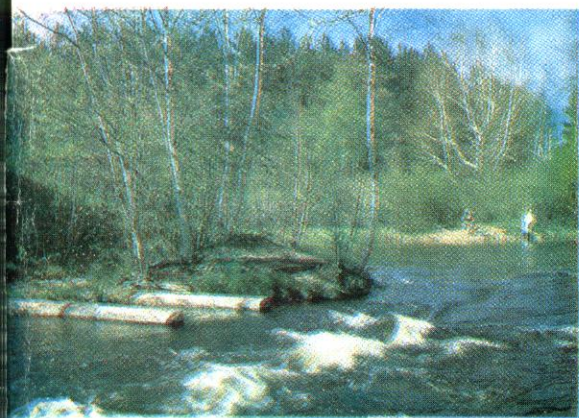


174

# Manitowish Waters

in the beautiful  
**WISCONSIN  
NORTHWOODS**

**FOUR SEASON FAMILY VACATIONLAND**



PUBLISHED BY THE MANITOWISH WATERS CHAMBER OF COMMERCE • MANITOWISH WATERS, WISCONSIN



CAUTION!  
A Vacation in  
Manitowish Waters  
may be beneficial  
to your health

# *Come in Spring. Midsummer. Fall. or Winter*

Information Booth open daily  
June 15 to Labor Day  
Phone: 715-543-8488

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

An altitude of over 1600 feet above sea level insures cool, restful nights even after the hottest days.

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.

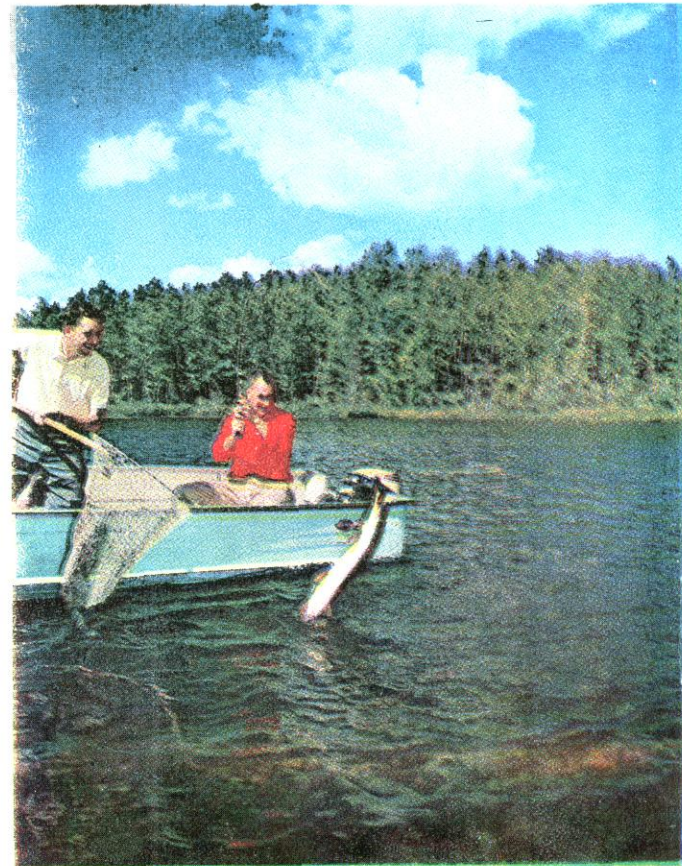
There are many nice bathing beaches in the Manitowish Waters area.

