

Alder Lake Resort is located in virgin forest, on beautiful Alder Lake, offering fine Muskie, Bass and Pike fishing, as well as pan fish.

Cottages are completely furnished for housekeeping, with screened porches, bottled gas stoves, refrigeration. Electric lights. Water pump and sink.

ALL COTTAGES FACE THE
LAKE

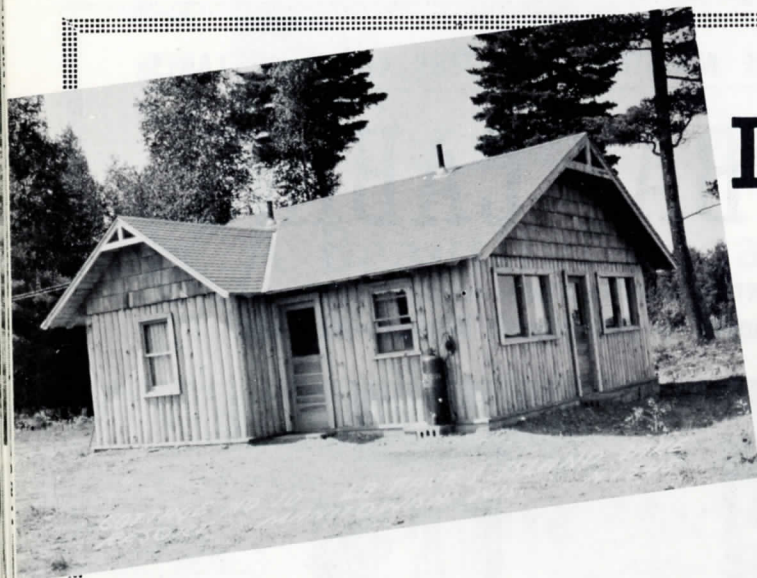
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BEACH

Safe for Children

For further information
write:

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Alder Lake Resort

P. O. Manitowish Waters
Wisconsin



La FAVE'S

... on ...

ISLAND LAKE

Since 1888



TEN MODERN COTTAGES

All Summer Sports

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Phone — Manitowish Waters 61

Manitowish Waters, Wisconsin

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SKY LODGE

ON CLEAR LAKE
Headwaters of the Manitowish Waters Chain

MANITOWISH WATERS, WISCONSIN

"MUSKY"
FISHING
AT ITS
BEST!

WHAT
MEALS !!



HIKING
BATHING
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SPORTS

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

MODERN COTTAGES

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welcome...

....to the following ASSOCIATE MEMBERS who
have become affiliated with this organization.

THEODORE BALSLEW, Little Star Lake

ALGOT J. BOWMAN, Spider Lake

DAVID L. CELLA, Rest Lake

ROBERT PILCHER, Little Star Lake

DR. OLIVER W. PFEIFFER, Spider Lake

Residents and summer home owners in the Manitowish Waters area are eligible and cordially invited to associate membership in this organization. The Manitowish Waters Chamber of Commerce is a civic promotional organization, and membership therein indicates your pride and interest in your community. If more information is desired, contact the Manitowish Waters Chamber of Commerce, Otto F. Burich, Secretary.

fishing...

WE DO HAVE SOME FINE FISHING on our chain of 14 beautiful lakes. WE DO NOT ADVERTISE THAT OUR FISH ARE THE LARGEST IN THE WORLD OR THAT THEY WILL JUMP RIGHT INTO YOUR BOAT. We do think, though, that we have some "dandies" in our waters. ALL YOU HAVE TO DO is to catch them. We do recommend, however, that fishing is best in the early or late season.

FISH FACTS

	MUSKIE		PIKE		BASS	
	Lbs.	Oz.	Lbs.	Oz.	Lbs.	Oz.
1940	41	10½	10	11½	5	¼
1941	33	3	9	8	7	1¼
1942	36	10½	9	12¼	5	7½
1943	32	14	13		5	14½
1950	34	4½	9	12½	4	8
1951	35	11	10	7	5	15

These figures are made as the result of a compilation made from entries in fishing contests that have been conducted by the Manitowish Waters Chamber of Commerce.

On another page in this book, more information will be found concerning fishing contest entries and winners.

You'll find that Friendly Atmosphere in Wonderful Wisconsin

at **THE WIN-MAR**

An ideal location for a Perfect Vacation . . . Fun — FISH
Congeniality — Relaxation — and Convenience

MODERN HOUSEKEEPING COTTAGES

Completely Furnished

Hot and cold running water — showers — laundry room —
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Clean, comfortable and homelike. Located right at the lake.
Safe sandy beach. Playground equipment.

For more than 28 years THE WIN-MAR has served
Vacationing Public

Service With a Smile



Trailer Accommodations
Bow & Arrow Hunters Welcome
Relief from Hay Fever

Located at Rest and Vance Lakes on the Manitowish
Waters chain of 14 lakes known for musky, pike and
bass fishing. The WIN-MAR will not only fit in with
your vacation plans — but also your purse. Stores —
bait — meals — all within walking distance.

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T H E W I N - M A R

Phone 28 Vilas County — Manitowish Waters, Wis.



GOOD TROUT, MUSKIE, PIKE AND BASS FISHING

T H E O A S I S

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 GLASS-ED-IN PORCHES • DRY GAS FOR COOKING
GOOD BOATS • LIVE BAITS • FISHING GUIDES AVAILABLE

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STRICTLY MODERN ACCOMMODATIONS . . all with

FULLY EQUIPPED KITCHENS

HOT and COLD RUNNING WATER

ELECTRIC LIGHTS and REFRIGERATORS

ELECTRIC or GAS STOVES

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ALL BEDS WITH INNERSPRING MATTRESSES

★ ★

Two New Cottages are now
available

All five cabins face MANITOWISH LAKE,
which is one of the famous chain of
14 lakes. Everyone is accessible from
our docks.

★ ★

FINE .. SAFE .. and SANDY BEACH

The best boats obtainable go with each cottage.
Outboard Motors available for rent.

GOLF — TENNIS — HORSEBACK RIDING — SHUFFLEBOARD — HORSESHOE COURTS, ETC.
AS AN ADDED ATTRACTION, WE FEED THE DEER IN OUR YARD

Only 1 1/2 miles southeast from
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Able to accommodate up to 12 guests in this building



For further information write

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Manitowish Waters, Wisconsin

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14

BEAUTIFUL LAKES IN A NAVIGABLE CHAIN

Home of The Tiger Muskie!

