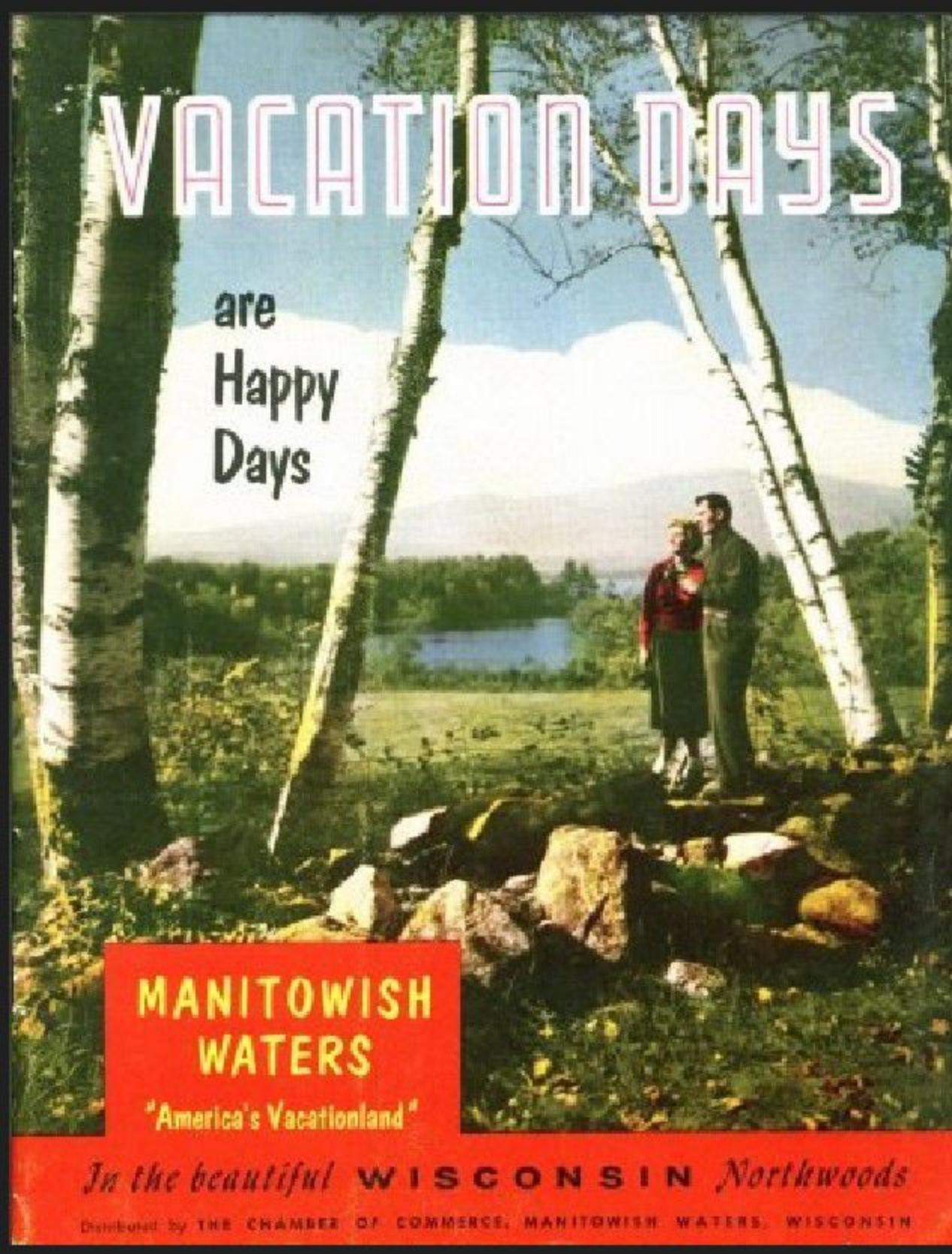


# VACATION DAYS

are  
Happy  
Days



MANITOWISH  
WATERS

"America's Vacationland"

*In the beautiful WISCONSIN Northwoods*

DISTRIBUTED BY THE CHAMBER OF COMMERCE, MANITOWISH WATERS, WISCONSIN

## *Waters of Youth*

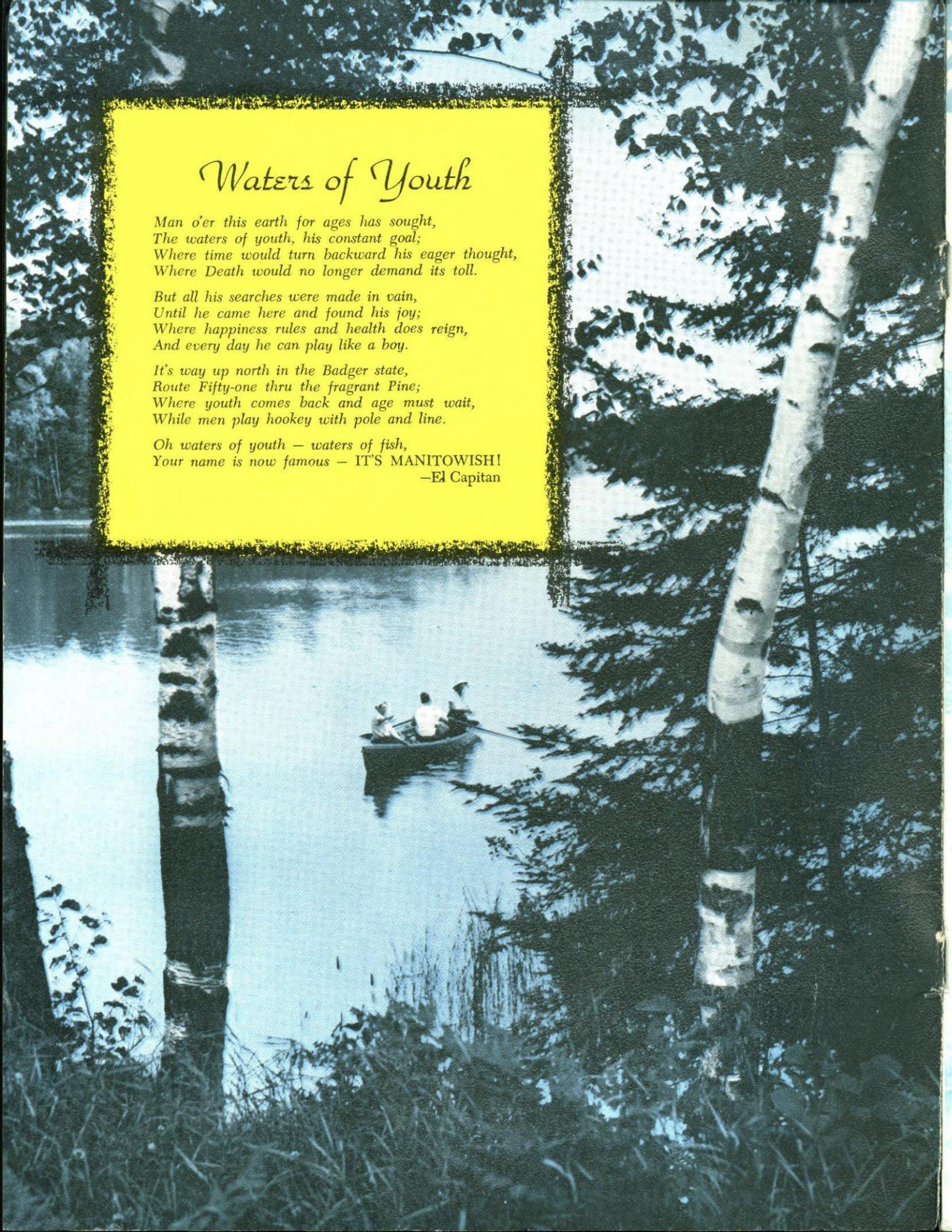
Man o'er this earth for ages has sought,  
The waters of youth, his constant goal;  
Where time would turn backward his eager thought,  
Where Death would no longer demand its toll.

But all his searches were made in vain,  
Until he came here and found his joy;  
Where happiness rules and health does reign,  
And every day he can play like a boy.

It's way up north in the Badger state,  
Route Fifty-one thru the fragrant Pine;  
Where youth comes back and age must wait,  
While men play hookey with pole and line.

Oh waters of youth — waters of fish,  
Your name is now famous — IT'S MANITOWISH!

—El Capitan



# Welcome to Manitowish Waters

To everyone we extend a hearty Northwoods welcome to Manitowish Waters—America's Vacationland in Wonderful Wisconsin. If you have never visited our fine region, a pleasant treat is in store for you. If you have been our guest, we invite you to return again.

Here, in the land of woods and waters, you will enjoy your recreational period as never before. Rest or play as you wish, amid clear sparkling lakes and cool pine-scented woods.

For here indeed, man has at last found the proverbial "waters of youth" in a setting of natural beauty — unspoiled by civilization.

Around the shorelines of our famous chain of lakes you will find accommodations to suit any purse — anything from a rustic backwoods cabin to a modern house-keeping cottage or first class hotel.

In the pages toward the rear of this book you will find prepared inquiry forms for your convenience. Use these forms when writing to any resort listed herein.

Or, if you prefer, send a letter.

To secure accommodations of your first choice, we suggest that you make reservations early. If you are unable to do so, come up anyway and we'll gladly assist you in getting placed.

We'll be looking forward to your visit this summer!

MANITOWISH WATERS CHAMBER OF COMMERCE, Inc.,  
Director of Publicity.



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

## HISTORY...

outposts of French discovery in Georgian Bay of Lake Huron. He found, however, the Winnebago Indians who were awed by the stranger in magnificent Chinese robes which he had brought in the event his adventures would bring him to the Orient, and frightened by the "Thunder" he carried in his hands when he fired two pistols.

During the period of French dominion, from 1660 to the fall of Montreal to the English in 1760, there were many brave souls matching the courage of Nicolet; a large majority being lured by the promise of great wealth in fur trading although fur trade was controlled as a monopoly by government officials. There were bold free-traders who defied commercial restriction trading without license who were known as "Coureurs de Bois" (wood rangers). There were 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 Montreal and the canoe journey to Lac du Flambeau and incidents of the winter's trade.

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

In 1884, Peter Vance, guide, cruiser and typical northwoodsman, left Menominee, Wisconsin, and headed for the Manitowish Waters. Vance started out with two helpers and their means of transportation consisted of three canoes. They paddled up the Chippewa River to the mouth of the Flambeau, and up the Flambeau River into the Manitowish River and through Sturgeon and Benson Lakes into Rest Lake where their journey came to an end. They had left Menominee in April, 1884, and arrived at their destination in August of that year. Many stops had been made enroute but the actual traveling time was one month. Distance traveled was approximately 200 miles. Their canoes were loaded with a year's provisions, guns, ammunition, surveying instruments and various tools. Vance had been engaged by the Chippewa Logging and Boom Co., to survey the land for logging operations.

And so, in August of 1884, Peter Vance arrived in the famous Manitowish Waters region, the first white man to establish a residence in that locality. Little did Vance dream that this very portion of "Ouisconsin" (Gathering of the Waters) was destined to become one of the greatest vacation centers in the years to come.

# LET'S GO FISHING . . .



Fishing at Manitowish Waters provides the thrill that fishermen dream about. Whether you prefer to cast, troll, or still fish — this is the place! Here you will find any spot to your liking as the entire chain of lakes are all connected by navigable thoroughfares.

Come up to Manitowish Waters and shake hands with a Muskie — it's a thrill you'll never forget.

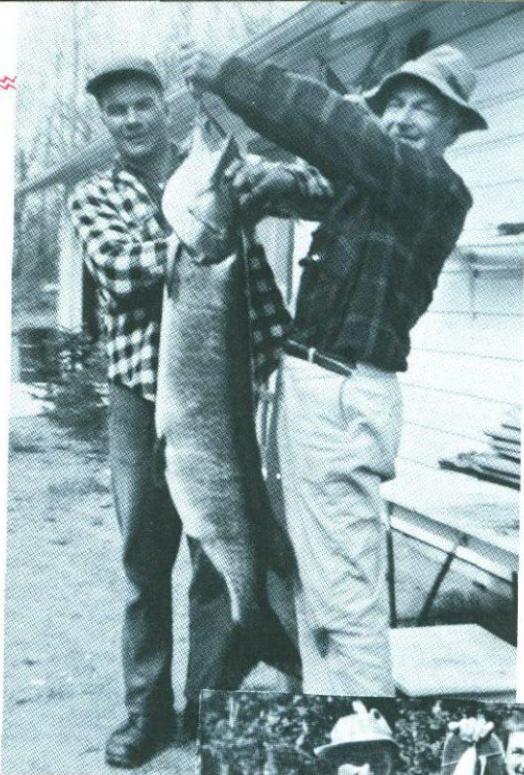
In addition to these famous tackle busters, you'll enjoy good Walleye, Pike and Bass fishing. Panfish Too!

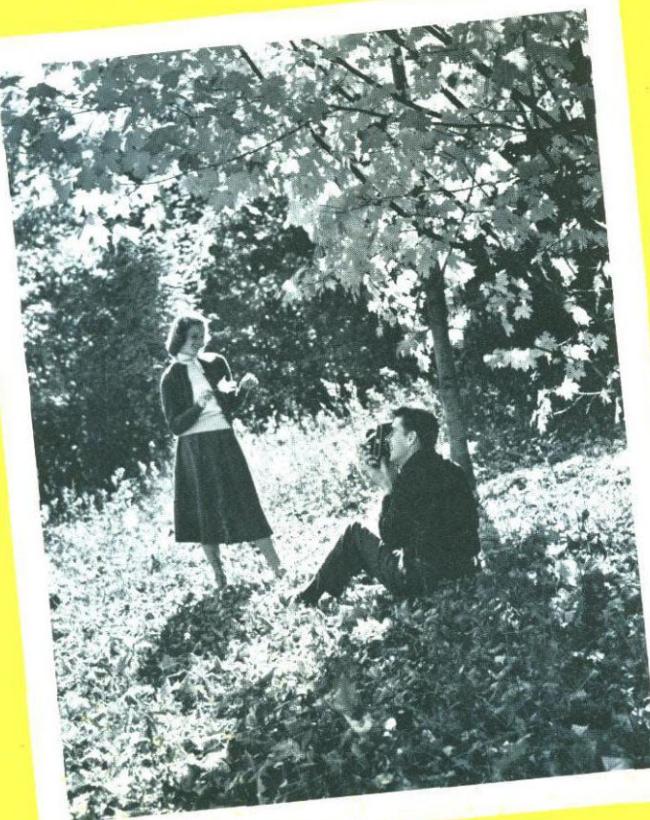
Should you prefer to engage a guide, we have a number of good experienced men in this area.

These men will do everything possible to make your fishing trip successful. They'll show you where and how to fish, and how to handle the big ones.

Years ago, fishermen endured hardships to fish our chain of lakes. Today, you can have all the pleasures of fishing in the Wisconsin north woods with all the comforts of home. Manitowish Waters is not only an ideal spot for fishermen, but the entire family as well.

While fishing is, as a rule always GOOD at Manitowish Waters, for the BEST fishing we recommend either early or late in the season. At these times the BIG fellows are hungry and strike hard.





## CONVENTIONS AND ORGANIZATION OUTINGS

will find complete facilities at Manitowish Waters for successful and enjoyable get-togethers. The Chamber of Commerce welcomes inquiries from groups interested in mixing a wee bit of Northwoods pleasure with business.

Committees in charge of plans will be complimented by their organization for offering "something different" to the members.

Whether it be large or small groups — American plan or cottage accommodations, we can take care of your group to the satisfaction of all.

In recent years, many sales organizations are offering expense paid vacations to their selling force as an inducement for bigger and better orders.

*It's an Idea!*

## Spend your honeymoon at Manitowish Waters

NOWHERE will you find a better spot for couples to start their lives together — a place that will hold a sentimental feeling in their hearts for the many years to come.

All the world loves a lover and the good folks of Manitowish Waters extend a hearty welcome to all honeymooners — young or old.

We've got everything here — all that is needed for a perfect honeymoon in a setting of rare natural beauty.

All we need is the brides and grooms. Again we say "Welcome to Manitowish Waters!"

### WHAT DO YOU MAKE?

Are you engaged in any form of light manufacturing?