Berry picking, too! Blackberries, blueberries, raspberries, wild 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



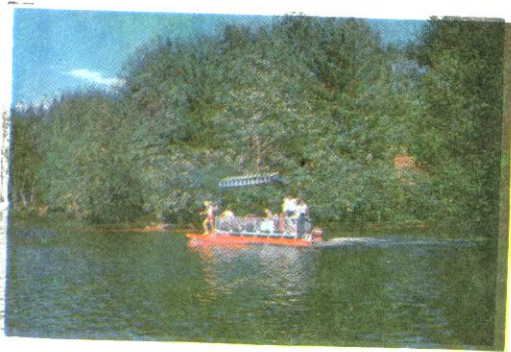
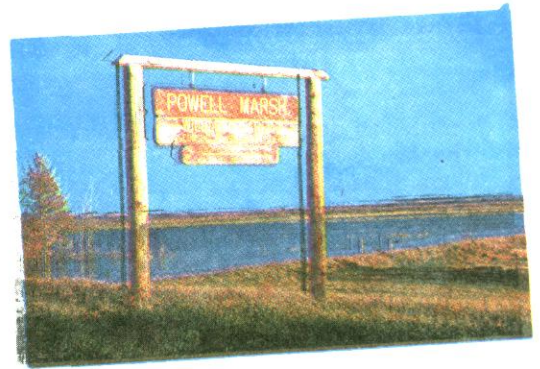


# Welcome to Manitowish Waters...

HONEYMOONERS  
FISHERMEN  
NATURE LOVERS  
SPORTSMEN  
FAMILIES  
PHOTOGRAPHERS  
HUNTERS  
SKIERS

VACATION  
DAYS  
ARE  
HAPPY DAYS

MANITOWISH  
WATERS  
CHAMBER  
OF  
COMMERCE







An Early White Settler in Manitowish Waters



## HISTORY . . .

By — Michael J. Dunn, III

Where Indians paddled blueberry-laden canoes or camped to barter with fur traders only three generations ago, sun tanned teenagers now skim gracefully over the water on skis or their elders relax in comfort to forget the press of business. That in a nutshell is the story of Manitowish Waters.

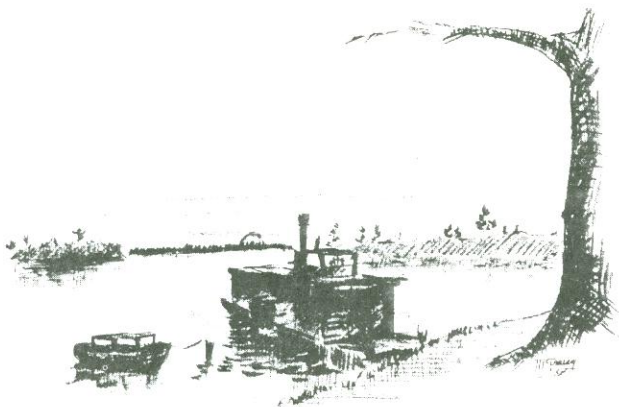
The red man appeared back beyond the reach of recorded history, and when he faded from the local scene his doing so was so gradual that he left no exact date to mark his passing. The first white folk to settle here watched him paddle across Island Lake in summer, his canoe low in the water with the weight of the wild berries it bore. Families still gave him wide leeway; some Indians were still a threat, especially to children of the intruding palefaces. The Indians had an age-old gathering place on the eastern shore of Manitowish Lake. Here they met to trade, to distribute funds from Federal paymasters, to bury their dead. From here too, to propitiate their gods, they floated sacrificial offerings which always drifted to the tiny island that they came to regard as sacred.

Came then the white man, perhaps to trade for furs, to cruise the woods for timber, to settle on a homestead. The story of early Manitowish Waters rings with the names of colorful settlers and personalities. Abe LaFave, who settled in 1888 and became the predecessor of the resort trade that is now the lifeblood of our community; long gone is the island lodge he built on Island Lake as the first tourist accommodation in the area, but on the shores of that same lake his family today continues the tradition of resort keeping he originated. Dan Devine, who raised a family on Clear Lake, whence he paddled each summer on a month-long canoe journey to Madeline Island in Lake Superior to sell his furs. Peter Vance, a timber cruiser who came here in the 1880's and lies now

in our cemetery, his grave marked by a stone recording his hundred years and his pioneer status. Stephan Stewart, once a Yankee soldier in the Civil War, who was sure he was the only white man for miles around as he surveyed for a timber company dam, only to run into Abe LeFave in these deepest northwoods.