SCENERY

FORESTS and LAKES — LAND and SKY —
BIRDS and WILD ANIMALS

CLIMATE

PINE-SCENTED AIR, CONDITIONED BY MOTHER NATURE
1609 FEET OF ALTITUDE — COOL NIGHTS FOR
COMPLETE RELAXATION and REST — SUNNY, WARM DAYS.
HAYFEVERITES ENJOY THIS CLIMATE. SO WILL YOU.

ENJOY OUR
HOSPITALITY

ACCOMMODATIONS

HOTEL — LODGE — COTTAGE or CAMP . . .
CABINS, LODGES — MODERN HOUSEKEEPING COTTAGES OR
AMERICAN PLAN HOTELS and LODGES, large or small, NESTLED
IN THE PINES OR ON THE LAKESHORE ARE ALL
WELL-KEPT TO SERVE YOU WELL. YOU CAN FIND THE PLACE
THAT EXACTLY SUITS YOUR BUDGET.

FISHING

EARLY and
LATE SEASON MUSKY
FISHING AT ITS BEST. ALSO
WALLEYE — BASS — PAN FISH
EXCELLENT IN ALL OUR LAKES.

ALL THIS and MORE —
FOR YOU IN THIS
WONDERFUL WISCONSIN VACATIONLAND OF —

MANITOWISH WATERS

FOR YOUR VACATION PLEASURES CONTACT ANY RESORT IN THIS BOOK — or —
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THE CHAMBER OF COMMERCE, MANITOWISH WATERS, WISCONSIN

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GOLF — TENNIS — HORSEBACK RIDING —
HIKING — SWIMMING — CANOEING —
BOATING — SHUFFLEBOARD — HORSESHOE — CROQUET.

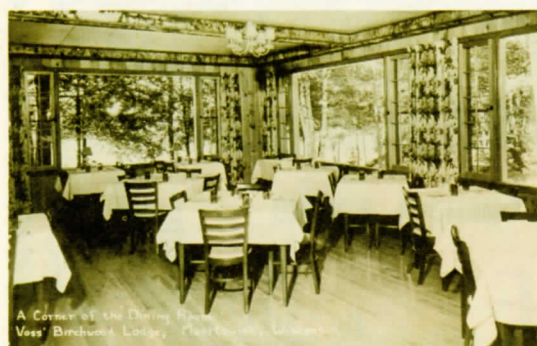
Nature

SEE OUR
WILD LIFE

GIANT PINES —
STURDY OAKS — BEAUTIFUL
WHITE BIRCHES. DEER APLENTY —
BLACK BEAR — SMALL GAME —
WATER FOWL.

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ARCHERY SEASON IS UNEXCELLED
FOR BEAUTY AND GAME. GOOSE
SHOOTING OUTSTANDING. WE ARE
IDEALLY LOCATED TO ENJOY THE REGULAR
DEER SEASON.



VOSS' BIRCHWOOD LODGE

Centrally located on the Manitowish Waters, chain of 14 lakes, widely known for excellent Muskies, Pike and Bass fishing.

All modern hotel and 12 guest cottages. Rates \$9.00 and up, American plan.

12 completely modern-furnished housekeeping cottages. \$55.00 and up, per week.

Soda grill, coffee shop, gift counter and attractive cocktail lounge conveniently located but separate from hotel.

Excellent swimming, tennis, shuffleboard, horses, hiking, canoeing, fishing and other recreations available on resort grounds. Well equipped children's playground. Golf course nearby.

If you want the best in modern accommodations, good food and service—it's **VOSS' BIRCHWOOD LODGE**—Located 20 miles north of Minocqua on U. S. Highway 51. Class 2 Municipal Airport 1½ miles from the resort.

For further information and literature write

VOSS' BIRCHWOOD LODGE

Manitowish Waters, Wisconsin

Telephone 46W





"So Much to Make Life Worth Living"

★★★★★ *Rest Lake* LODGES

Modern

HOUSEKEEPING COTTAGES for 2 to 6 persons
COME STAG — OR BRING THE FAMILY
COME ONCE — AND YOU WILL COME OFTEN
FOR HAPPY VACATION DAYS come to Manitowish
Waters this year. "Land of Woods and Waters."
Home of the Tiger Muskie. On Rest Lake of the
famous Manitowish chain of 14 lakes. Musky,
Pike, Bass and pan fishing.

Musky Fishing Good in the Fall and Spring



GUIDES
AVAILABLE ★

GOOD
BOATS ★

IN THE HEART OF VILAS COUNTY'S EXCELLENT DEER COUNTRY
HUNTING GOOD IN SEASON

We will meet Plane — Train — or Bus

HUNTING PARTIES WELCOME

For further information, write or call

REST LAKE

Lodges

O. S. and EVE RATLIFF

MANITOWISH WATERS, WISCONSIN

P.O. Manitowish, Wisconsin

8 o'clock Blvd.

Member N.F.A.A.

Phone 163





Rudy's **RESTHAVEN**

ON REST LAKE



MODERN

HOUSEKEEPING COTTAGES

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GUEST ROOMS

•
MODERN BAR

and

DINING ROOM



ON U.S. HIGHWAY 51

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**7 MODERN and SEMI-MODERN
COTTAGES**

IN THE CENTER OF THE MANITOWISH WATERS CHAIN OF 14 LAKES

A Half Mile off U.S. Highway. 51



REASONABLE RATES
BY WEEK, MONTH
or SEASON

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OPEN
MAY 15 to OCT. 15
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TWO MODERN ROOMS
OPEN ALL YEAR



ALL OUR CABINS ARE ON THE WATER FRONT

Running Water — Gas Ranges — Electric Lights — Electric Refrigerators



Owner is a LICENSED GUIDE

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Manitowish Waters - Wis.