If so, the Manitowish Waters Chamber of Commerce suggests that you give consideration to locating in our area.

★

### THERE ARE MANY ADVANTAGES:

- Unlimited supply of good water.
- Very reasonable tax rate.
- Help at fair rate of pay.
- Located on two established truck lines and near two railroads for shipping.
- Our own airport for executives who have planes.

**PLUS** ideal living conditions in the beautiful Wisconsin Northwoods. Many families who came to Manitowish Waters as guests of our resorts found it an ideal place to enjoy the Northwoods and have become our neighbors in summer and permanent homes. The Chamber of Commerce invites you and your family to enjoy a Northwoods home of your own in Manitowish Waters.



## When you write to resorts . . .

. . . BE SURE TO GIVE COMPLETE INFORMATION

This enables the resort operator to give you more a satisfactory reply and to recommend the accommodations most suitable for your party.

**STATE TIME AND LENGTH OF STAY**, number of adults and children in party and state ages of children. Above all, do not overcrowd a cottage as nothing is gained and many times your vacation is less enjoyable.

**MANY FOLKS** are under the impression that you must come to the north country in July and August to enjoy the best weather.

**UNDER NORMAL CONDITIONS**, we enjoy fine weather in May, June and September—and better fishing, too. Then too, most resorts offer special rates in May, June and September as an inducement for the fishermen to come and get 'em.

**SEE THE NORTHWOODS IN COLOR** — a sight that is worth the trip. Color camera enthusiasts will have a rare treat. About the middle of September the woods begin to show nature's colors that defy an artist's reproduction. Don't miss it! It has often been said that September, with its warm sunny days and cool invigorating nights, is King of the season.

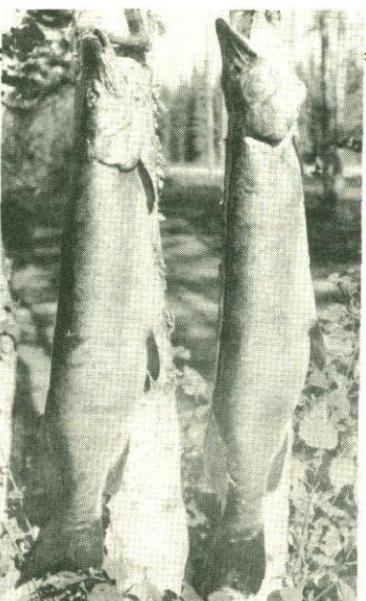
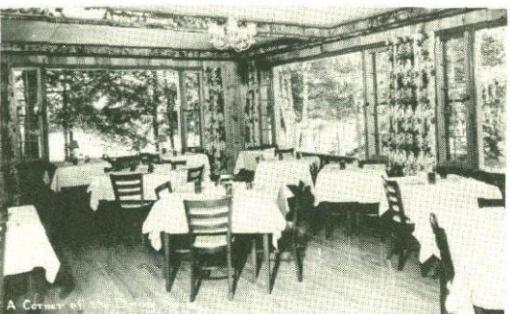
**SHOW THIS BOOK TO YOUR FRIENDS** who are planning a vacation. They'll appreciate getting information on our wonderful recreational area and it will aid them considerably in selecting their vacation spot.

**MANITOWISH WATERS** is located in the most picturesque part of the Wisconsin Northwoods!



**SO — IF IT'S JUST A LOAFING VACATION, A FISHING VACATION, OR A HONEYMOON — THIS IS THE SPOT!**





## VOSS' BIRCHWOOD LODGE

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

All modern hotel and twelve guest cottages. American plan. Rates \$10 to \$15 per day.

Twelve completely modern-furnished housekeeping cottages. Rates \$50 to \$125 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

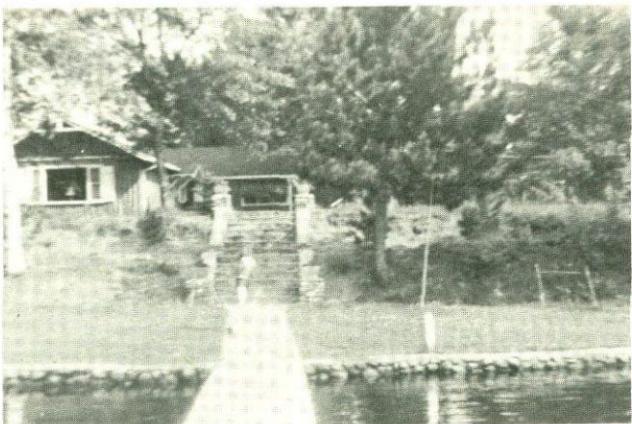
## VOSS' BIRCHWOOD LODGE

Manitowish Waters, Wisconsin

Telephone 463



PLEASE SHOW THIS BOOK TO FRIENDS PLANNING A VACATION



MODERN COTTAGE  
ON BEAUTIFUL ALDER LAKE OF THE  
MANITOWISH CHAIN

Open all year to Fishermen . . . Archers . . .  
Rifle Hunters



HILLS ARCHERY SUPPLIES  
Box 35  
Manitowish Waters, Wisconsin



Located  $\frac{1}{4}$  mile off U.S. Highway 51 on Star Lake of the  
Manitowish Waters chain of lakes

## FLAMM'S COTTAGE

If you want privacy and a quiet restful vacation our completely modern two bedroom sunny home should interest you.

- Knotty pine interior throughout
- 2 large cedar clothes closets
- 2 large picture windows in living room with heatalator stone fireplace
- Modern kitchen with electric stove and electric refrigerator
- Modern bathroom with hot and cold water
- Home is heated by automatic gas heat
- Private pier—good boat—fine sandy beach

For information write

O. G. FLAMM

Phone 123

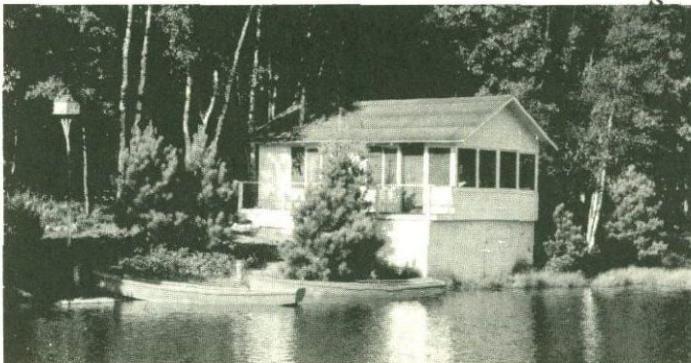
Manitowish Waters, Wisconsin

*Acres of woodland :: Beautiful sand beach :: Deer and other wild life*

FOR YOUR VACATION COMFORT  
MODERN HOUSEKEEPING COTTAGES  
SAFE SAND BATHING BEACH

Nestled among pine and birch trees with screened porches overlooking private piers and sand beach on Star Lake of the Manitowish Chain. One, two, and three-bedroom cottages and one log cabin set apart for privacy.

Completely furnished. Comfortable beds, electric refrigerators, gas ranges and automatic heating. Some cottages with hot water and shower and knotty pine interiors. 16-foot round bottom boats.



OUTDOOR FIREPLACES • CHILDREN'S PLAYGROUND • IDEAL SPOT FOR HAY FEVER SUFFERERS



Rentals by week, month or season. Special rates for May, June and after Labor Day.

Write winter address before May 1st.:

1110 Madison St., Evanston, Ill.  
Phone University 4-6307.

After May 1st., write:

## MANITO LODGE

Phone 126 Manitowish Waters, Wisconsin

# Enjoy ADAMS PINE ACRES

for the *Rest* of your life

## On Spider Lake

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

**SUN BATHE ON THE FINEST SAND BEACH  
IN THE NORTH**

### FISHERMAN'S PARADISE

Fishing in the MANITOWISH WATERS provides the thrill that all fishermen dream about, if you cast, troll or still-fish, this is the place. There is no thrill that can compare with the battle that ensues when a MUSKIE is hooked; nor no fish more palatable and delicious than those taken from these clear spring-fed lakes. The fishing season opens May 15th each year. For the best fishing, we recommend the early part of the season or during September and October.



### FINEST BATHING BEACH

A natural formed sandy beach with a gradual slope, with no holes or drop-offs, provides perfect safety for children.

Bathing here is a real treat, fine sand beach and clear, sparkling water forms a temptation you'll never resist.



We have a wonderful acreage among the PINES. Nearly the highest elevation in Wisconsin. Over 1650 feet above sea level. INCOMPARABLE climate.

### NATURE'S WONDERLAND

To lovers of nature, we cannot describe the natural beauty of the colorful NORTH WOODS, about the middle of September and the month of October, the woods begin to color. A riot of colors and shades that no artist can paint. A sight that is worth the trip alone. September with its warm days and cool nights. With a wood-burning fire in our Natural fireplaces, make your evenings something to remember. Fall fishing is the BEST of the season.

### RUSTIC LOG CABINS

All modern — hot and cold water — complete bathroom with showers. Gas stoves with oven and broiler. Electric refrigerator. Natural stone fireplaces and oil heaters for your comfort. Completely furnished. Bed linens and wool blankets. Deep freeze service. Outboard motors available. Tomahawk boat with each cabin.

Cabins accommodate from two to eight people. One, two, and three bedrooms.

Rented by the week, month, or season.

Special rates May and June and after Labor Day.

Open May 15th to October 15th.

*Visit*

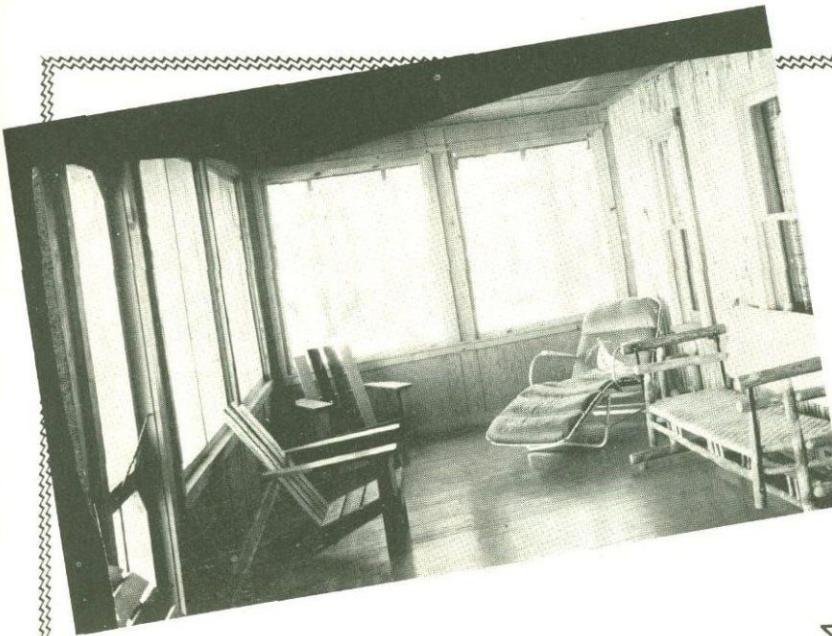
THE COBWEB ON SPIDER LAKE

Gift Shop and Antiques

GEORGE & EDNA ADAMS

MANITOWISH WATERS, WISCONSIN

PHONE 222



# 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

Phone Manitowish Waters 757





WELCOME TO ...

## BERRY'S PAPOOSE LODGE

on Papoose Lake  
in Vilas County

Mr. & Mrs. Bill Berry

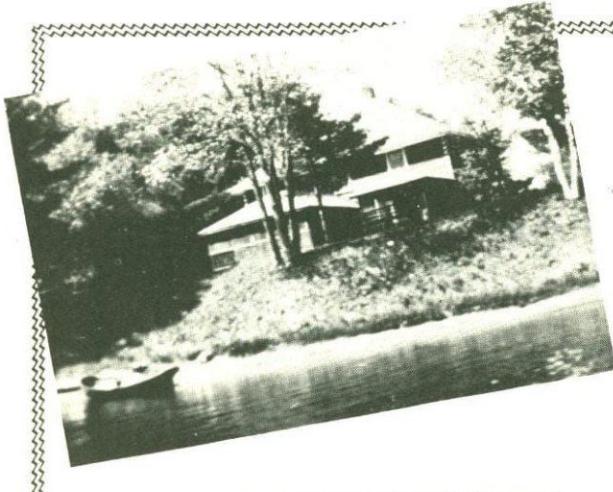
### COMPLETELY MODERN HOUSEKEEPING COTTAGES

Electric Refrigeration — Apartment Gas Ranges — Oil Heat — Innerspring Mattresses with plastic covers for your protection — Spacious Lodge room with fireplace — Deep Freeze service — Good Muskie and Walleye fishing. Our grounds are sprayed for mosquito control. Sand beach. Good boats. Floating raft. Playground equipment. Bed linens furnished.

BERRY'S PAPOOSE LODGE

Phone 941

MANITOWISH, WISCONSIN



## Patterson's MANITOWISH RIVER RESORT

*In the famous Manitowish Waters Region*

Modern cottages fully equipped for housekeeping, with running hot and cold water, gas stoves, comfortable beds with innerspring mattresses, electricity, shower and inside toilets. Also guest rooms in the main lodge.

MOSQUITO CONTROL  
SAFE, SANDY BEACH  
EXCELLENT FISHING  
GOOD BOATS

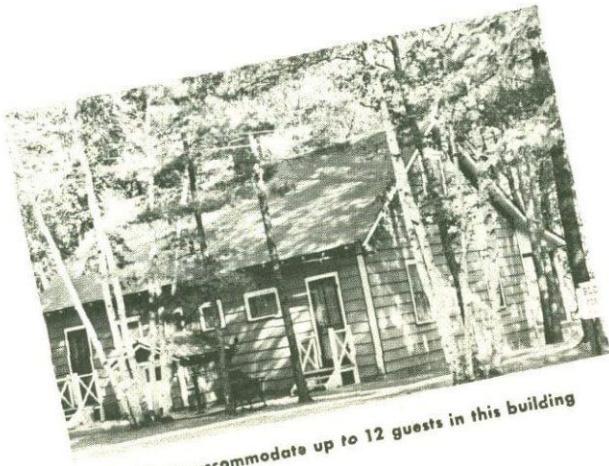
For further information  
write:  
6730 W. Rascher Ave.  
Chicago 31, Ill.  
Phone Newcastle 1-9875

★  
JOHN PATTERSON  
Phone 749  
Manitowish Waters, Wisc.



# Warnier's RESORT

STRICTLY MODERN ACCOMMODATIONS . . all with  
FULLY EQUIPPED KITCHENS  
HOT and COLD RUNNING WATER  
ELECTRIC LIGHTS and REFRIGERATORS  
ELECTRIC or GAS STOVES  
COMPLETE INDIVIDUAL BATHROOMS  
ALL BEDS WITH INNERSPRING MATTRESSES



Able to accommodate up to 12 guests in this building



★ ★

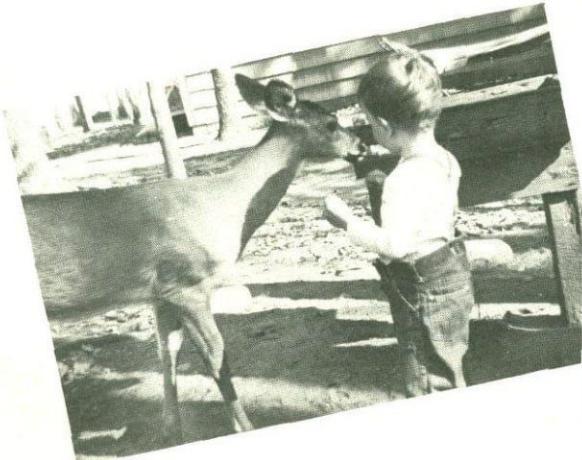
Rates are from \$55.00 to \$85.00 per week.  
Each home can accommodate up to six persons  
at no extra cost.

All homes face Lake Manitowish, one of the  
famous chain of 14 lakes, all of which are  
accessible from our docks.

SAFE, SANDY BEACH — MOSQUITO CONTROL  
HAY FEVER RELIEF — BEST 16-FOOT BOATS  
OBTAINABLE ARE INCLUDED IN THE RATE.

Outboard motors for rent by day or week.