The railroad penetrated the county in 1888. In its wake came the great logging days, a swash-buckling era during which you might have seen stuck into the ground in front of a tavern the pike-poles or canthooks of a hundred or more lumberjacks drinking inside. The Chippewa Lumber and Boom Co. opened the logging age here. In 1892 CL&B forces built the Rest Lake dam with heavy timbers, three spillways and huge iron bullwheels to control the gates; the same year its men also built a steamboat with a backbone of tamarack and cedar ship knees hewn on the Island Lake shore. For the life of the CL&B activities here, the most exciting event of the year was the log drive. For several weeks early each summer pine logs were sent through the spillways in great bunches and washed downstream with huge gulps of penned up lake water. The river then might be a solid mass of logs for many miles. Skilled drivers prodded them along. Leading and trailing the drives were wanigans or cook boats, built below the dam for each year's drive. It took almost all summer and the efforts of up to two hundred men to push the drive all the way to its Chippewa Falls area destination. The rest of the year lumberjacks who lived in long, low, log camp buildings below the dam labored to replenish the log supply held behind the dam in preparation for the next season's drive. They took only the finest of pine, so light that it could float indefinitely and was called cork pine; in the winters teams and sleds pulled the newly felled timber to the icebound shores; in summer giant wheels were used. On the waters of the lakes, raised up to sixteen feet above their original level by the new dam, and thus spreading over a much wider area, the steamboat worked almost round the clock to shepherd huge rafts of logs to the dam. The boom, however, could not go





CL&amp;B Steamboat

on forever, and by the early 1900's and certainly by 1906, the crude little paddle wheel steamer, its whistle stilled, lay pulled up on the shore where modern day water skiers stage their shows. A few families clustered around the dam, which deteriorated and even was left open for a while; the landing where boats met travelers was located on the present Ilg property. The horses, ponies and wagons were kept there and a man named James McKinney kept a tavern there before 1910.

The logging era revived when railroads drew closer to the lakes and could haul out hardwood logs too heavy to float downriver in drives. The Milwaukee Road built in to Boulder Junction in 1903 and on to its Papoose Junction Point by 1906. One leg of the wye at the junction point ran up to Buswell, a Papoose Lake mill village; another leg ran roughly along the present bed of county highway K to reach Riley's Hoist on the shore of Rest Lake just north of the present YMCA Camp. The daily local train of the Milwaukee was not only an important carrier of outbound logs consigned to sawmills further south. The mixed freight and passenger train was the carrier too of inbound supplies for the owners of summer homes on the lakes. At Big Lake Creek near Island Lake these supplies were transferred to barges for lake delivery. From Chicago & Northwestern near Powell a spur cut across Powell Marsh to reach a loading hoist between Star and the Grass lakes (now Stepping Stones). Yawkey-Bissell, Stange Lumber Co. and Brooks & Ross are just a few of the names of lumber or logging firms that cut in what is now Manitowish Waters. Hardwood logs were partially dried to ensure their staying afloat until another little lake boat, like the gasoline powered *Skiddoo*, could raft them to the two landings for loading on railroad cars. From the Star Lake spur track there also radiated little railroad spurs over which lightweight but standard gauge "Peggy" locomotives (geared locomotives, most likely of the shay or screwdriver variety) pulled in loads of logs from the woods;

some of these temporary lines ran as far as Alder and Benson lakes. Big logging activity ceased between 1911 (when the last Yawkey-Bissell activity ceased; that firm's last local camp was near Mud Lake, now Fawn) and 1914, (when the last logs had been shipped from the hoist at Star Lake). In 1919 the Milwaukee Road removed its track along the north side of the chain; the spur to the C&NW was quietly taken up around the same time. The lone sawmills to operate after that era in the area were operated by Bob Loveless, who cut timber in the few pockets of virgin forest during the 1920's, and Marvin Loveless, who ran a small mill into the 1940's or 1950's.