Long Distance Telephone
Manitowish Waters 31

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In the beautiful
**WISCONSIN
NORTHWOODS**

Come to
**MANITOWISH
WATERS**



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
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

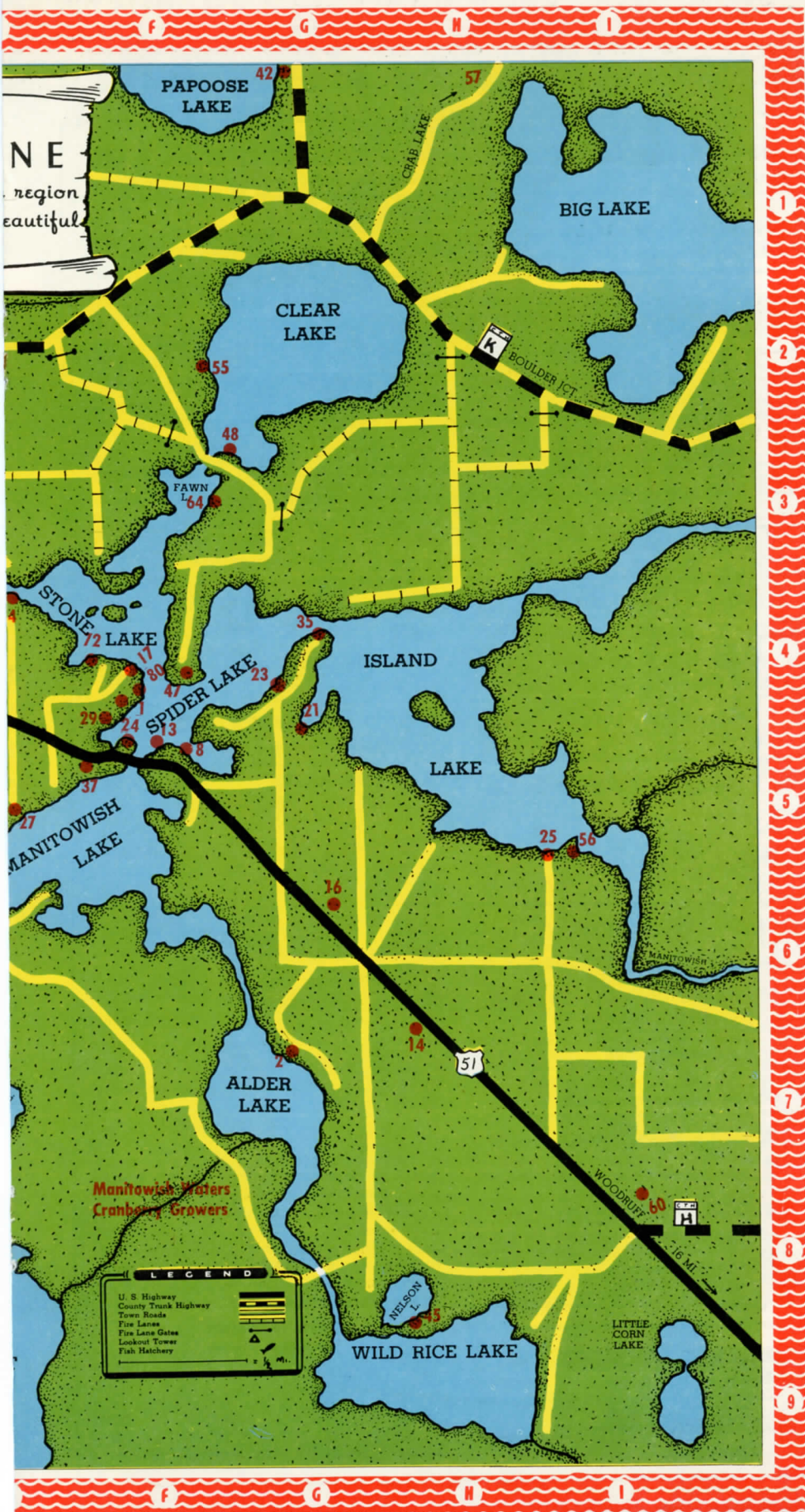
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- | | | |
|----|--|-----------------------|
| 1 | ADAMS PINE ACRES
G. W. Adams | 5-F
MHC |
| 2 | ALDER LAKE RESORT
R. A. Betzer | 7-G
HC |
| 57 | ALPINE LODGE
A. M. Welsch | 1-N
APH |
| 3 | BART'S REST LAKE RESORT
James Bart | 4-D
APH-MHC-GC |
| 4 | HILLCREST COTTAGES
Mabel & George Bazso | 4-E
MHC-HC-GR |
| 5 | BECKER'S RIVERSIDE CABINS
Frank Becker | 4-D
MHC |
| 34 | BLACK FOREST LODGE
Charles E. Wurm | 1-D
MHC |
| 6 | BEY, FRANK
Electrical Wiring and Supplies
Plumbing, Paints, Pumps | 4-D |
| 7 | BIRCH BAY RESORT
Ernest Michaelis | 4-E
MHC |
| 8 | BIRCHWOOD LODGE
H. A. Voss | 5-F
APH-GC-MHC-R-B |
| 9 | BAMBI COTTAGES
C. J. Spiegel | 4-D
HC |
| 10 | BURICH, OTTO
Official Chamber of Commerce
Information Bureau | 4-D |



THE FAMOUS MANITOWISH
WATERS CHAIN of 14 Lakes

Come Once . . And



- | | | |
|-----------|--|------------------------------|
| 11 | CAMPBELL'S LODGE
Phil. Campbell | 2-C
GC-APH-GR |
| 12 | CIRCLE LILY LODGE
Ray & Ginny Newbold | 2-A
APR-MHC-HC-R-B |
| 13 | DICKERSON, R. J.
Real Estate Broker | 5-F |
| 14 | EHLERT'S GROCERY
Art. Ehler
Groceries and Meats | 7-H |
| 15 | FAIRFIELD, TOM
On Rest Lake | 3-D
MHC |
| 16 | FIRESIDE CABINS
Louis Wagner | 6-G
ONC-R |
| 18 | HANSON'S HARDWARE
P. C. Hanson - Hardware, Sporting Goods
Sportswear, Souvenirs, Tackle | 3-B |
| 62 | HOLIDAY LODGE
C. Lehman | 2-A
MHC-HC |
| 19 | TRAILS END LODGE
James Goudy | 1-A
HC |
| 20 | ILG'S LOG CABIN RESORT
Joe Ilg, Jr. | 3-C
MHC-HC |
| 21 | ISLAND LAKE LOG CABINS
Richard Sleight, Mgr. | 5-G
MHC |
| 22 | JAEGER, A. J.
Men's & Ladies' Ready-to-Wear
LaPorte Bldg. | 3-C |
| 65 | LAKEWOOD LODGE
Harland Jones | 3-A
APH-GC-MHC |
| 23 | KNOPP'S COTTAGES
Frank Knopp | 4-G
MHC |
| 24 | Koerner's Spider Lake Resort
Alvin Koerner, Sr. | 5-F
APR-GC-B-MHC-R |
| 60 | FRITZ'S
Beauty Salon
General Repairs | 8-I |
| 25 | LaFAVE'S RESORT
John LaFave | 5-1
APR-MHC-HC |
| 22 | LaPorte's Grocery & Market
Groceries, Meats | 3-C |
| 26 | LITTLE STAR RESORT
Tom & Alice Crawford
Also Complete Garage Service | 4-D
MHC-ONC |
| 27 | LYDIA'S COTTAGES
Lydia Hutter | 5-E
MHC |