Shuffleboard - Horseshoe Courts - and as an added attraction, we feed the deer in our yard



Only 1 1/2 miles southeast from  
Manitowish Waters Airport



For further information write

## WARNIER'S RESORT

PHONE 191

Manitowish Waters, Wisconsin

# ALDER LAKE RESORT

*"A place to bring the whole family"*



Located on the shores of beautiful Alder Lake in Pine Forest 1 mile southwest of U.S. Highway 51 on the Famous Manitowish Chain of Lakes.

Wonderful sand beach . . . safe for children.

Muskie, Walleye, Bass and Pan fishing.

Cottages are Semi-Modern completely furnished for housekeeping. They have screened porches, bottle gas stoves, refrigerators, electric lights, water pumps and sinks.

- ★ ALL COTTAGES FACE THE LAKE
- ★ BOAT IS FURNISHED WITH EACH COTTAGE
- ★ RATES \$20.00 TO \$40.00 PER WEEK

For further information write

**R. A. BETZER**  
ALDER LAKE RESORT

Manitowish Waters, Wisc.

Winter address before May 1st.

7109 - 26th Avenue

Kenosha, Wisconsin



PLEASE SHOW THIS BOOK TO FRIENDS PLANNING A VACATION

Star Beach Cottages

ON STAR LAKE



STRICTLY MODERN CONVENiences, CLEAN AND COMFORTABLY FURNISHED, WITH COMPLETE HOUSEKEEPING FACILITIES. We have:

- ★ Real kitchens
- ★ Modern appliances
- ★ Auto. Saf-Aire heat
- ★ Restful beds
- ★ Fine, safe beach
- ★ Clean grounds
- ★ Outside lighting
- ★ Good boats

Rentals by week, month or season. Special rates prior to June 20th and after Labor Day. Reasonable rates always.

JACOB SCHADT

PHONE 122

STAR BEACH COTTAGES

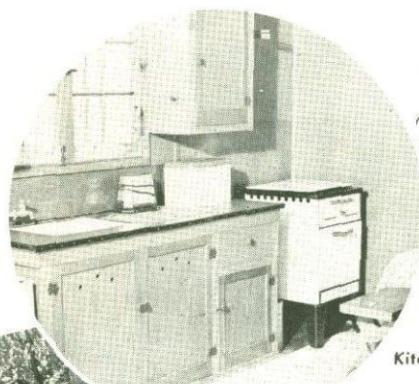
MANITOWISH WATERS, WIS.



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

JONES'  
LAKEWOOD LODGE

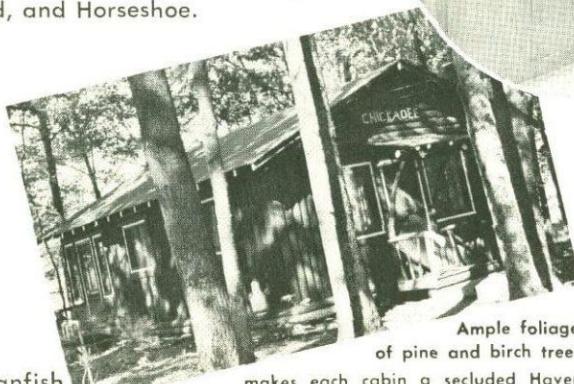
Modern, comfortable, clean and completely furnished housekeeping cottages for two to six persons. All have automatic heat, gas ranges, refrigerators, flush toilet. Some have showers and there is a shower house for the others. Grounds are clean, well lighted and mosquito controlled. Playground, Ping Pong, Shuffle Board, and Horseshoe. Reasonable rates.



Kitchens like home



Musky - Walleye - Bass - Panfish  
Sturgeon



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

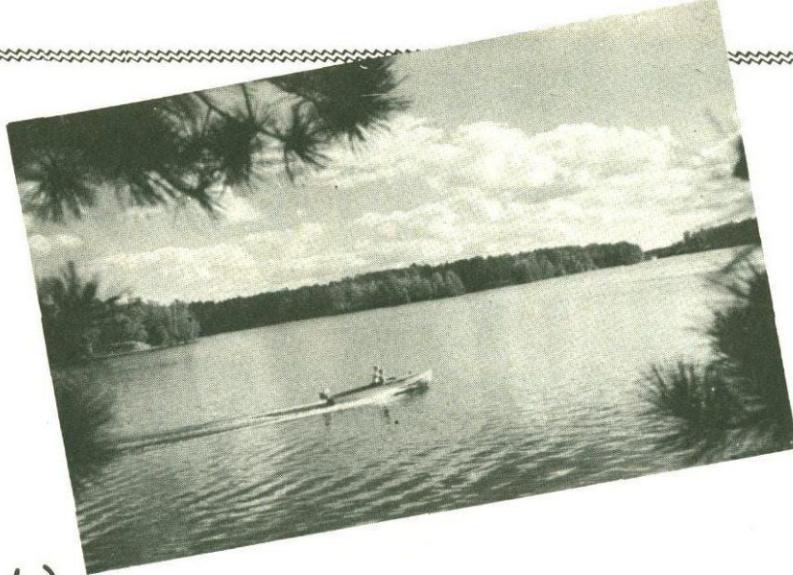
EASY TO REACH...  
HARD TO LEAVE  
Entrance on U. S. Highway 51.  
Folder & rates promptly mailed.  
Reduced rates May, June and  
September.

Write:  
LAKEWOOD LODGE  
Manitowish Waters - Wisconsin  
Phone 733  
HARLAND JONES

# 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*

For further information . . . write:  
WM. FOTSCH

**Point-O-Pines**  
MANITOWISH WATERS, WISCONSIN



## SEPPALA'S COTTAGES

on Rest Lake are modern and fully equipped for housekeeping.

Splendid location. Near shopping center. Reasonable rates. Special rates for May, June and September.

★

Write:

**A. SEPPALA**  
Manitowish Waters, Wisconsin

## Pine Nest . . .



on  
MANITOWISH RIVER  
just off  
REST LAKE

Complete privacy in  
a new, all modern  
CEDAR CABIN  
with fireplace.  
Private driveway  
and pier.

For information,  
write:

**G. A. FEIEREISEN**  
Manitowish Waters, Wisconsin  
Phone 855

# 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 with three or more rooms equipped with housekeeping facilities, excellent beds, electricity and bottle gas ranges.



OUR MOSQUITO CONTROLLED GROUNDS AND SANDY BEACH ARE IDEAL FOR FAMILIES AND WE CATER TO THE CHILDREN.

Special rates until last week in June and after Labor Day.

Write for further information to . . .

### JOE ILG'S LOG CABIN RESORT

Joe F. Ilg, Jr.

MANITOWISH WATERS, WISCONSIN

Phone 553



#### OUR MODERN HOMELIKE COTTAGES

Are located on the lake front, spaced for privacy, and are equipped for housekeeping, with gas ranges, refrigerators, electricity, hot and cold running water, showers, toilets, sinks and automatic gas heat.

A QUIET, MODERN SIZE RESORT where the entire family enjoys their vacation. Well kept grounds. Playground for children away from the water and cottages.

REASONABLE RATES by the week, month or season. Special rates up to the last week in June and after Labor Day.

For further information call or write:

**HUTTER'S LAKE VIEW RESORT**  
Phone 166

You'll enjoy your stay at . . .

HUTTER'S

### Lake View RESORT

#### MODERN HOUSEKEEPING COTTAGES

Located on Lake Manitowish  
SAFE BEACH





## JENSEN'S NORWAY

Located on the sandy shore of Wild Rice Lake  
of the Manitowish Chain

## GOOD FISHING — SAFE BEACH

Two completely modern cottages with gas heat, screened porches, and complete housekeeping facilities.

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

BUNN'S  
**NORTHWOODS**  
*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.



FOR A  
QUIET  
RESTFUL  
VACATION

# Rossow's Resort

## AMONG BEAUTIFUL PINE TREES ON ALDER LAKE OF THE MANITOWISH CHAIN



Modern and semi-modern housekeeping cottages. Spring mattresses. Electric refrigerators. Oil heaters. Bottle gas.

Safe sandy beach. Beautiful grounds.

Reasonable rates.

MR. AND MRS. FRED ROSSOW  
Manitowish Waters, Wis.



Open May 15 through October 15.

We offer you some of the finest Housekeeping Cabins completely furnished — private showers, inside toilets, electric refrigeration, bottle gas stoves, oil burning heaters, coil spring and inner-spring mattresses.

SPECIAL RATES BEFORE LAST WEEK IN JUNE  
AND AFTER LABOR DAY.

Bunn's  
*Northwoods Lodge*  
**phone 146**  
MANITOWISH WATERS, WISCONSIN

## MANITOWISH WATERS, WISCONSIN

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

# 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

Mosquito  
Controlled

Located on the shores of beautiful Rest Lake, connecting with the Famous Manitowish Waters Chain of 14 Lakes.

MODERN KITCHEN . .

BUILT-IN CABINETS

DOUBLE SINK

ELECTRIC

REFRIGERATION  
(completely furnished)

COMPLETELY MODERN

BATHROOM

OIL FURNACE

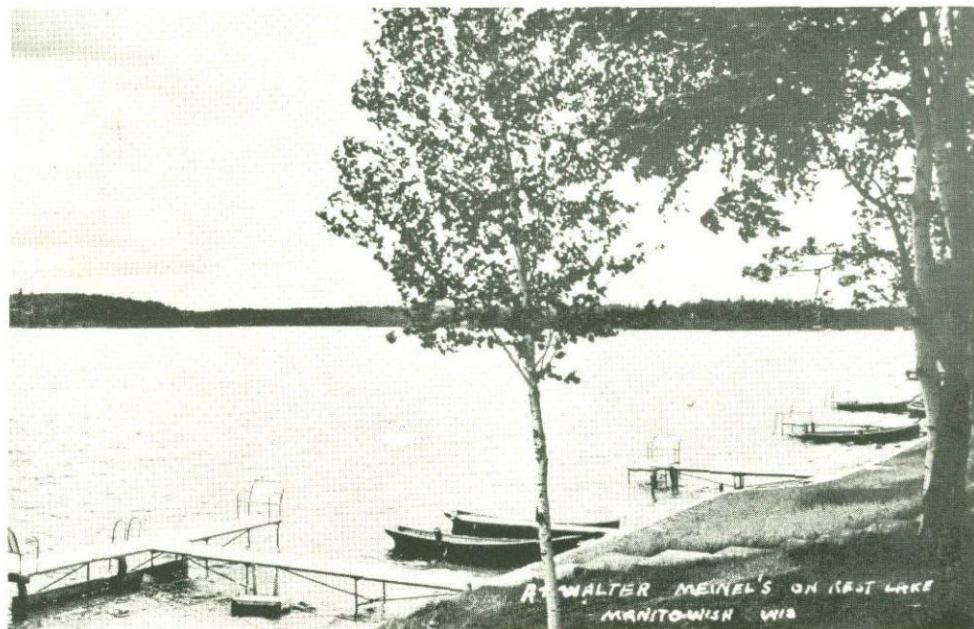
GOOD MUSKIE,  
WALLEYE, BASS,  
and PAN FISHING

EXPERT GUIDES  
AVAILABLE

SHUFFLEBOARD

HORSESHOE

SANDY BEACH



RENTED BY THE WEEK, MONTH OR SEASON

20 percent discount before June 20th and after Labor Day

Write for illustrated folder to **WALTER MEINEL**

PHONE MANITOWISH WATERS, WIS. 715

POST OFFICE: MANITOWISH WATERS, 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.

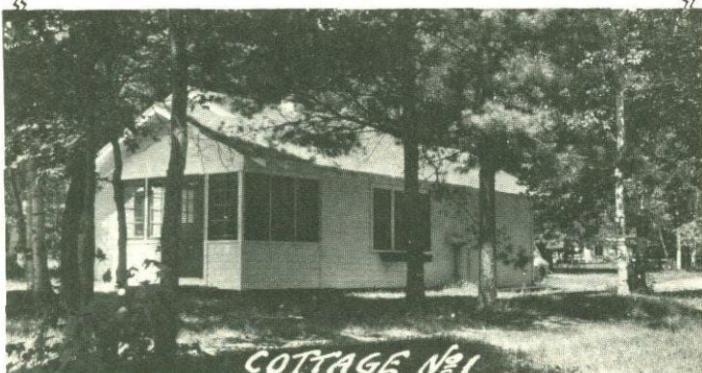
For further information, rates, etc., write or phone

*Mader's*  
**Manitowish Waters Resort**

Eric Mader

Telephone 221

Manitowish Waters, Wisconsin



## LITTLE STAR RESORT

MODERN  
HOUSEKEEPING AND OVERNITE  
COTTAGES

On Little Star Lake of the Manitowish Chain.

"Your Home Away From Home"

SAFE SANDY BEACH

Write:

**TOM & ALICE CRAWFORD**

Phone 9255 MANITOWISH WATERS, WIS.

## MARIE COTTAGE

A COMPLETELY MODERN HOME  
ON SPIDER LAKE

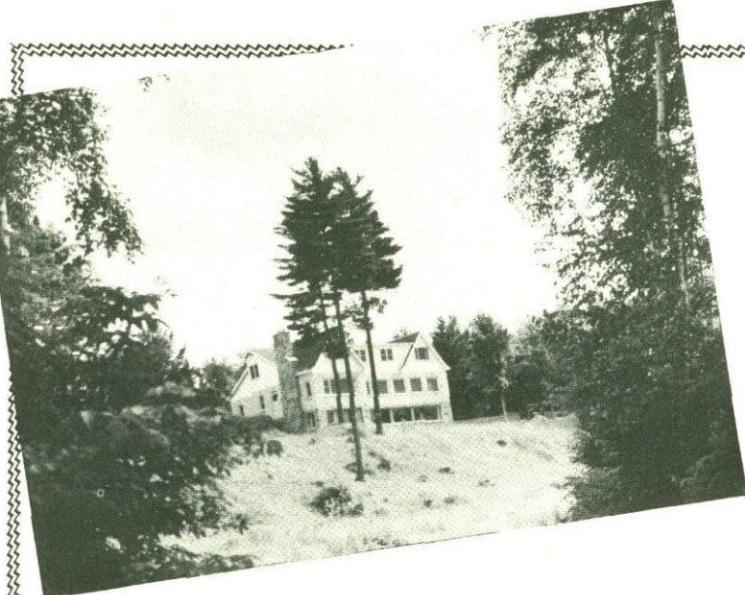
Two bedrooms and sleeping porch, fireplace, automatic heating system and complete facilities for housekeeping.

For information, write:

**CHAS. PEPOWSKI, MANITOWISH WATERS, WIS.**

Phone 416





# La Fave's

... ON ...

## ISLAND LAKE

Since 1888

in the famous  
Headwaters Country

### NEW MODERN HOTEL



#### TEN MODERN COTTAGES

MUSKY, WALLEYE,  
BASS AND PAN FISHING  
ALL SUMMER SPORTS

For free booklet write:

**JOHN LA FAVE**

**Manitowish Waters, Wisconsin**

**Phone - Manitowish Waters 9471**



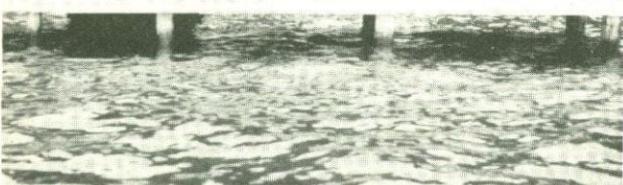
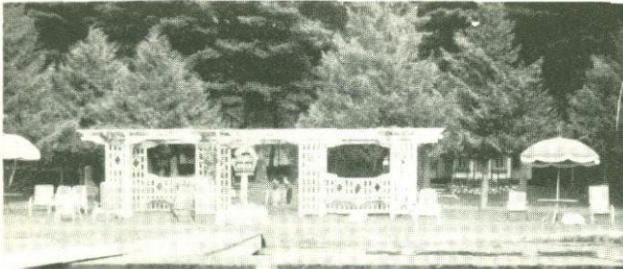
*We invite you to*

# RED FEATHER LODGE

Situated on beautiful Rest Lake among stately pines and birches. Surrounded by nature's beauty.

Our cottages are fully equipped . . . completely modern . . . and well separated.

*One of the North's finest clear water sand beaches. . . no drop-offs.*



We feature the new and very popular Modified American Plan. Brunch from 7:30 A.M. to 10:30 A.M. and dinner at 5:00 P.M. The finest foods, tastily prepared.