The resort business developed alongside the homesteading that brought the early settlers to this area. First to offer hospitality to sportsmen and other visitors in a lodge was Abe LaFave. In 1892 George Buck settled some land at the narrows between Spider and Manitowish lakes, probably by homesteading it. He too developed a resort business, which stayed in the Buck family until it was sold in 1916 to the Koerners, who began operations under their name the next year. What is now Deer Park Lodge was begun in the 1890's by one J. A. LaMotte of Wausau; its succeeding owners included Jay A. "Dad" Paine, Max Engemann and Charlie Doriot. After spending several summers camping here, Henry Voss built his first cottage here in 1909 and opened an American plan resort in 1911 that is still operated by his family. Supplies were hard to get in those days and Henry Voss' establishment kept farm animals, including cows. For years he arose at four or five in the morning to deliver his milk to local residents and summer home occupants. His pantry had to stock not only supplies sufficient for the resort kitchen but also for sale to housekeeping cottage tenants and neighboring summerfolk.

Until motor travel was common, resort launches met guests borne by stage to the dam from trains at Manitowish or to Star Lake landing by Sherman's buckboard from the station at Powell. Road travel was eased considerable when a bridge was built across the narrows at Buck's, in 1912 and 1913; it replaced a makeshift ferry. Early vacationists were hardy souls, mainly sportsmen. They usually spent several weeks on their vacations in the early resorts, for most of them were people of means.

On the whole, farming has been neither very successful nor very popular in the Manitowish Waters area, with the possible exception of a little dairying. A few would-be farmers were lured up here by big city exploiters and land promoters, were soon disenchanted by the meagre results that attended their exertions, and abandoned their efforts.

In 1923 a new dam at Rest Lake was built; it now maintains a water level eight and a half feet above the original waters before 1892. In winter water levels are dropped by three and a half feet.



By 1927 area residents were chafing at what they felt was neglect by the town of Flambeau, to which our present day Manitowish Waters then belonged, and they succeeded in having the state legislature pass a bill creating the new Town of Spider Lake. The new town built a town hall during the next biennium and a modern school soon after. That school was outgrown and was enlarged twice before it was replaced in 1971 by a new, complete plant on highway K that is a consolidation of the grade schools for several north Lakeland communities. The town



**Original Town Hall**

board also authorized a community cemetery in 1935, and the first burials date from 1936.

The Thirties brought the town new distinctions. One was the distinction of having its own fish hatchery, said to be the only municipal fish hatchery in the state. It was built in 1932 and enlarged in 1936 to provide tiny walleye pike and musky fry and fingerlings for planting in the chain of lakes. Peak walleye production was apparently 1942's 14,000,000 tiny fish, while the muskies of 1939 numbered a high 2,700,000 -- records are incomplete but that must have been the peak musky year. The last records cover operation in 1942; the fate of the hatchery is foreshadowed in minutes of a 1944 town board meeting, which state that the board then authorized removal of the electric meter from the hatchery. Its career a wartime victim, the hatchery remained closed and was finally razed two decades later. Few traces remain at the old site, just below the Rest Lake dam.

It was also in the early 1930s, 1934, to be exact, that desperado John Dillinger brought the area instant notoriety. Detected hiding out at Little Bohemia, he fled lawmen in a shootout that cost two lives.

Manitowish Waters was a more appropriate name for the chain of lakes area, and in 1938 the name of the town was changed from Spider Lake to Manitowish Waters. The Post Office Department gave the name added recognition when it established the new Manitowish Waters post office in 1949. (It served much of the area previously served by the post office at Manitowish station, nine miles distant, and in subsequent years both the railroad station and post office named Manitowish disappeared from the scene.)