**WISCONSIN'S OUTSTANDING
MUSKIE WATERS**

You'll Come Often!

Membership List of Resorts and Other Lines of Business

Write for further detailed information, rates, etc.

28 MANITO LODGE 5-D M. Oberg MHC-HC	36 Northern Lights Resort 3-C Albert Zigray APH-GC-B	58 STRUM'S CHATEAU 4-C Walter Strum MHC-ONC-B
18 Manitowish Waters Agency 3-B P. C. Hanson Insurance & Real Estate	38 NORTHWOODS LODGE 4-D A. M. Sindberg MHC	70 SYKES' COTTAGES 3-D Homer Sykes MHC
29 Manitowish Waters Resort 4-F Eric Mader MHC-HC	39 OAK GROVE COTTAGES 2-C Mrs. Gus. Heidmann MHC	59 TACKLE BOX, THE 4-D Lloyd Kimmel Fishing Tackle, Souvenirs, Live Bait
30 Manitowish Waters Tele. Co. 4-C C. R. Robbel, Owner	40 OASIS, THE 1-C John Brikowski HC-B	61 Tichy's Knotty Pine Resort 3-A Frank Tichy MHC-R
31 McElrone's Texaco Service 1-C John McElrone Complete Station Service	42 PAPOOSE LODGE 1-G Wm. Berry MHC	72 TORPA'S COTTAGES 4-F Konrad Torpa HC
33 THE MEINEL'S 2-C DeLuxe Summer Homes Clara and Walter Meinel	43 PATTERSON'S RESORT 3-A J. W. Patterson MHC-HC-GR	63 U. S. POST OFFICE 3-C Theodore S. Daniels, Postmaster
17 MORICETTI'S COTTAGES 4-F Mrs. Therese Morichetti MHC	44 PERKINS BAY COTTAGES 2-C Kenneth Perkins HC	37 WARNIER'S RESORT 5-F Irene & Julien Warnier MHC
79 Manitowish Waters Laundry 3-C Adolph & Violi Mussatti	45 PINE SHORE RESORT 9-H Mr. & Mrs. Harvey L. Bibbs MHC	64 WAUKEGAN LODGE 3-F L. DeWoody MHC-GR
35 Northern Highland Lodge 4-G Sam Hay MHC	47 POINT O' PINES 4-F Wm. G. Fotsch MHC-HC	67 WIN-MAR, THE 3-B Young and Zimmerman MHC-B
 <p>MORE THAN 600 Muskies were caught in these MANITOWISH WATERS in 1951</p>	48 QUO-VADIS 3-G Thad. Grutza MHC	 <p>KEY TO THE ACCOMMODATION SYMBOLS</p> <p>★</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>
	50 RED FEATHER LODGE 3-D Harold Ziemba APR-GC-B	
	51 REST LAKE LODGES 2-D O. S. Ratliff MHC	
	52 ROE, IRWIN 3-C Carpenter Contractor	
	53 ROD 'N REEL 3-C H. Larsen & B. Roemer Custom Built Rods and Tackle	
	80 RUSBOLT, MRS. ANNA 4-F On Spider Lake MHC	
	54 RUDY'S REST HAVEN 3-C Mr. & Mrs. Rudy List MHC-GR-B-R	
	55 SKY LODGE 2-F C. C. Lange APH-MHC	
	56 SINNING'S COTTAGES 5-1 Mrs. Roy Sinning MHC	
	69 STAR BEACH COTTAGES 4-D Roy J. Jorgensen MHC	

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

Attention... **F I S H E R M E N !**

The **TACKLE BOX** IS YOUR GUIDE AND FISHING HEADQUARTERS

A COMPLETE VACATION in the North Woods must include at least one or more days with one of Manitowish Waters outstanding GUIDES. Imagine one of these men showing you where and how to fish. Then around noon a short outboard motor trip to a picturesque spot on the shore of one of our beautiful lakes. M-mmm-m, that smell of smoke from an open fire, blended with the appetizing odor of frying bacon, freshly caught fish, eggs, etc., and a delicious pot of fresh coffee. This is outdoor lunching as only these guides can prepare.

Listed here are a few of our State of Wisconsin licensed guides. You may contact these men directly, or by writing the "TACKLE BOX," and we will be pleased to assist you in planning that day OUT which we know you will enjoy, and never forget. GUIDES: "Billy" Mehl, Bill Thompson, Chas. "Chuck" Johnson, George Bazso, "Bull" Kahn, Henry Larsen, Fritz Henning, Walter Meinel, Leo Peters, "Dick" Sleight, Gordon Andrews, Benja Roemer, Jens Larsen, Lee Doriad, Jake Nelson, John Everson, "Chief" Dakota, and "Russ" Meyers.



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Manitowish Waters, Wisconsin

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• FRESH MEAT . . .

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ON U. S. HIGHWAY 51

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• MANITOWISH WATERS, WIS.

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. . . and other strong companies

Muskie Marathon

More than 600 Muskies caught
in MANITOWISH WATERS in 1951

STATISTICS FROM THE 1951 MARATHON...

Total length of the muskies: 20,925 $\frac{1}{4}$ inches,
or 1,743 feet, or .33 mile.

Total weight of these muskies: 7,069 $\frac{1}{4}$ pounds,
or 3.53 tons.