There are also MODERN HOUSEKEEPING COTTAGES. A quiet, homey resort offering rest and relaxation.

Fishing for Musky, Walleyes, Bass and Panfish.

Games and recreation for the entire family.

You will enjoy our rustic cocktail bar.

## Red Feather Lodge

Sevard and Marjorie Tanck

MANITOWISH WATERS, WISCONSIN

Telephone Manitowish Waters 864



PLEASE SHOW THIS BOOK TO FRIENDS PLANNING A VACATION



## Lehman's HOLIDAY LODGE RESORT

RUSTIC HOUSEKEEPING COTTAGES

"The Perfect Location for a Perfect Vacation"

FISHING FOR PA — REST FOR MA — FUN FOR THE KIDS

Modern cottages with comfortable beds, running water, flush toilets, electricity, refrigerators and space oil heaters.

### SAFE SANDY BEACH

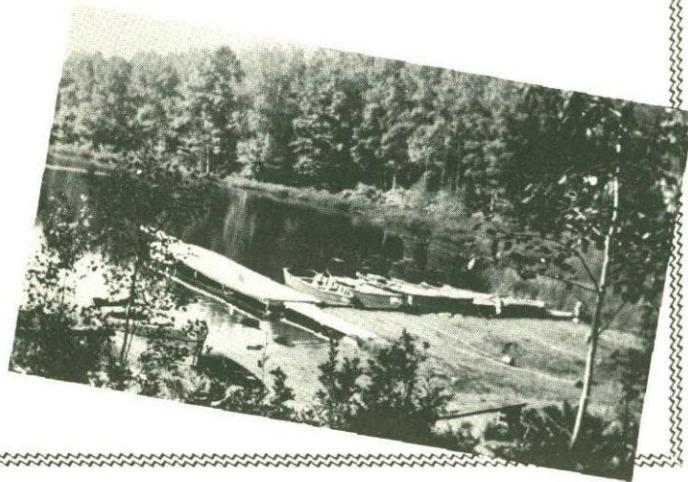
Special rates for June and September

Write or phone 738

Mr. and Mrs. C. O. Lehman  
HOLIDAY LODGE RESORT

Manitowish Waters

Wisconsin



## WAUKEGAN LODGE

Manitowish, Wisconsin  
Phone Manitowish Waters 827

SAFE BEACH

ROOFED DOCKS

PLAYGROUND

RECREATION ROOM



In the heart of Manitowish Waters great chain of lakes — easily reached by plane, train, car, or bus.

The important vacation product is "PLEASURE." The by-product is "FISH." We'll guarantee the product but the by-product is up to you. The raw material is generously supplied by our chain of Lakes — The success of the by-product is "Work, Sweat and Tears!" Our resort is located on Fawn Lake. Modern, comfortable, congenial surroundings help make your stay with us a profit in pleasure. We're looking forward to having you as our guests.

ARNIE & TONI CLARE



WINCHESTER, Vilas County, WISCONSIN  
SPORTSMEN'S RENDEZVOUS  
ON SOUTH TURTLE LAKE

Ted Benson's

# TIMBERLANE



Resort

## *The Complete Resort*

- Outstanding . . well kept . . all modern.
- Hot water . . showers . . modern efficiency kitchen.
- American plan . . housekeeping . . European plan.
- Hotel rooms . . dining room . . lounge . . bar room.
- Public dining room . . best of food.
- Safe, sandy beach . . good boats.
- Chain of three lakes . . all types of fishing.
- Secluded location . . beautiful setting . . 1800 ft. of frontage . . elevation 1650 ft. . . mosquito control

New 14 ft. Aluma-Craft Boats. 5 h.p. Mercury motors are available.

★ For Fishing...

★ For Fun...

★ For Health...

## IT'S TIMBERLANE RESORT

The easy, gay, informal attitude at Timberlane Resort puts you at ease and gives assurance that you will enjoy personal attention and make friends easily — with the kind of people you'll be glad to know.

OUR KITCHEN is personally supervised by Mrs. Benson. Untiring effort goes into every meal and we know you will be more than satisfied with the wholesome, delicious food served.

Dinner hours — 6 P.M. to ?

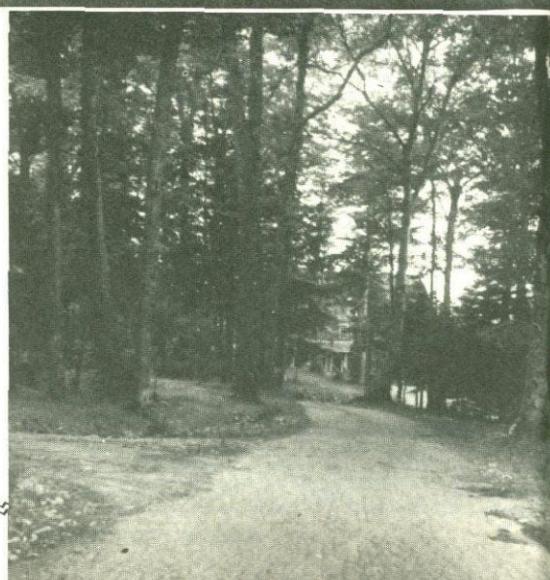
Special rates prior to June 18th and after September 17th.

For information and reservations write to:

### BENSON'S TIMBERLANE RESORT

Winchester (Vilas County), Wisconsin

Phone Manitowish Waters 924





## *Fairfield's MODERN COTTAGES*

Among the Pines

BEAUTIFUL, RESTFUL LOCATION

Sandy Beach, Good Boats, Two & three-bedroom  
well-furnished Housekeeping Cottages  
with refrigerators and showers  
Natural Fireplace in One Cottage

For further information, write

**TOM FAIRFIELD**

MANITOWISH WATERS

WISCONSIN

Phone 853



## *Morichetti's Cottages*

CLEAN

MODERN HOUSEKEEPING COTTAGES  
OVERLOOKING SPIDER LAKE.

CLEARED SPACIOUS GROUNDS



**THERESE MORICHETTI**

MANITOWISH WATERS, WISCONSIN

Phone: Manitowish Waters 22 J  
Hurley, Wis. 2043 R

*for your vacation...*

## **Manitowish Waters has**

Experienced and successful Resort operators  
dedicated to serve the vacationist.

★★

Clean, comfortable Resort accommodations with  
rates for every income, situated on the beautiful  
shorelines of good fishing lakes.

★★

A Chamber of Commerce and members pledged  
to sincere and honest advertising.

★★

An envied reputation of satisfied guests return-  
ing year after year.

★★

Complete shopping and services for Resort  
guests.

★★

Become the leader in growth, improvement and  
development of its recreation facilities for the  
vacation public.



FULLY EQUIPPED HOUSEKEEPING COTTAGES  
ON ALDER LAKE  
OF THE MANITOWISH CHAIN

Running water, Electric refrigerators, Gas  
for cooking, Comfortable beds  
Screened porches

Write to:

**ALLAN DALE**

MANITOWISH WATERS, WIS.

# NORTHERN LIGHTS RESORT



*American Plan*  
OPEN YEAR ROUND

Cottages

REST LAKE  
of  
MANITOWISH WATERS CHAIN  
OF 14 LAKES



Write  
**NORTHERN LIGHTS RESORT**  
**Manitowish Waters**  
**Wisconsin**

Phone 9687

Bud & Sis Van Syoc  
Russ & JoAnn Doudno

Dining Room

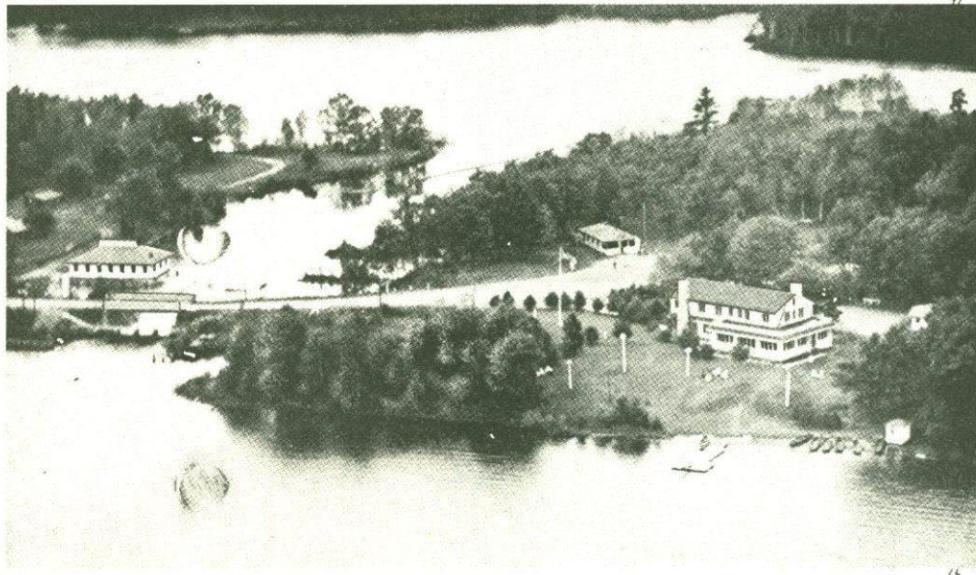
Air View

- Fishing
- Hunting
- Swimming
- Boating
- Saddle Horses available nearby.
- 18 Hole Golf Course nearby

**WINTER SPORTS**

- Skiing
- Tobogganing
- Ice Skating

Conventions and Parties  
Sales meetings, etc.



PLEASE SHOW THIS BOOK TO FRIENDS PLANNING A VACATION

## Leander's Mill Point Cottages



AMONG VIRGIN PINE ON ALDER LAKE of the Manitowish Chain, within 1 mile of Highway 51

All cottages on lakefront and fully equipped for housekeeping. Electricity, running water, gas ranges, electric refrigerators

SAFE SANDY BEACH — GOOD BOATS

Reduced rates prior to third week of June and after Labor Day.

**LEANDER'S MILL POINT COTTAGES**  
Phone 430 Manitowish Waters, Wisconsin

## Sleight's...

SPIDER LAKE CABINS

MODERN TWO AND THREE BEDROOM  
COMPLETELY FURNISHED LOG CABINS  
WITH FIREPLACES AND  
SCREENED PORCHES



"All the Comforts of Home"



Good Safe Beach :: Best Round-bottom Boats  
Cleanliness :: Comfort :: Courtesy



The Ideal Place for Enjoyment and Relaxation



**MRS. RICHARD SLEIGHT**  
Manitowish, Wisconsin  
PHONE MANITOWISH WATERS 757

## Bazso's HILLCREST COTTAGES

MODERN HOUSEKEEPING COTTAGES  
IN THE CENTER OF THE MANITOWISH CHAIN  
ONE MILE OFF U.S. HIGHWAY 51



All cottages are on the water front and have running water, gas ranges, electricity, automatic heat, electric refrigerators. Mosquito controlled.

Rates \$40 to \$50 per week

OWNER IS A LICENSED GUIDE

For information, write:

**GEORGE & MABEL BAZSO**  
MANITOWISH WATERS, WISCONSIN

Phone 150



### TUCK-AWAY LODGE

Chuck Johnson, Proprietor

NEW, ULTRA-MODERN CABINS  
COMPLETELY FURNISHED AND EQUIPPED  
FOR HOUSEKEEPING

Fireplace — Panelray automatic heat  
Good beach — Guides and boats available  
Rentals by week, month, season  
Bass - Walleye - Muskie fishing

Write: CHAS. F. JOHNSON      Phone 731  
Manitowish Waters, Wisconsin

### Ken Perkins' Bay Cottages

On north end of beautiful Rest Lake



MUSKIE, WALLEYE, BASS AND PANFISH

★★

BOW and RIFLE HUNTING

★★

16-ft. round bottom Shell Lake boats

Semi and modern cottages with gas ranges,  
oil heat, electric and gas refrigerators and run-  
ning water.

Write KEN & ELLEN PERKINS

Manitowish Waters

Wisconsin

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



Sinning's  
on  
ISLAND  
LAKE  
The Leading  
MUSKY  
PRODUCING  
LAKE  
in the  
HEADWATERS  
COUNTRY

### Completely Furnished MODERN HOUSEKEEPING Cottages

BATH WITH HOT AND COLD RUNNING WATER — ELECTRIC LIGHTS — SAF-AIRE AUTOMATIC 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. Francis Fitzgerald, Manitowish Waters, Wis.

Phone: Manitowish Waters 477

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## TENNIES COTTAGES

NEW, MODERN, TWO-BEDROOM COTTAGES  
COMFORTABLY FURNISHED AND  
FULLY EQUIPPED FOR  
HOUSEKEEPING

Cottages are privately located and over-  
look Rest Lake of the Manitowish Chain,

For information, write:

**PHILIP TENNIES**  
Phone 536. MANITOWISH WATERS, WIS.



## HENNING'S HOUSEKEEPING COTTAGES

ON MANITOWISH LAKE

MODERN AND SEMI-MODERN COTTAGES  
TO ACCOMMODATE TWO TO SIX PERSONS  
SANDY BEACH

For information, write:

**FRITZ HENNING**  
Manitowish Waters, Wisconsin

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

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

•  
FINE SAND BEACH

•  
Special rates during May  
and June and after  
Labor Day

TELEPHONE 151

## BIRCH BAY CABINS

FOR FURTHER INFORMATION WRITE  
Ernie and Judy Michaelis — Manitowish Waters, Wisconsin



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



## BIRCHWELL LOG CABINS

ON STAR LAKE  
OF THE MANITOWISH CHAIN



NEW, strictly modern, completely furnished, electric appliances, hot water, showers, automatic heat, picture windows, outside lighting, shuffleboard, excellent boats.

TWO LARGE BEDROOMS . . TWIN BEDS . . ACCOMMODATE UP TO SIX PERSONS. RENTALS BY THE WEEK, MONTH OR SEASON.

SPECIAL RATES before June 20th and after Labor Day.

Write: L. E. Powell, Manitowish Waters, Wisconsin.

Before May 1: Address at MORRISON, ILLINOIS.

## Lange's SYLVAN LODGE

MODERN CABINS

HOUSEKEEPING COTTAGES AVAILABLE IN  
SIZES OF TWO, THREE AND FIVE ROOMS



Situated on the north shore of beautiful Manitowish Lake where you can enjoy the cool breezes during the hot summer days, nestled among the Pines.

MUSKIE . . PIKE . . and BASS FISHING.

FINE . . SAFE . . SANDY BATHING BEACH.  
A GOOD SPOT FOR HAY FEVER RELIEF.  
REASONABLE RATES. OWNER IS A LICENSED GUIDE.

For information write:

Margaret and Clarence Lange  
**SYLVAN LODGE**  
Manitowish Waters, Wisconsin

PHONE 172

YOU'LL FIND THAT FRIENDLY ATMOSPHERE  
IN WONDERFUL WISCONSIN AT

## *Dick Hill's* BLUE SPRUCE RESORT

(FORMERLY THE WIN-MAR)

LOCATED ON VANCE LAKE AT THE REST LAKE DAM — KNOWN FOR MUSKY, PIKE AND BASS FISHING — AND VANCE LAKE ALSO FOR STURGEON! GOOD BOATS ON BOTH LAKES ARE INCLUDED IN YOUR RESERVATION.



*Modern and convenient—  
Here's a cozy place to stay.  
To live in, and relax in  
And to drive your cares away.*

This resort is headquarters for Sturgeon fishermen. Here's a dandy caught by Alvin Gould and Guide Johnny Brunner, with the help of Alvin, Jr. Sixty-five pounds of delicious smoked Sturgeon coming up! September is the time . . . HERE'S THE PLACE !

*Muskys challenge any man—  
Just won't admit defeat!  
To have, to hold, to keep you'll find  
A feat that's hard to beat!*



Here is a place just made for the average man — a place where he and his family can relax, play, fish, or swim — a place where he can know that the youngsters are safe on a fine sand beach, the finest in the north — or in good boats pursuing health building activities and enjoying this glorious country to the fullest extent.

**DON'T MISS A VACATION AT THE BLUE SPRUCE** — and once you've been here you'll be sure to come back year after year, as do so many of our other guests.