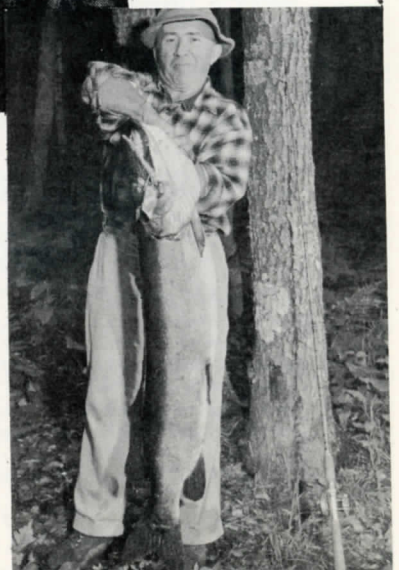
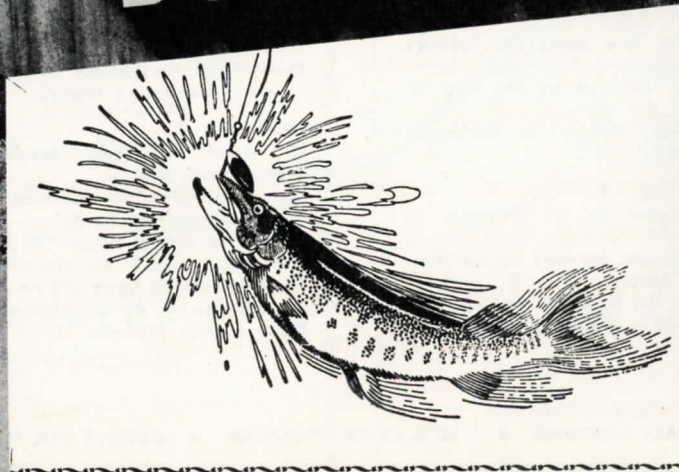
The Manitowish Waters muskies averaged 33.54
inches and 11.9 pounds.

The Manitowish Waters muskies were caught
by fishermen and women from 21 states
of the U. S.

Fifty-seven of the muskies were weighed in at
20 pounds or more.

The Manitowish Waters Chamber of Commerce
will again conduct a Musky Marathon in 1952.
Prizes having a value of not less than \$10 will
be given for every 50th musky registered. These
prizes will be on display at the Chamber of
Commerce Information Booth and will be given
to winners at the booth. All muskies registered
in this Marathon will also be registered with
the Headwaters Country, where more prizes are
also given. ENTER ALL LEGAL MUSKIES IN THIS
BIG MARATHON. Register all muskies with your
Host, Guide, Weighing-in Station, or at the
Chamber of Commerce Information Booth.

Conservation
**IS EVERYBODY'S
BUSINESS**



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STANDARD OIL PRODUCTS

On U. S. Highway 51

Telephone 23

Manitowish Waters, Wis.

The prizes listed below are those set up for the 1952 FISHING CONTEST.

Official weighing-in stations for this contest are: THE TACKLE BOX, THE ROD 'N REEL, and HANSON HARDWARE. These places of business are conveniently located on U. S. Highway 51 in Manitowish Waters. BRING YOUR FISH IN!

MUSKY

First—A one-week vacation at the Northern Lights Resort in Manitowish Waters. Donated by Northern Lights Resort.

Second—A Pflueger Supreme Reel, donated by Walter Meinel of Meinel's DeLuxe Resort in Manitowish Waters.

Third—One day's guiding free with boat and motor, donated by James Bart of Bart's Rest Lake Resort in Manitowish Waters.

WALLEYED PIKE

First—American Plan vacation for two people at LaFave's on Island Lake. Donated by LaFave's in Manitowish Waters.

Second—\$45.00 custom-built rod. Donated by the Rod 'N' Reel in Manitowish Waters.

Third—\$10.00 Merchandise certificate. Donated by The Tackle Box in Manitowish Waters.

BASS—LARGE MOUTH

First—A Shakespeare Reel. Donated by The Win-Mar in Manitowish Waters.

Second—\$10.00 Merchandise certificate. Donated by the Hanson Hardware in Manitowish Waters.

Third—One year's subscription to the Saturday Evening Post. Donated by Marie's Soda Saloon in Manitowish Waters.

Enter your fish in our
BIG CONTEST
for fine prizes

BASS—SMALL MOUTH

First—Modern Housekeeping vacation for two at Sinning's Cottages. Donated by Mrs. Olive Sinning in Manitowish Waters.

Second—\$10.00 Musky Rod. Donated by Voss' Birchwood Lodge in Manitowish Waters.

Third—\$5.00 Merchandise Certificate. Donated by The Tackle Box in Manitowish Waters.

CRAPPIE

First—South Bend Reel. Donated by Rest Lake Lodges in Manitowish Waters.

Second—Life-saver Boat Cushion. Donated by Little Star Resort in Manitowish Waters.

Third—Two Gallons Motor Oil. Donated by Wm. Bart station and Bait stand in Manitowish Waters.

The above prizes listed will be on display or can be seen at the Manitowish Waters Chamber of Commerce Information Booth on U.S. Highway 51.

KNOW WHAT YOU ARE CATCHING • BE A GOOD FISHERMAN • OBSERVE OUR FISHING REGULATIONS

GROCERIES AND MEATS

LaPorte
1947



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GROCERY and MARKET

Manitowish Waters

SELF SERVICE

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On U. S. Highway 51

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FRITZ'S

HIGGINS ☆ TOMAHAWK
SHELL LAKE BOATS
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NEW SPORTS WEAR and GIFT SHOP

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MANITOWISH WATERS AIRPORT

MANITOWISH WATERS, WIS. — PHONE 9026

LOCATION: LONG. 46° 07' 30". LAT. 89° 32' 30".

On Highway 51

Field elevation 1609 feet M.L.S. 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.



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Modern restrooms on the field

MANITOWISH WATERS AIRPORT COMMISSION
MANITOWISH WATERS, WISCONSIN



CONSERVE *our* WILD LIFE

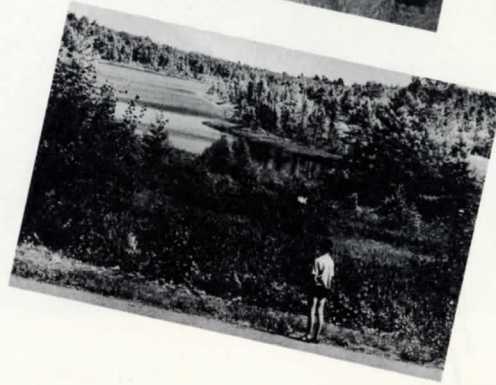
PREVENT FOREST FIRES



Enjoy WONDERFUL WISCONSIN

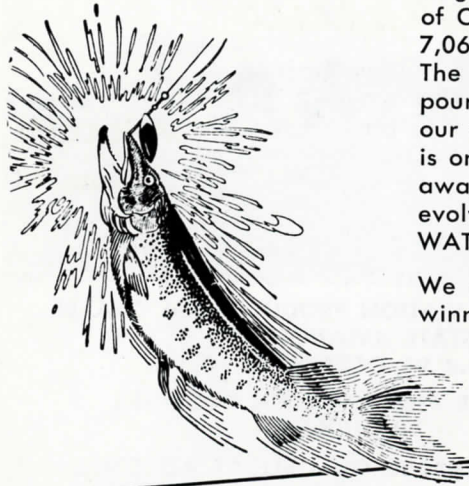
IN MANITOWISH WATERS

"Home of the Tiger Muskie"



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To Our 1952 Fishermen and Women



DURING THE 1951 FISHING SEASON a request was sent out to have all fish caught in Manitowish Waters registered for the purpose of ascertaining the largest fish caught in the area. This project was conducted by the Chamber of Commerce of Manitowish Waters and was highly successful inasmuch as 7,069¼ pounds of muskies weighed in for a total length of 20,925¼ inches. The longest walleye weighed-in was 32½ inches, and the heaviest was 10 pounds, 7 ounces. These figures include only fish that were weighed-in at our stations, namely: The Tackle Box and Hanson's Hardware. This of course is only a percentage of the fish taken.. What about the BIG ONES that got away, and those that were seen and you couldn't hook? Gosh — what stories evolve during a summer of fishing. They're HERE in the MANITOWISH WATERS lakes.

We respectfully present the following catches, awards given, donors, and winners of fine prizes for their catches:

MUSKIES

FIRST—49¼ in. 35 lbs. 11 oz. Caught by Mr. Edw. P. Hoyer, Milwaukee, Wis. Wins a custom-built musky rod donated by The Rod 'N' Reel. **SECOND**—48 in. 32 lbs. 3 oz. Caught by Mr. James Courin, Chicago, Ill. Wins a Pflueger Supreme reel donated by Walter Meinel's Resort. **THIRD**—47¾ in. 31 lbs. 11 oz. Caught by Mr. Vernon A. Forsberg, Chicago. Wins a musky rod donated by Voss' Birchwood Lodge. **FOURTH**—47½ in. 29 lbs. 1 oz. Caught by Mr. A. R. Lauson, Manitowoc, Wis. Wins a boat cushion donated by Manitowish Waters Sportsman's Club. **FIFTH**—48 in. 27 lbs. 11 oz. Caught by Mr. R. James Swartout, Racine, Wis. Wins 100 yards, 30-lb. test line donated by Manitowish Waters Sportsman's Club.

WALLEYED PIKE

FIRST—30¼ in. 10 lbs. 7 oz. Caught by Mr. Jacob Ghuy, Silvis, Ill. Wins a tackle box donated by the Oasis Resort. **SECOND**—32½ in. 10 lbs. 6 oz. Caught by Mr. Theodore Balslew, Elmhurst, Ill. Wins an electric lantern donated by Manitowish Waters Sportsman's Club. **THIRD**—29 in. 9 lbs. Caught by Mr. William M. Lee, Milwaukee, Wis. Wins a boat cushion donated by Manitowish Waters Sportsman's Club. **FOURTH**—29½ in. 8 lbs. 10¾ oz. Caught by Mr. Frank Gianoni, Racine, Wis. Wins a minnow bucket donated by Manitowish Waters Sportsman's Club. **FIFTH**—30 in. 8 lbs. 8½ oz. Caught by Mr. Gus Kass, Chicago, Ill. Wins 100 yds. of 20-lb. test line donated by Manitowish Waters Sportsman's Club.

BASS — LARGE MOUTH

FIRST—21¾ in. 5 lbs. 15 oz. Caught by Mrs. Richard Joseph,

Skokie, Ill. Wins a South Bend reel donated by The Tackle Box. **SECOND**—20¼ in. 5 lbs. 5¼ oz. Caught by Mrs. F. Fairfield, Manitowish Waters. Wins a boat cushion donated by Tichy's Knotty Pine Resort. **THIRD**—20¾ in. 4 lbs. 13½ oz. Caught by Mr. C. E. Miller, Oak Park, Ill. Wins a minnow bucket donated by Manitowish Waters Sportsman's Club.

BASS — SMALL MOUTH

FIRST—18 in. 4 lbs. 10 oz. Caught by Mr. James Felgenhauger, Racine, Wis. Wins a barometer donated by Lakewood Lodge. **SECOND**—19½ in. 4 lbs. 1½ oz. Caught by Mr. W. E. Tewes, Wauwatosa, Wis. Wins a boat cushion donated by Manitowish Waters Sportsman's Club. **THIRD**—19¾ in. 4 lbs. 1 oz. Caught by Ethel Clausen, Rhinelander, Wis. Wins a minnow bucket donated by Holiday Lodge.

CRAPPIES

FIRST—14¾ in. 1 lb. 12½ oz. Caught by Mr. Cloyd George, Danville, Ill. Wins assorted tackle donated by Marty Cain's Resort. **SECOND**—15 in. 1 lb. 12 oz. Caught by Mrs. Clara Laffin, Manitowish Waters, Wis. Wins assorted tackle donated by Marie's Soda Saloon. **THIRD**—14½ in. 1 lb. 12 oz. Caught by Mr. Floyd Elliott, Danville, Ill. Wins a pole combination donated by Elz's Standard Service Station. **FOURTH**—14¼ in. 1 lb. 10½ oz. Caught by R. Poots, Berwyn, Ill. Wins assorted tackle donated by Manitowish Waters Sportsman's Club. **FIFTH**—16½ in. 1 lb. 10 oz. Caught by Mr. C. F. Lange, Milwaukee, Wis. Wins assorted tackle donated by Manitowish Waters Sportsman's Club.