WRITE NOW FOR RESERVATIONS TO:

## *Dick Hill's* BLUE SPRUCE RESORT

MANITOWISH WATERS, WISCONSIN • PHONE 646

# Linger Longer Cottages

on Alder Lake  
OF THE MANITOWISH CHAIN



## NEW TWO-BEDROOM HOUSEKEEPING COTTAGES

Strictly Modern and Comfortably Furnished  
Twin Beds :: Automatic Heat  
Picture Windows :: New Boats

For rates write:

**DON AND MARIE LAPORTE**  
Manitowish Waters, Wisconsin



Enjoy your vacation at...

## Bambi Cottages

MODERN 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

# PERDUE'S NORTHERN HIGHLANDS



*One of the North's Finest Housekeeping Resorts*



MODERN, ONE, TWO & THREE BEDROOM  
COTTAGES AND BOAT HOUSE COTTAGE  
ALL WITH BATH



FRIGIDAIRE :: GAS STOVES  
HEATED

AUTOMATIC HOT WATER SYSTEM



KILGEN PIPE ORGAN IN LODGE



THOMPSON BOATS  
SHUFFLE BOARD :: HORSE SHOE



ON BEAUTIFUL ISLAND AND SPIDER LAKES

Fifteen acres of beauty on a point one mile off Hwy. 51.  
At the end of the road. Water on three sides.

*Perdue's Northern Highlands*

MANITOWISH WATERS, WISCONSIN

PHONE 382

Special discount during May, June, and after Labor Day

WM. O. PERDUE

PLEASE SHOW THIS BOOK TO FRIENDS PLANNING A VACATION



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

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

Just The Place You're Looking For"

KNOPP'S

## Birch Cove

COTTAGES

LOCATED ON BEAUTIFUL SPIDER LAKE on a chain of 14 lakes with  
fine Muskie, Pike and Bass Fishing.

A moderate size resort under congenial management with fine  
modern cottages equipped with showers, completely and comfort-  
ably furnished in every respect.



GOOD BOATS - SHUFFLE BOARD  
Riding Horses, Golf and Tennis Nearby

COTTAGES OVERLOOK THE LAKE WITH SUFFICIENT  
SPACING TO AFFORD PRIVACY

For further information, rates, etc.,  
Write:

MR. & MRS. FRANK KNOPP

Phone 386

## Birch Cove Cottages

Manitowish Waters, Wisconsin

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

# LINDENWOOD

On Spider Lake  
The Manitowish Chain

To meet the most discriminating requirements, Lindenwood offers choice of two-bedroom vacation homes which accommodate from four to eight guests. All houses are as modern as a city apartment, completely furnished, and equipped with Stewart Warner Safe-Aire automatic heaters.

All fourteen lakes are navigable from our pier. Lindenwood is situated advantageously near the shopping districts and amusement centers; and it is located in the most beautiful neighborhood of the Manitowish Waters area.

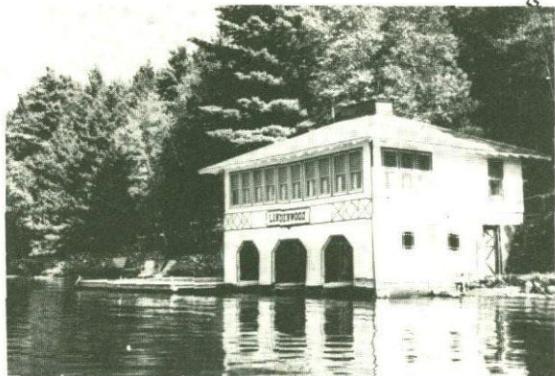
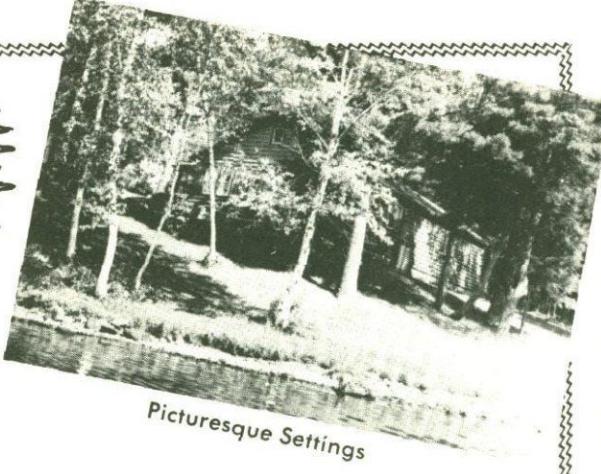
An interesting playground is provided for the little ones and a full length movie show with sound is given each week for the entertainment of our guests. Our cottages are as colorful, convenient and comfortable as back home. They are designed and furnished to satisfy the most exacting clientele.

Popular price range from \$65 to \$85 per week. Substantial reductions before June 30th and after Labor Day.

For reservations phone 40 — or write:



MYRLE or ED RUTH



Boathouse cottage and pier



Doubles for large groups



Thoughtfully furnished

**LINDENWOOD**  
MANITOWISH WATERS      WISCONSIN

# VACATION DAYS

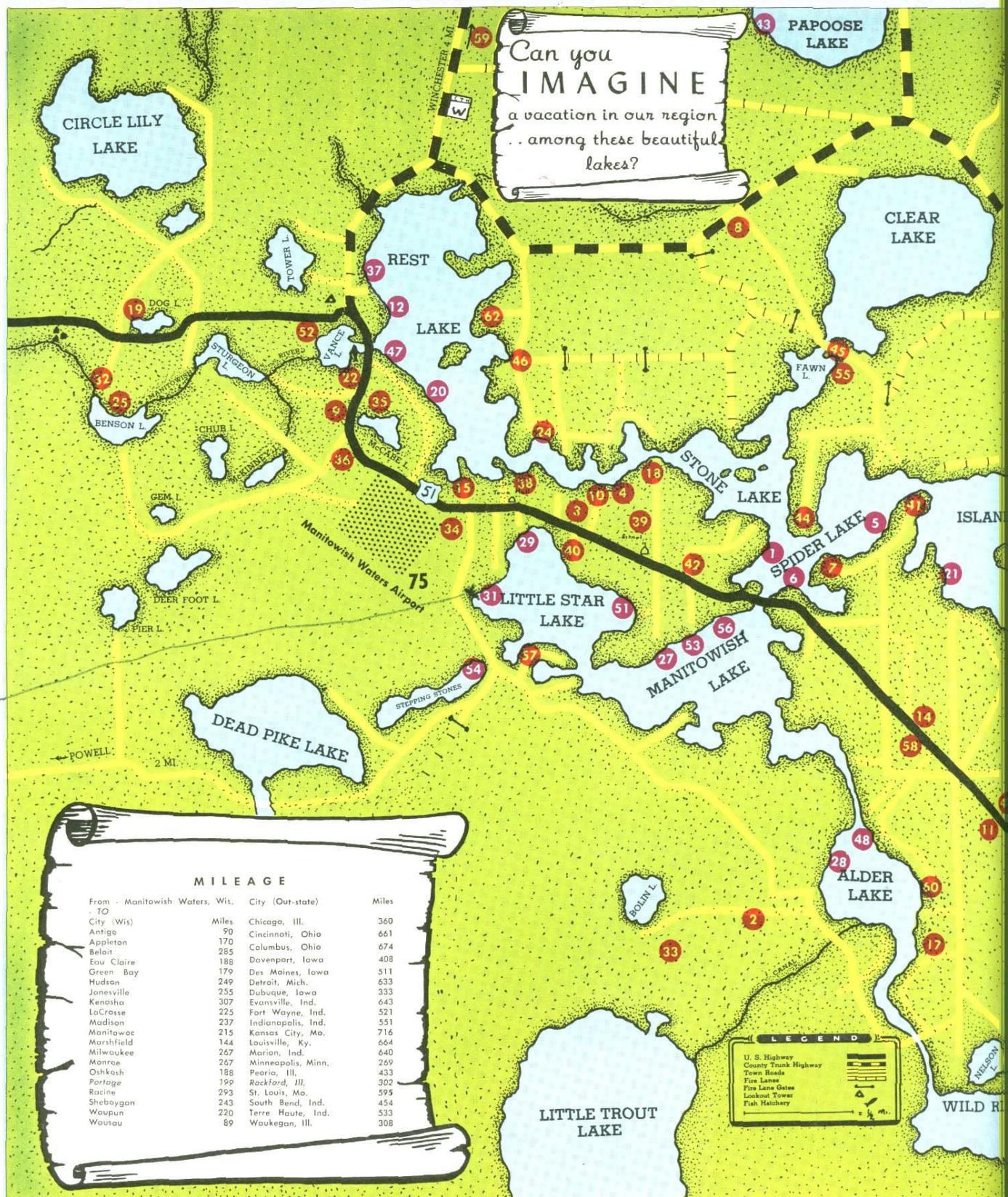
## are Happy Days

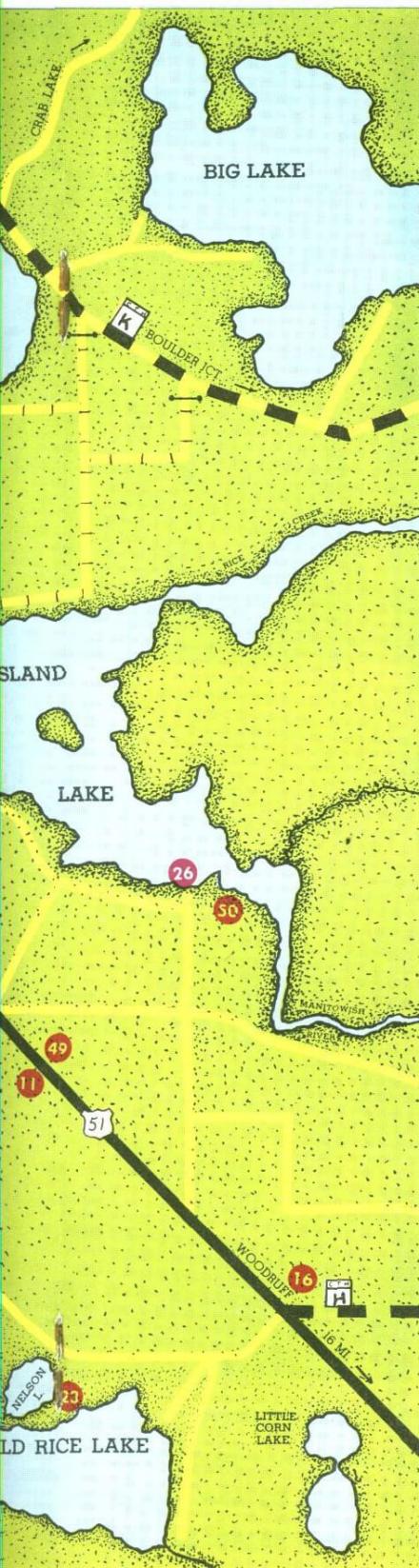
**MANITOWISH  
WATERS**

"America's Vacationland"

*In the beautiful WISCONSIN Northwoods*

Distributed by THE CHAMBER OF COMMERCE, MANITOWISH WATERS, WISCONSIN





## LIST OF RESORTS AND OTHER LINES OF BUSINESS

Write for complete details, rates, etc.

### KEY TO THE ACCOMMODATION SYMBOLS

APR	American Plan Resort
MHC	Modern Housekeeping Cottages
HC	Housekeeping Cottages
ONC	Overnite Cottages
FM	Food Market
R	Restaurant
B	Bar

NO.	LOC	RESORT OR BUSINESS	OPERATOR	SYMBOL
1	5-F	ADAMS' PINE ACRES	George Adams	MHC
2	7-F	ALDER LAKE CRANBERRY CO.	Herb Indermuelh	Growers
48	6-G	ALDER LAKE RESORT	R. A. Betzer	HC
10	4-D	BAMBI COTTAGES	Clarence Spiegel	MHC
37	2-C	BAY COTTAGES	Ken Perkins	MHC
		BEAUMONT'S ISLAND RESORT		HC-B
3	4-D	BEY FRANK	Plumbing & Elec. Supplies	
4	4-E	BIRCH BAY CABINS	E. Michaelis & Sons	MHC
5	4-C	BIRCH COVE COTTAGES	Frank Knopp	MHC
57	5-D	BIRCHWELL LOG CABINS	Pearl Powell	MHC
6	5-F	BIRCHWOOD LODGE	Henry Voss	APR-MHC-R-B
22	3-C	BLUE SPRUCE RESORT	Richard Hill	MHC-B
22	3-C	BOB MALETZKE'S BARBER SHOP		
		BREEZY POINT COTTAGES	Lloyd Voss	MHC
		CAIN'S RESORT	Marty Cain	HC-B
		CAMPBELL'S LODGE	Phil Campbell	APR
8	2-F	CLEAR LAKE GROCERY	Gordon Huenink	FM
		CLEAR LAKE POULTRY RANCH	Edward Jaynes	
36	4-C	COMMUNITY CHURCH		
9	3-C	CUENOT, PAUL		MHC
17	7-G	DALE ALLAN		APR-B
		DEER PARK LODGE	Ben Epstein	
9	3-C	DICKERSON AGENCY	Real Estate-Insurance	MHC
		DICKERSON COTTAGES	J. R. Dickerson	
11	6-H	ELHERT'S GROCERY AND MARKET	Art Ehert	FM
37	2-C	ELZ' STANDARD SERVICE	Art Elz	
24	3-D	FAIRFIELD'S COTTAGES	Tom Fairfield	MHC
14	6-G	FIRESIDE CABINS	Louis Wagner	ONC-R
29	4-D	FLAMM'S COTTAGE	O. G. Flamm	MHC
16	8-I	FRITZ'S	Beauty Salon — Gen. repairs	
15	4-C	FLYING "P" RIDING ACADEMY	Saddle Horses	
		FOSTER & SILLMAN COTTAGES		HC
9	3-C	HANSON AGENCY		
9	3-C	HANSON HARDWARE	Real Estate-Insurance	
		HASKIN'S COTTAGES	Hardware, Sport Gds., etc.	
53	5-E	HENNING'S COTTAGES	Tom Haskins	HC
17	7-G	HILL'S ARCHERY SUPPLY CO.	Fritz Henning	MHC
18	4-E	HILLCREST COTTAGES	Ralph Hill	MHC
19	2-A	HOLIDAY LODGE	George Bazso	
20	3-C	ILG'S LOG CABIN RESORT	C. O. Lehman	MHC-ONC
21	5-G	ISLAND LAKE LOG CABINS	Joe Ilg, Jr.	MHC
22	3-C	JAEGER'S RESORT SHOP	Richard Sleight	MHC
23	8-G	JENSEN'S NORWAY COTTAGES	Family Sportswear	
		KNOTTY PINE RESORT	S. K. Jensen	MHC
27	5-E	LAKE VIEW RESORT	Frank Tichy	MHC-R
25	3-A	LAKWOOD LODGE	Gene Hutter	MHC
26	5-I	LAFAVE'S RESORT	Harland Jones	MHC
58	6-G	LAKELAND REALTY CO.	John LaFave	APR-MHC
22	3-C	LAPORTE'S SUPER MKT.	Real Estate	
		LAUNDERETTE	George LaPorte	
5	4-G	LINDENWOOD	LaPorte Building	FM
28	7-F	LINGER LONGER COTTAGES	Ed Ruth	MHC
		LITTLE BOHEMIA	Don & Marie LaPorte	MHC
29	4-D	LITTLE STAR GARAGE	Emil Wanatka	APR-B-R
29	4-D	LITTLE STAR RESORT	Tom Crawford	
		LOGE O'LAKES	Tom Crawford	MHC-ONC
31	5-D	MANITO LODGE	R. Cooper	APR-R-B-MHC
75	4-C	MANITOWISH WATERS AIRPORT	John Stewart	HC
32	3-A	MANITOWISH RIVER RESORT	R. Oberg	(see advertisement)
33	7-E	MANITOWISH WATERS CRANBERRY GROWERS	John Patterson	MHC
29	4-D	MANITOWISH WATERS FIRE DEPT.	Tom Crawford, Chief	
12	2-C	M	Adolph Mussatti	
		MANITOWISH WATERS LAUNDRY		

"a" denotes advertisement in book

"m" denotes member

And You'll Come Often!