THE CHAMBER OF COMMERCE wishes to thank all Registrants for their fine cooperation, and we also wish to congratulate them on their fine fish. Thanks, too, to the weighing-in stations for their fine job and spirit of cooperation.

During the 1952 season we again request that all fishermen and women register their catches with us. Our official weighing-in stations will be THE TACKLE BOX, HANSON'S HARDWARE, and the ROD N' REEL, all on U. S. Highway 51 in Manitowish Waters.

Plans for 1952 indicate that there will be more awards given in 1952 than in 1951. WE INVITE EVERYONE TO — **COME AND GET 'EM!**

Manitowish Waters Chamber of Commerce

PATTERSON BROTHERS

Lumber and Builder's Supplies

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Bonnie and Joe's

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SEA FOODS ...

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BAR FIXTURES — BAR SUPPLIES

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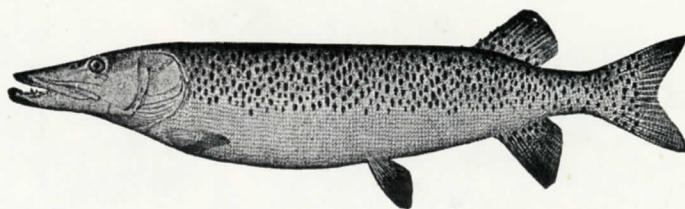
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MICHIGAN

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

KNOW YOUR FISH

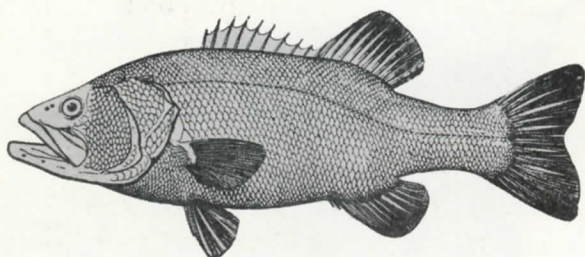
OBEY THE
FISHING LAWS
•
YOU'LL HAVE A
LOT MORE FUN



(*Esox masquinongy*)

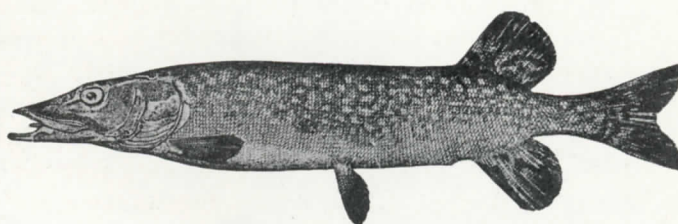
MUSKELLUNGE: Common names, Lunge, Maskinogne, Muskie, Great Pike, Tiger-Fish. Belongs to the Pike family, feeds on minnows and frogs. They reach a length of 6 or 7 feet and specimens have been caught which weigh 50 to more than 60 pounds. Color is dark grey, sides having broken stripes on a silvery background. Female carries from 100,000 to 300,000 eggs at spawning time. Will strike at artificial lures and is a match for any angler.

Be sure to carry your fishing license



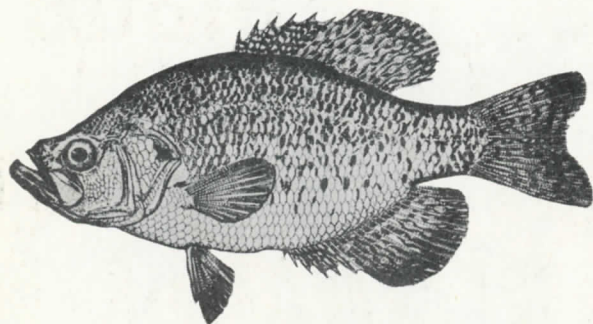
(*Huro salmoides*)

LARGE MOUTH BLACK BASS: Common names, Oswego Bass, Green Bass, Straw Bass, Bayou Bass. Belongs to the Sunfish family. Feeds on minnows, frogs, crayfish, dobson, night crawlers, insects and flies. Female fish lays from 2,000 to 10,000 eggs at spawning time. Will strike at artificial lures and has a fighting reputation.



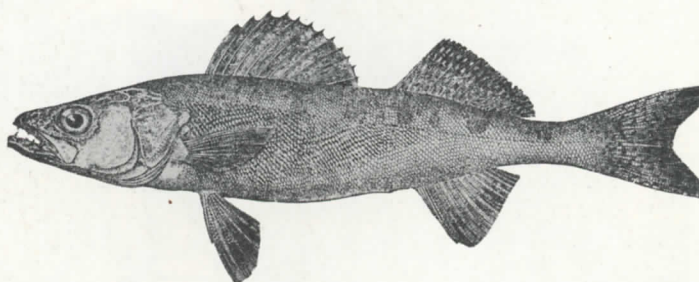
(*Esox lucius*)

NORTHERN PIKE: Common names, Pickerel, Great Lakes Pike, Common Pike, True Pike. Belongs to the Pike family. A fresh water fish very closely resembling and having many of the traits of the Muskellunge. Feeds on minnows and frogs. Female fish carries from 75,000 to 200,000 eggs at spawning time. Will strike at artificial lures and offers a good fight.



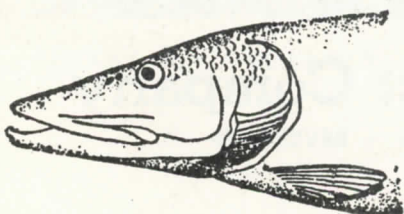
(*Pomoxis Annularis*)

CRAPPIE, BLACK CRAPPIE: Common names, White Crappie, Bachelor, Shad, Speckled Perch, White Perch. Belongs to the Sunfish family. Feeds on minnows, insects and flies. Female fish carries from 3,000 to 10,000 eggs at spawning time. Will strike at artificial lures and takes bait very readily.



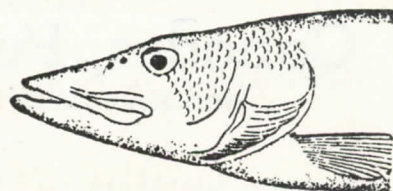
(*Stizostedion vitreum*),

WALLEYED PIKE: Common names, Pike-perch, Dory, Pike, Yellow Pike, Blue Pike, White-eye, Jack Salmon, River Trout, Jack, Dore, Blow-fish, Pickerel. Belongs to the Perch family. Feeds on minnows and frogs. Female fish carries from 100,000 to 500,000 eggs at spawning time. Will strike at artificial lures and has considerable game qualities.



Muskellunge

Note the arrangement of the scales on the gill covers and the cheeks. This method of distinguishing the species may be relied upon.



Great Northern Pike

Shopping



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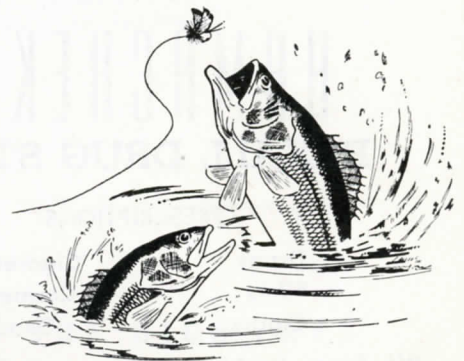
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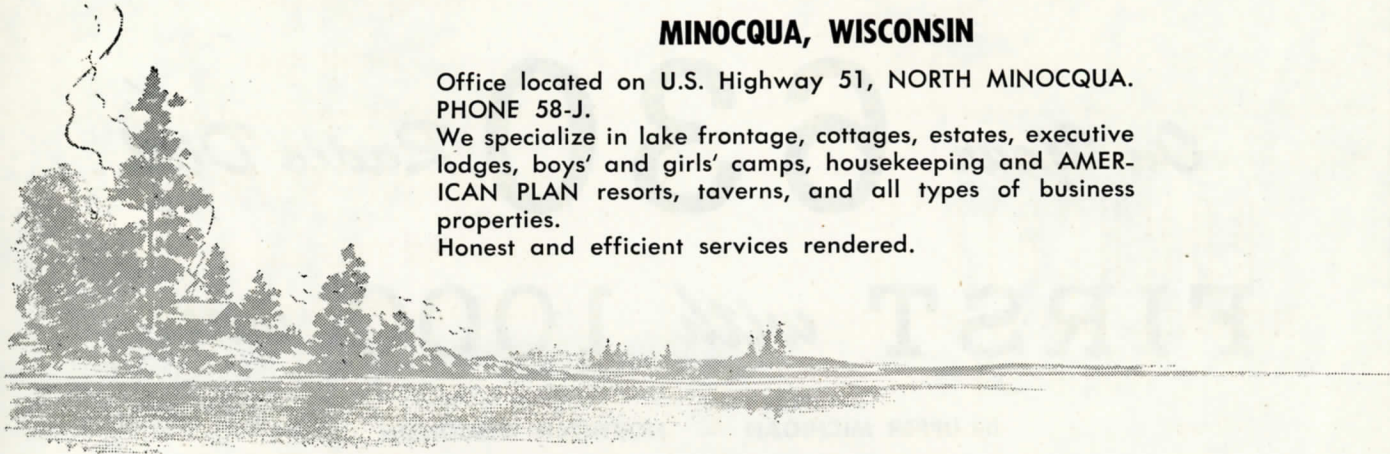
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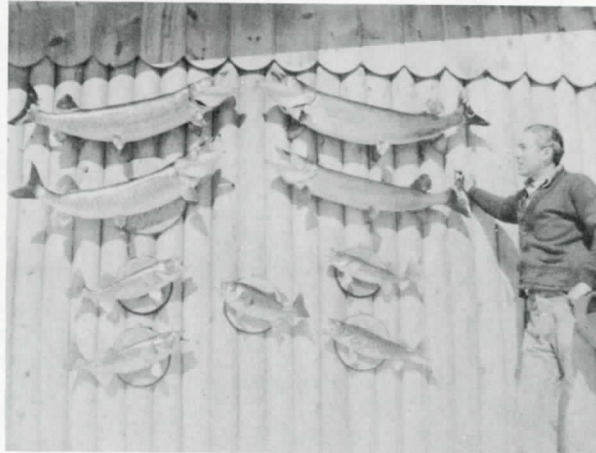
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Our June days are invigoratingly delightful, with the evenings pleasantly cool.

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MANITOWISH WATERS CHAMBER OF COMMERCE
MANITOWISH WATERS, WISCONSIN

CHURCHES...

The Manitowish Waters Community Church has services every Sunday at 8 a.m. in the Yankee Studios in Manitowish Waters. These services are conducted by the Methodist Church of Minocqua, Wis. Everyone is welcome to attend these services.

We have no other church services in Manitowish Waters. However, within 10 or 12 miles one may attend services of all denominations.

T H A N K S...

We want to thank the various Advertisers in this book for their kind cooperation and assistance in making this book possible.

We also wish to express our sincere thanks to all our Members and Friends who so ably assisted and cooperated in matters wherein the Chamber of Commerce was concerned.

We also wish to acknowledge with thanks all photographs designated with a star as being given to us by the WISCONSIN CONSERVATION COMMISSION, Madison, Wis.

MANITOWISH WATERS CHAMBER OF COMMERCE
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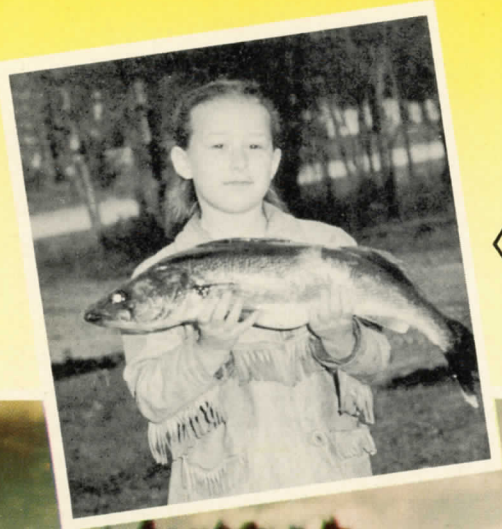
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Fishing is good in our acres
and acres of water in the famous
MANITOWISH WATERS AREA



Scenery B E A U T I F U L • *Accomodations* I D E A L



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

A CHAIN OF 14 LAKES



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

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. Your host will meet you if you so desire.

BY BUS — The Greyhound bus line offers service direct to Manitowish Waters. 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.

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