WISCONSIN'S OUTSTANDING  
MUSKIE WATERS

## LIST OF RESORTS AND OTHER LINES OF BUSINESS

(continued)

35	3-C	m a	MANITOWISH WATERS POSTOFFICE	Ted Daniels, PM.	
1	5-F	m a	MANITOWISH WATERS RESORT	Eric Mader	MHC-HC
			MANITOWISH WATERS SPORTSMAN CLUB		
39	4-E	m a	MANITOWISH WATERS SCHOOL		
34	4-C	m a	MANITOWISH WATERS TELEPHONE CO.	C. R. Robbel	
7	4-F	m a	MARIE'S COTTAGE	Chas. Pepowski	
22	3-C	m a	MARIE'S SODA SALOON	Marie LaPorte	MHC
			McELWAIN, LLOYD	General Repairs	
			McSWEENEY, EUGENE	Electrical Contractor	
			MEHL'S 30-30 LODGE	Wm. Mehl	ONC-APR
37	2-C	m a	THE MEINEL'S	Walter Meinel	MHC
48	6-G	m a	MILL POINT COTTAGES	Albert Leander	MHC
1	5-F	m a	MORICHETTI COTTAGES	Therese Morichetti	MHC
			MEYER SALES & SERVICE	Outboard & Boat Distr.	
29	4-D	m	NEHRING'S GARAGE	Auto, Outboard, Gen. repairs	
			NORTHERN LIGHTS BAR	Al Zigray	B
12	2-C	m a	NORTHERN LIGHTS RESORT	VanSyc-Dodona	APR
22	3-C	m	NORTHWOODS LIQUOR STORE	LaPorte Building	
40	4-D	m a	NORTHWOODS LODGE	W. S. Bunn	MHC
			OAK GROVE COTTAGES	The Steils	MHC
			OASIS COTTAGES	John Brikowski	HC
42	4-E	m	OPASIK'S HOME BAKERY	Martha Opasik	
34	4-C	m	PANTRY, THE	Gertrude Pangburn	R
43	I-G	m a	PAPOOSE LODGE	Wm. Berry	MHC
41	4-G	m a	PERDUE'S NORTHERN HIGHLANDS	Mrs. Wm. O. Perdue	MHC
			PINE AIR INN	The Koehlers	ONC-B
			PINECREST	F. A. Wallace	MHC
			PINECREST LODGE	Isabelle Heinritz	MHC
24	3-D	m a	PINE NEST	G. A. Feiereisen	MHC
44	4-F	m a	POINT O' PINES	Wm. Fotsch	MHC
			QUINN BAIT STATION	Joe Quinn	
			QUINN TOURIST HOME	Mrs. Joe Quinn	ON
45	3-G	m a	QUO VADIS	Thad Grutz	MHC
			RAYALA, CHAS.	Contractor	
46	3-D	m a	RED FEATHER LODGE	Sevard Tanck	APR-MHC-B
			REST LAKE LODGES	O. S. Ratliff	MHC
			R.C.M. MACHINE CO.	Television Towers	
			REST LAKE RESORT	Jas. Bart	APR-HC
47	3-C	m a	ROD N' REEL	Roemer & Larsen	Sport, Gds.
9	3-C	m a	ROE, IRWIN	Gen. Contractor	
60	7-G	m a	ROSSOW'S RESORT	Fred Rossow	MHC
47	3-C	m a	RUDY'S RESTHAVEN	Rudy List	APR-B
47	3-C	m a	SEPPALA'S COTTAGES	A. Seppala	MHC
15	4-C	m a	SEXTON, HOMER	Plumb, Heating, Sheetmetal work	
49	6-H	m a	SILVER-DALE	Carl Theilacker	ONC-R-B
			SINDBERG, A. M.	Builder	
50	5-I	m a	SINNING'S COTTAGES	Olive Fitzgerald	MHC
			SKY LODGE	C. C. Lange	MHC
1	5-F	m a	SPIDER LAKE CABINS	Richard Sleight Sr.	MHC
54	5-C	m a	SLEIGHT, TOM	Mason Contractor	
29	4-D	m a	STAR BEACH COTTAGES	Jacob Schadt	MHC
51	5-E	m a	STAR BEACH PARK	Public Beach, Picnic Grounds	
			STONE LAKE COTTAGES	C & P Williamson	HC
			STRUM'S CHATEAU	Walter Strum	HC-ONC-B
			SUNSET LODGE	P. Andrews	HC
			SWANSON COTTAGES	Mrs. Evelyn Swanson	HC
			SYKES COTTAGES	Homer Sykes	HC
53	5-E	m a	SYLVAN LODGE	Clarence Lange	MHC
3	4-D	m a	THE TACKLE BOX	Lloyd Kimmel	Sport, Gds. etc.
15	4-C	m a	TENNIES COTTAGES	Philip Tennies	MHC
			TENNIES, PHILIP	Gen. Contractor	
35	3-C	m a	THE OX YOKE	Daisy F. Miles	Antiques, Gifts
59		m a	TIMBERLANE RESORT	Ted Benson	APR-MHC-B
22	3-C	m a	TONI & CHELLO VARIETY STORE		
38	4-D	m a	TOWN HALL		
			TOWER IN	Wm. Garber	ONC-B
			TRAIL END RESORT	Jas. Goudy	HC
			TRUE FLIGHT MFG CO.	Feather Grinding, Brush buttons	
19	2-A	m a	TUCK-AWAY LODGE	Chas. Johnson	MHC
			TWIN-PINE RESORT	John Theisen	MHC-HC-B
			VERRIER, L. A. & CO.	Upholstering, Shades, Awnings	
52	3-C	m a	VANCE LAKE CAMP SITE	State Camp Site	
			WARDS, THE		MHC
56	5-F	m a	WARNIER'S RESORT	Julien Warnier	MHC
55	3-G	m a	WAUKEGAN LODGE	Toni Clare	AP-MHC
35	3-C	m a	YANKEE STUDIOS	T. E. Daniels	Art, Gifts, etc.
62	2-C	m a	YMCA CAMP JORN	Boys & Girls Camp	

Address: MANITOWISH WATERS, WISCONSIN

Plan your vacation NOW!

VISIT THIS BEAUTIFUL VACATION AREA WHERE FISHING IS GOOD, WEATHER IS IDEAL, AND ACCOMMODATIONS SUITABLE TO EVERYONE.



GET YOUR FISHING TACKLE READY FOR THE MUSKY, BASS AND WALL-EYES. DROP A LINE TO ANY RESORT LISTED AND YOU'LL BE ALL SET FOR A SWELL VACATION.

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



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**RESTHAVEN**  
ON REST LAKE

*In the Heart of Manitowish Waters*



**"The House  
of  
Good Food"**

ON U.S. HIGHWAY 51

*Rudy's RESTHAVEN*

EUROPEAN AND AMERICAN PLAN SEPTEMBER AND OCTOBER

Rudy and Garnet List

MANITOWISH WATERS, WISCONSIN

Phone 9649

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*Plumbing  
and  
Heating*



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"MULTITINT"  
PAINTS and  
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FOR COURTEOUS SERVICE, go to...

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TOYS  
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LIVE BAIT STATION

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ON U.S. 51

MANITOWISH WATERS, WISCONSIN

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## STANDARD SERVICE

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PROMPT and COURTEOUS  
PERSONALIZED TRAVEL  
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LUBRICATION  
ALL YEAR



## SERVICE

*Clean Rest Rooms*

AUTOMOBILE ACCESSORIES

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SALES : SERVICE : RENTALS

The Place with the Wiggling Sign

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Manitowish Waters, Wis.

## MANITOWISH WATERS MUSKY MARATHON



Last Year's Awards

Each person registering a legal Musky receives a "MUSKETEER CARD" and a colorful shoulder patch.

Awards are given for every 25th Musky regardless of size and the three largest Muskies registered during the season.



Complete information at all resorts.

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BARBER  
SHOP



OPEN THE YEAR AROUND



LAPORTE BUILDING

MANITOWISH WATERS, WISCONSIN



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By Rest Lake Dam

QUALITY MEATS • PRODUCE • GROCERIES

MEMBER: VALLEY QUEEN STORES COOPERATIVE ASSOCIATION

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ON U. S. 51

MANITOWISH WATERS, WISCONSIN

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FOUNTAIN SERVICE

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SANDWICHES

COFFEE

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*Marie's*  
**SODA  
SALOON**

On U. S. Highway 51

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LaPorte Bldg.

WISCONSIN

*Jaeger's*  
RESORT SHOP

VACATION TOGS

for Men, Women and Children

featuring

- PENDLETON
- WHITE STAG
- JANTZEN
- MANHATTAN

Laporte Building  
Manitowish Waters, Wisconsin

# HANSON'S Hardware

*and Marine Mart*

MANITOWISH WATERS, WISCONSIN



"YOU CAN GET IT AT HANSON'S"



THE COMPLETE HARDWARE STORE

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# HANSON Agency

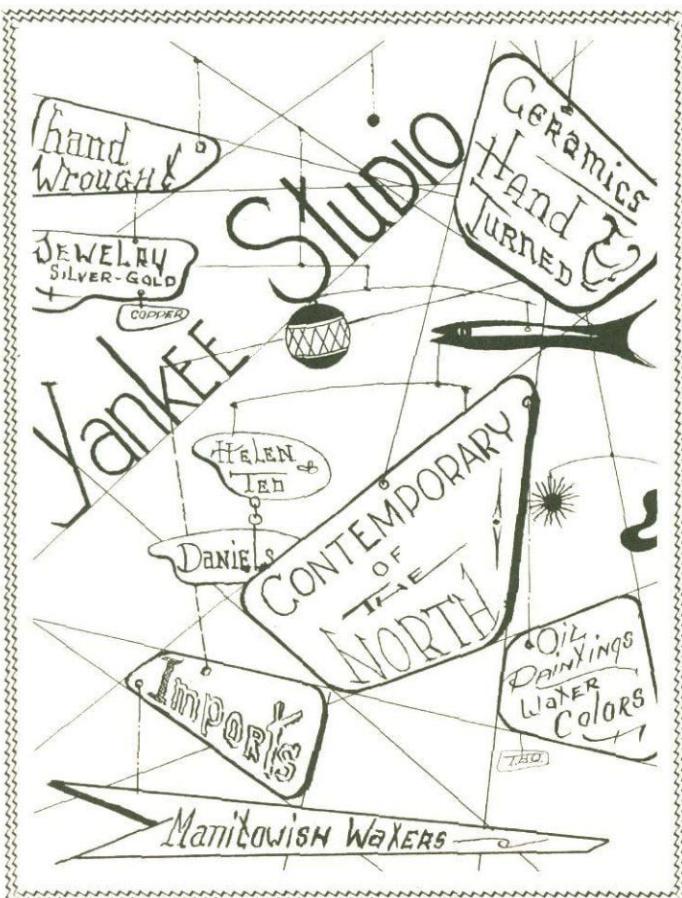
FOR ALL YOUR INSURANCE NEEDS

"For a HOT DEAL before you  
burn . . . see BILL HANSON"



MANITOWISH WATERS  
WISCONSIN

Phone 637



In Manitowish Waters it's

## Lakeland Realty Co.



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MANITOWISH WATERS, WISCONSIN

# Attention... FISHERMEN!

## The TACKLE BOX IS YOUR GUIDE AND FISHING HEADQUARTERS

A COMPLETE VACATION in the north woods should include one day or more with our outstanding guides. Imagine being shown WHERE and HOW to fish. Then at noon a short outboard motor trip to a picturesque spot. M-mmm-m, smell smoke from an open fire, blended with the appetizing odor of bacon, fresh-caught fish, eggs and a pot of coffee — an outdoor lunch as only these guides can prepare.

Listed here are some of our licensed Wisconsin guides. Contact these men direct or write to the TACKLE BOX. We will be glad to plan your day out.

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"Billy" Mehl  
George Bazzo  
"Chuck" Johnson  
Walter Meinel

Clarence Lange  
Jake Nelson  
"Dick" Sleight  
Lee Doriot

"Bull" Kahn  
Gordon Andrews  
Lloyd Laporte  
John Everson

John Brunner  
Louis Lafflin  
Wally Paulus  
"Jim" Bart

Izzy Cattoi  
Leo Peters  
"Bill" Thompson  
Jens Larsen  
"Sonny" Laffin



## The TACKLE BOX

Hazel and Lloyd Kimmel  
Manitowish Waters, Wisconsin

Phone 9257

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MANITOWISH WATERS, WISCONSIN



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ENJOY REAL WESTERN RIDING DURING YOUR  
VACATION IN THE HEART OF THE  
NORTH WOODS  
On U.S. Highway 51 — Opposite Airport  
GUIDES PROVIDED ON THE HOUR

**FLYING P RIDING ACADEMY**  
Phone 521

"Gene" and "Lela" Poiron, Owners

MANITOWISH WATERS

WISCONSIN

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## THEILACKER'S *Silverdale*

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MODERN ROOMS

MANITOWISH WATERS, WISCONSIN  
ON U. S. HIGHWAY 51

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*Masonry  
Contractor*



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MANITOWISH WATERS, WISCONSIN

POST OFFICE

MANITOWISH WATERS, WISCONSIN



*In Beautiful Wisconsin*

AMERICA'S VACATION LAND



THEODORE S. DANIELS  
POSTMASTER

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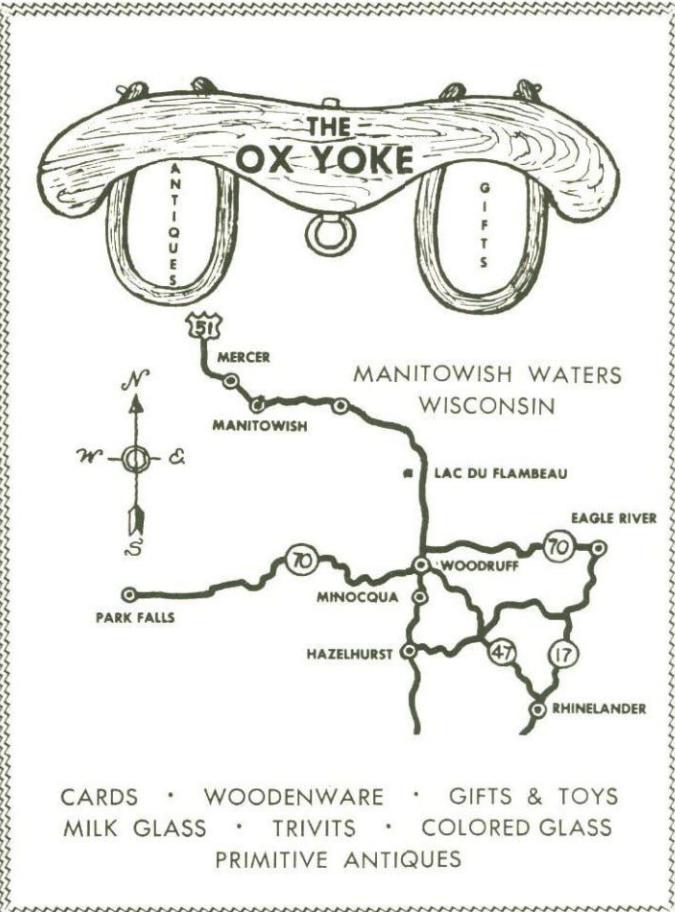
## FRITZ'S

HIGGINS ☆ TOMAHAWK  
SHELL LAKE BOATS  
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Mechanical Repairing of All Kinds

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CARDS • WOODENWARE • GIFTS & TOYS  
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- GROCERIES
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F. G. Mair, owner

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Chris Craft : Century : Thompson  
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A distinctive Gift Shop for the sportsman

Service our specialty

MINOCQUA

WISCONSIN

## LAKE LAND CLEANERS

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MINOCQUA, WISCONSIN

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THREE DAY SERVICE



# OCEAN SPRAY EAT MORE CRANBERRIES

### MANITOWISH WATERS CRANBERRY GROWERS

#### Growers

Manitowish Cranberry Company

Alder Lake Cranberry Company

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Folsom Cranberry Company

Cardinal Cranberry Company

J. E. McFarland Cranberry Company

MANITOWISH WATERS

WISCONSIN

## Welcome Boosters!

The Manitowish Waters Chamber of Commerce welcomes the following new associate members who have affiliated themselves with our organization, for the purpose of promoting the welfare of our region:



Harry O. Teske  
Boyd C. Lukens  
Charles E. Childers  
W. Wallace Klug  
Leo Edelman  
Ralph Seelman  
Joseph B. Walters  
George J. Silbernagle  
Rodney E. Breese  
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Simon Ziffrin  
Blanche Jorgensen  
William H. Gehl, M.D.  
Mrs. W. A. Gibson, Jr.  
Herbert E. Olson  
Lee H. Kulp  
William H. Rueping  
Theo Balslew  
George A. Bauer  
Curtis Brown  
George Seidel



To the above civic minded citizens, we say:  
"THANK YOU!"

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# WOODRUFF STATE BANK

WOODRUFF, WISCONSIN • At the Crossroads of the Northwoods

GENERAL BANKING

F.D.I.C. INSURED

WE INVITE YOUR PATRONAGE



## IRWIN L. ROE BUILDING CONTRACTOR

HOMES — SUMMER COTTAGES — BOAT HOUSES — COMMERCIAL BUILDINGS  
MANITOWISH WATERS, WISCONSIN — TEL. 609

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### COMMUNITY CHURCH

MANITOWISH WATERS  
WISCONSIN

#### Summer Services

10:00 a.m. Church School  
11:00 a.m. Morning Worship

#### Winter Services

9:00 a.m. Morning Worship  
10:00 a.m. Church School

The Community Church invites you, during your stay in the Northwoods, to worship with us each Sunday morning. "Church families are happy families."



### ST. ISAAC JOCQUES PARISH CHURCH

Father Joseph Higgins, Pastor

MERCER, WISCONSIN

#### Missions

St. Ann's	Boulder Junction
St. Rita's	Winegar
St. William's	Winchester
Town Hall	Manitowish Waters

A schedule of the time and place of all masses is posted in resorts and stores.



### Manitowish Waters Airport

Location: LONG. 46° 07' 30". LAT. 89° 32' 30".  
On Highway 51

Field elevation 1609 feet M.L.S. Shown on lower left corner of Lake Superior Sectional Chart.

Two fine, sod, well-marked runways, 3000 feet long by 300 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.

PHONE 9520



.....for your protection

IN

MANITOWISH WATERS



RESCUE AND OXYGEN  
EQUIPMENT

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# PATTERSON BROTHERS

*Lumber and Builder's Supplies*

.. YARDS AT ..

LAC DU FLAMBEAU

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MINOCQUA

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Minocqua, Wisconsin

VISIT OUR NEW HARDWARE AND PAINT DEPARTMENTS

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MINOCQUA, WISCONSIN

SAFETY DEPOSIT  
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GENERAL  
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MINOCQUA, WIS.

## MINOCQUA LUMBER CO.

MINOCQUA - WISCONSIN

*Building Materials*

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*Let us solve your  
building problems*

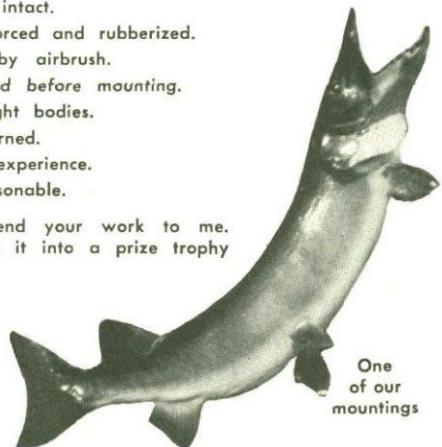
## MARCHINO TAXIDERMY STUDIO

3 miles north of Woodruff, Wis.  
on U.S. Highway 51

### SPECIALIZING IN MOUNTING FISH

- Gills left intact.
- Fins reinforced and rubberized.
- Coloring by airbrush.
- Skins cured before mounting.
- Light weight bodies.
- Meat returned.
- 24 years experience.
- Prices reasonable.

Bring or send your work to me.  
I can make it into a prize trophy  
for you.



YOU ARE WELCOME TO VISIT OUR STUDIO AND SEE

- Mounted unborn fawns
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- and many other mounted specimens

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BOATS — TRAILERS — BOAT HOISTS

MARINE ACCESSORIES

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Corner U.S. Highway 51 and Wisconsin 70

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Mattresses Renovated, Recovered and Rebuilt  
Special Sizes Made to Order

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### MANUFACTURERS OF MATTRESSES

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BEDDING — FURNITURE — APPLIANCES  
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Visit our showroom  
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## LARRY DOOLITTLE *Realtor*

We specialize  
in all types of

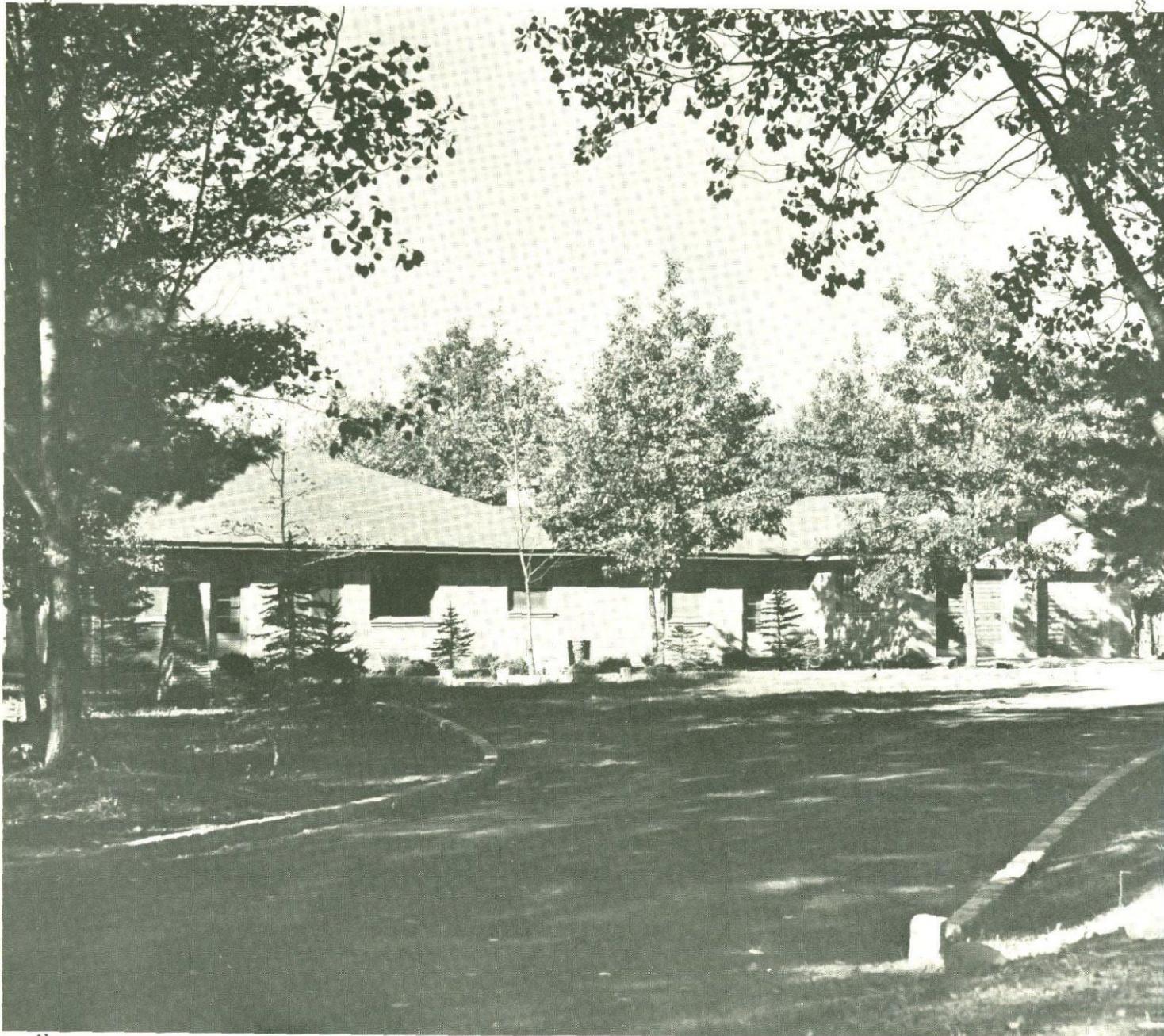
NORTHERN WISCONSIN and  
RECREATIONAL PROPERTIES



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MINOCQUA, WISCONSIN

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# PUKALL LUMBER COMPANY

RETAIL LUMBER — BUILDING MATERIALS — SUPPLIES

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P. O. Woodruff, Wisconsin

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# ERSPAMER LUMBER COMPANY

DEPENDABLE DEALERS IN  
COAL - LUMBER - BUILDING MATERIALS

ONE BLOCK NORTH OF INTERSECTION  
OF U. S. 51 AND MAIN ST.

HURLEY, WISCONSIN

## HOWARD HARDIE

REALTOR

Have Recreation and Business listings in Northern  
Wisconsin and Upper Michigan

Let me know type of property  
you are interested in.

318 Silver St.

HURLEY, WISCONSIN

## SPIC AND SPAN CLEANERS

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Pick-up Station

LAPORT'S LAUNDERMAT

Manitowish Waters

Two Day Service

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Printers : Publishers

Job Printing of all kinds

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"Quick Service" Our Motto

3rd Ave. So. Phone 216 Hurley



Your financial problem will probably  
be just a bit different from that of any  
other customer. But it will be similar  
enough so that our experience, in helping  
to find solutions for others, will  
prove valuable to you. Customers tell us  
they like the personal attention and in-  
terested cooperation they receive here.

May we be of service to you?

## Iron Exchange Bank

Hurley, Wisconsin

Oldest Bank on the Gogebic Range

Established 1885

Member of the Federal Deposit Insurance Corp.

We sincerely hope that *Gas* -- the modern fuel  
for heating, cooking, refrigeration and hot water  
-- will add to your vacation pleasure. . . . .

SUPERIOR BOTTLED GAS CO., Ironwood, Mich.

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## *Quality Clothiers*

STOP FOR PENDLETON, MERRILL AND  
GAME AND LAKE  
SPORTSWEAR FOR MEN AND WOMEN  
IN IRONWOOD'S NEWEST  
MEN'S STORE

The Men's Store Where Women  
Like to Shop

IRONWOOD

MICHIGAN

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20th

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Appliances for  
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**NORTH WISCONSIN AGENCY**  
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LARGEST INSURORS OF SUMMER PROPERTY IN WISCONSIN

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

PLEASE SHOW THIS BOOK TO FRIENDS PLANNING A VACATION

# Rhinelander BUILDING AND LOAN ASSOCIATION

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COAL : LUMBER : BUILDING MATERIAL : PAINT

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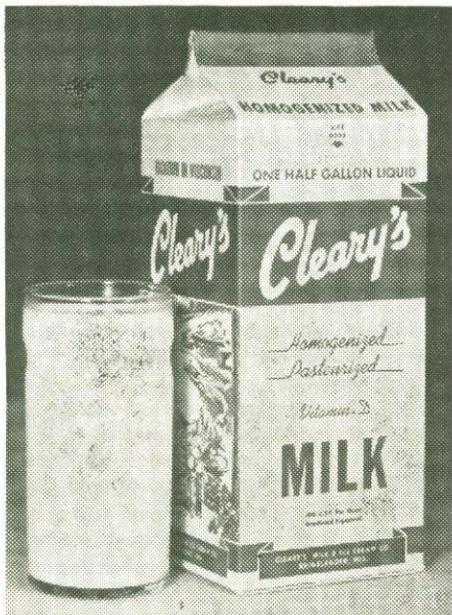


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NORTHWOODS BUILDING HEADQUARTERS

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**Mail direct to resort . . Do not mail to Chamber of Commerce**

## **INQUIRY FORM**

**Furnished for your convenience by the Chamber of Commerce**

Resort

P. O. Manitowish Waters, Wisconsin

Please send me full information, rates, etc., regarding the following accommodations at your resort:

( ) American Plan Hotel

( ) American Plan Cottage

( ) Housekeeping Cottage

( ) Modern Housekeeping Cottage

For a period of \_\_\_\_\_ weeks starting \_\_\_\_\_, 195\_\_\_\_\_.

Remarks:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

There will be \_\_\_\_\_ persons in our party,

\_\_\_\_\_ adults and \_\_\_\_\_ children. Ages

\_\_\_\_\_ to \_\_\_\_\_ years

Name \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

**PLEASE GIVE FULL INFORMATION ON FORMS**

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

There will be \_\_\_\_\_ persons in our party,

\_\_\_\_\_ adults and \_\_\_\_\_ children. Ages

\_\_\_\_\_ to \_\_\_\_\_ years

Name \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

**PLEASE GIVE FULL INFORMATION ON FORMS**

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## for the Sportsmen Club

The Chamber of Commerce commends the

### SPORTSMEN CLUB

for its active conservation program in Manitowish Waters.

Their program for development of fish and wild life, forests, lakes, and recreation facilities for the vacation public is financed by the dues of its members.

You can help this commendable program by joining. For membership write:

SECRETARY  
SPORTSMEN CLUB  
MANITOWISH WATERS, WIS.

## 23 YEARS OF SERVICE . . .

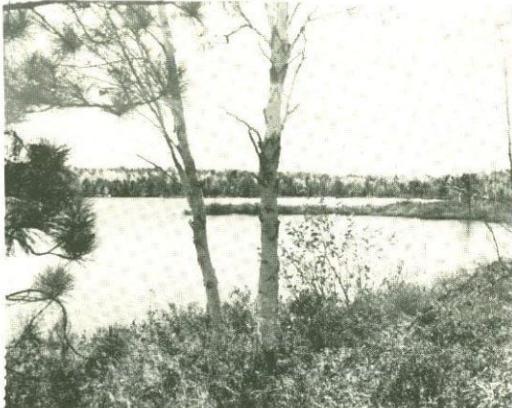
THE MANITOWISH WATERS CHAMBER OF COMMERCE HAS BEEN RENDERING SERVICE TO THE VACATIONISTS AND OUR MEMBERS FOR MORE THAN TWO DECADES.

OUR SERVICES ARE ABSOLUTELY FREE TO THE VACATIONIST. OUR RESORTS DO NOT PAY ANY COMMISSIONS FOR BENEFITS DERIVED.

Thus the vacationist is assured the lowest rates possible in keeping with the accommodations desired.

Our organization also maintains a free information booth on U. S. Highway 51, for persons arriving without reservations.

Here YOU select the accommodations YOU desire from our vacancy list.



SCENIC FORESTS - LAKES - DRIVES  
HIKING - RELAXING  
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## The Real Spot



TO SPEND  
YOUR  
VACATION



BOATING - BATHING - WATER SPORTS  
GOLF - TENNIS  
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# Come in Spring Midsummer or Fall

ANYTIME IS A GOOD TIME  
TO VISIT THE FAMOUS  
MANITOWISH WATERS REGION

An altitude of over 1900 feet above sea level insures daily moderate temperatures, low humidity and cool restful nights.

Persons suffering from hay fever, asthma or sinus trouble will find immediate relief in our region.

Good drinking water is another thing for us to boast about. Nowhere in the entire country will you find any better. Every resort must display a state test card.

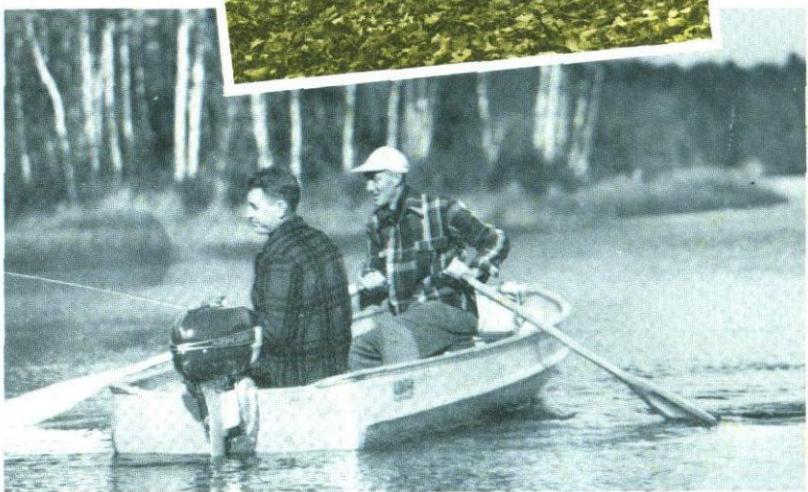
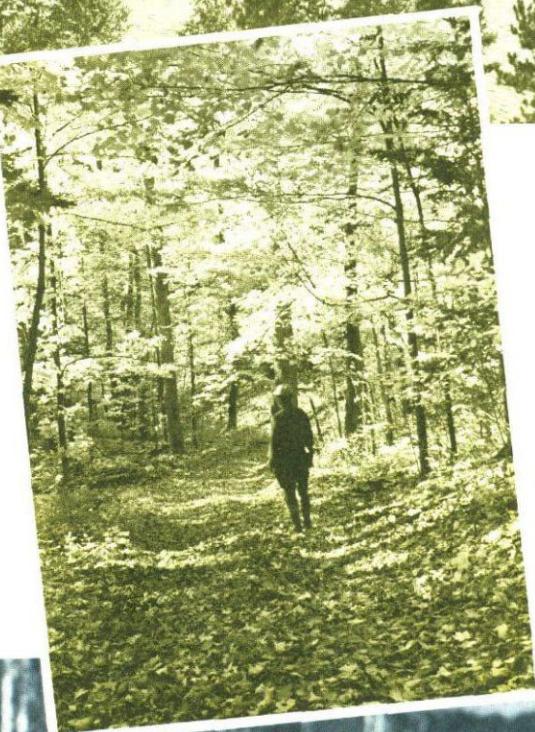
There are many nice bathing beaches in the Manitowish Waters area.

Berry picking, too! Blackberries, blueberries, raspberries, strawberries, June berries and choke cherries.

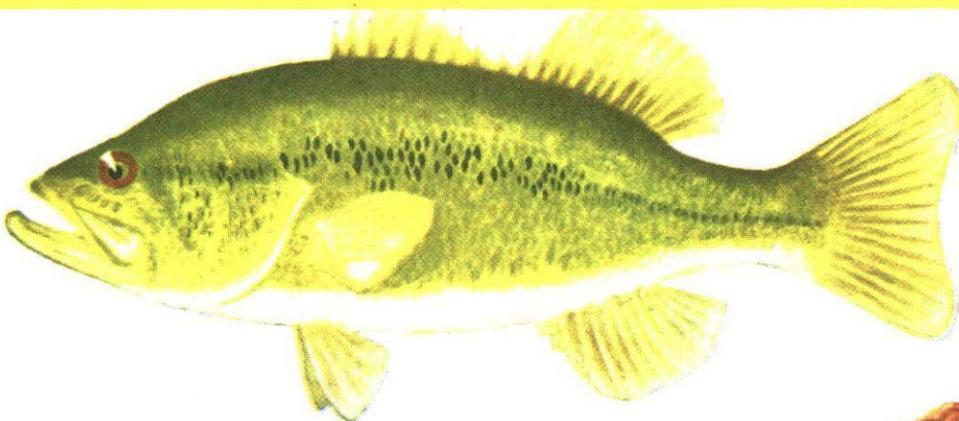
Perhaps you like mushrooms with your favorite meat dish. If so, just come up in mushroom time and you'll get your fill.

Hunting in season. Deer, bear, goose, duck, grouse, rabbit.

Bring your camera. You'll be amazed at the opportunities for snapping very unusual and beautiful scenes.



# KNOW YOUR FISH!



## LARGEMOUTH BLACK BASS

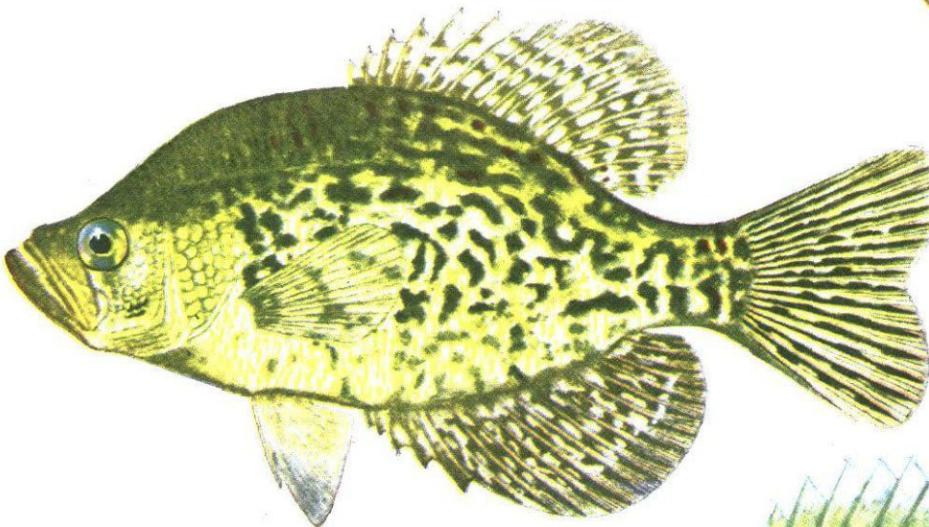
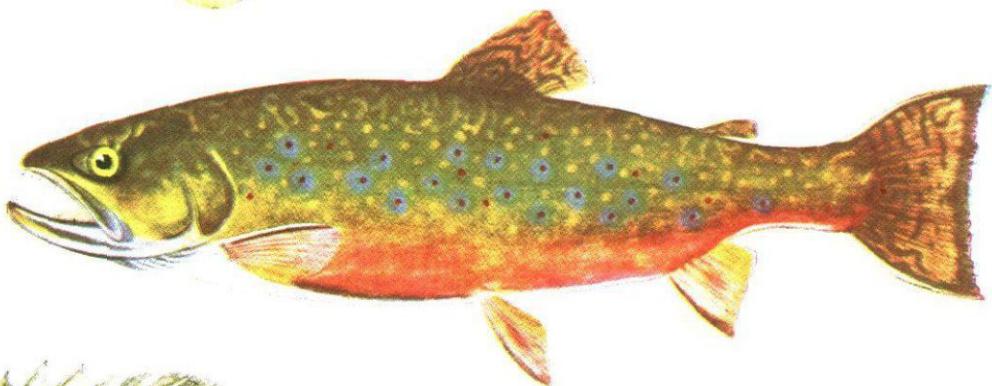
### DESCRIPTION

General color is dark green above, sides and below greenish silver; three oblique dark stripes across the cheek; belly is white. The head is large and the mouth very wide, the corner of which extends beyond the eye.

## BROOK TROUT

### DESCRIPTION

General color is black and may be more or less mottled or barred with red spots along the sides. The body is oblong, moderately compressed; head rather large but not long; snout bluntnish; mouth large with the maxillary reaching beyond the orbit; caudal fin slightly lunate in the adult, and forked in the young.



## CRAPPIES

### DESCRIPTION

There are two species of crappies in Wisconsin known as the common or white crappie and the black crappie or calico bass. The chief difference between the black and white is that the white has six spines in the dorsal fin and a plain anal fin while the black has seven spines in the dorsal and a strongly reticulated anal fin. Outside of these two exceptions the two crappies are almost identical in appearance. They reach a maximum length of twelve inches and weigh slightly more than one pound.

## BLUEGILL

### DESCRIPTION

Length sometimes reaches ten to twelve inches but they are a comparatively short and compressed fish. The nose is upturned in appearance; the color light to dark olive with luster of purple to lavender; belly yellow or rich yellowish brown. Head short; mouth small and oblique; the opercular flap is very broad and of a rich velvety black color; side with three or four broad dark greenish bars; fins are all greenish.



Be a good sport.

Obey the fish and game laws and have more fun.

# Take a boy out fishing and he'll be a better man!

## MUSKELLUNGE

### DESCRIPTION

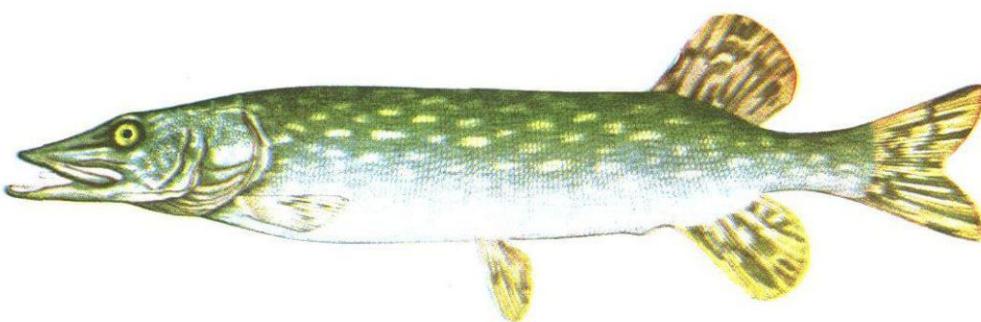
The general form of the muskellunge is similar to that of the common pickerel or northern pike. They reach a length of six or seven feet and specimens have been caught which weigh fifty to sixty pounds. Color is dark gray; sides having broken and unbroken stripes on a silvery background; the head is larger than that of the pickerel and both the cheek and the opercle are scaled above but unscaled on the lower halves.



## GREAT NORTHERN PIKE

### DESCRIPTION

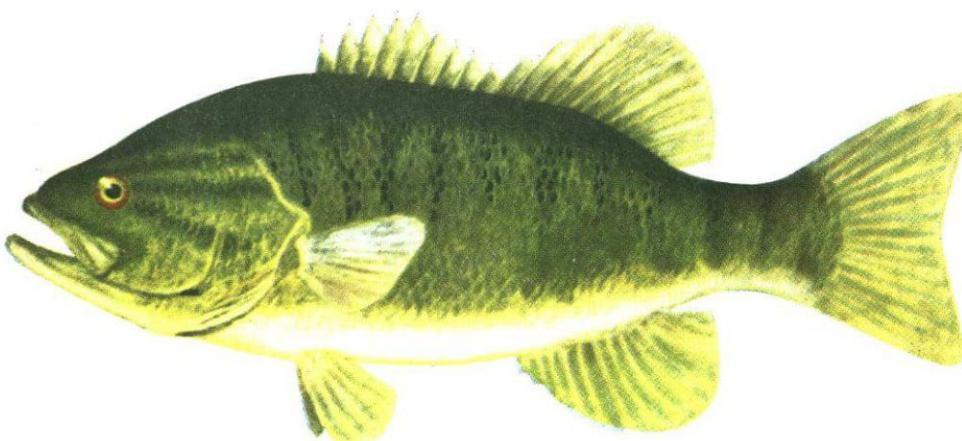
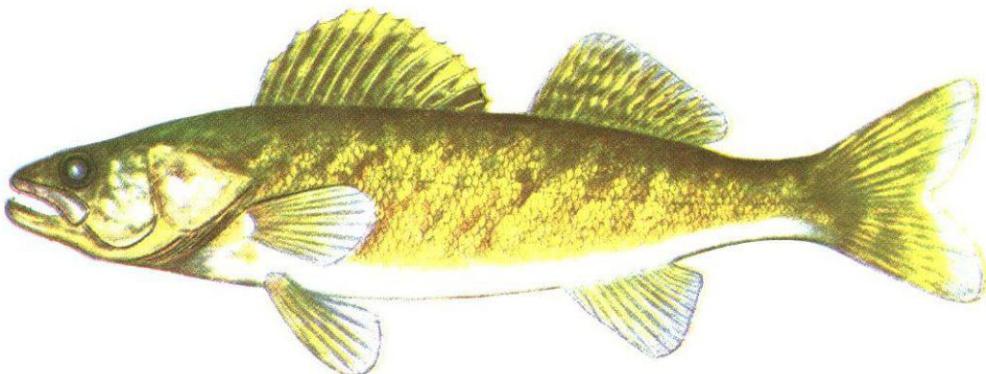
This is an elongate slender type of fish with a color of greenish and bluish gray with more or less purplish luster on the back and sides. Yellowish below and white on belly. Sides with irregular rows of small round yellowish and gold spots. The top of the head is dark olive green; mouth slender and large. One of the most consistent marks for identification of this species is that the entire cheek is scaled while only the upper half of the opercle is scaled and the lower part is bare.



## WALLEYE OR PIKE PERCH

### DESCRIPTION

The walleye is a slender fish moderately compressed. Generally the color is brassy yellow and gold shading to olive and yellow mottled with brass. The belly and sides are white tinged with green; head is slender and tapered; lower jaw slightly shorter than the upper. It has two separate distinct dorsal fins and the mouth is well supplied with strong teeth. The flesh is white, firm, and delicately flavored.



## SMALLMOUTH BLACK BASS

### DESCRIPTION

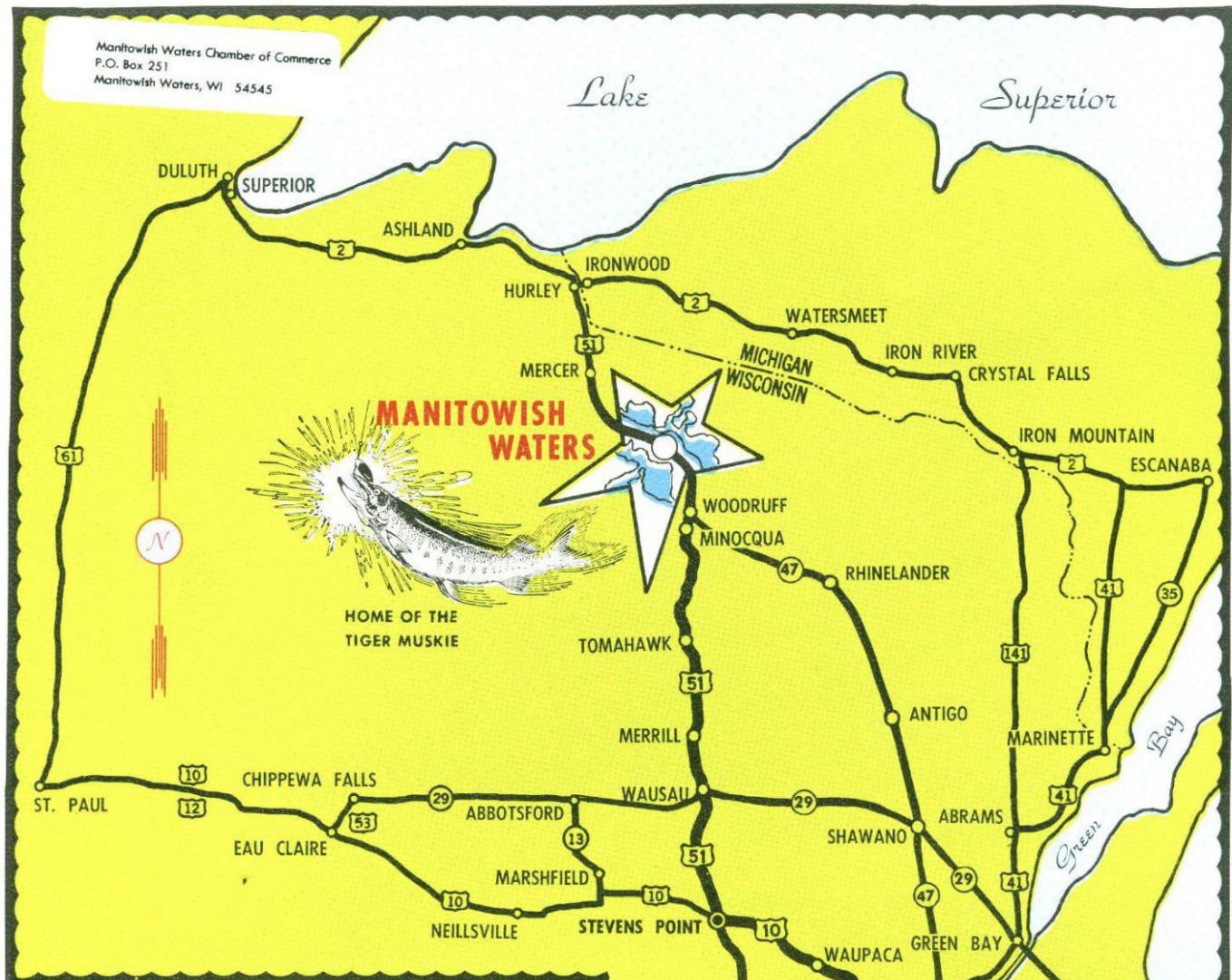
The general color of the smallmouth black bass is dark golden green with a brownish luster which may be blotched with darker spots along the sides. The mouth is large but the corner of it does not extend past eye.



MANITOWISH WATERS



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



..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.

DRIVE CAREFULLY