The past quarter century has been an era of tremendous growth and refinements in Manitowish Waters. Between the late 1940s and the early 1970s the tax list rose from 300 bill-receiving taxpayers to 800 propertyholders. Chamber of Commerce efforts towards developing an airport -- which date back to 1943 -- began to bear fruit in 1945 when the airport was cleared and graded. It was soon enlarged to a two-runway facility and received lighting in 1964. Fire protection, a service authorized on a very small scale by the town authorities as far back as 1931, received a great boost with development of the modern fully equipped fire department and ambulance operation two decades later.

The Community Church and Catholic parish were organized after World War II. In an interesting display of religious cooperation both groups worshipped in the same facilities in the old town hall for a number of years, the Catholics very early on Sunday mornings and the Protestants in the later forenoon. Ground was broken for the new Community Church edifice in 1954. The Catholic Church was built in 1958 and named Our Lady, Queen of Peace to honor dead warriors of Wisconsin's 32nd Division, for a memorial to whom a portion of the construction funds were donated.



**Information Booth, Community Center Building**

A new community center building was erected on the airport grounds in 1961. It provides permanent town offices and a gathering place for local functions ranging from town meetings and elections to wedding receptions and an annual summertime art fair that draws artists from all over northern Wisconsin.

Retail trade has prospered. Merchants in "downtown" Manitowish Waters enlarged their establishments and a variety of new boutiques and retail businesses opened. New stores appeared as well at the south entry into the township. The year 1972 saw several of the downtown businesses in new quarters, clustered around LaPortes' super market. This complex was built in 1971-72 to replace a predecessor shopping center destroyed in a summer, 1971 fire.

Industry and large scale commerce appeared in 1945 with the arrival of cranberry developers and in 1949 with the advent of Trueflight Manufacturing Co., an archery equipment firm. Both activities have found Manitowish Waters a happy environment and have flourished here; their stories are found elsewhere in this booklet.

Few areas have seen more change in the years that settlers and tourists have known it, but the one bond that unites everyone from the first settlers to the most modern vacationists is the ability to say, about Manitowish Waters, "We like it here."

You will too.



## MANITOWISH WATERS INVITES YOU . . .

*and with its invitation it promises you beauty, excitement and hospitality.*

The beauty is the sparkle of thirty named lakes and the laugh of miles of friendly streams. It is the lap of waves on seemingly endless sandy shorelines or the rustle of hiking feet ankle deep in new-fallen golden leaves. It is the fragrant green canopy of the pines sheltering untrampled white snow or a June blanket of bracken ferns and wintergreen. It is May's blushing wildflowers or August's bending blackberry bough heavy with fruit. It is the haunting cry of a loon over a lake silhouetted in a scarlet sunset or the unforgettably thrilling chorus of geese rising to the march of dawn across an autumn sky at Powell Marsh.



The excitement is the exhilaration of waterskiing on a chain of fourteen lakes or of watching experts barefoot-ski and clown at the Rest Lake ski shows. It is the thrill of landing a fighting muskie after a long and equal battle, or bagging an early fall duck. It is the fresh joy of tacking around the chain by sailboat, or treating the family to a day or so of canoeing on the handy Manitowish River where the rapids are easy and the solitude engaging. It is the reliable catch of panfish from most any lake, or the novelty of watching busy October crews harvesting the state's most productive cranberry marshes. It is the rigors of ice fishing, or the fellowship of a warm drink after a long snowmobile trek across lake and marsh.

Hospitality is an eighty-year tradition at Manitowish Waters. Long gone are the logging camps that offered a meal to early day passers-by or the little log taverns that succeeded them at the river landings and lake landings where visitors tarried. Gone too are the rough fishing lodges on the islands or shores of Manitowish or Stone or Island or Spider or Rest

lakes. In their place are luxurious resorts complete with hotels and cottages and even an occasional swimming pool to supplement the ever-lovely beaches. Or colonies of cabins, from the rough to the refined, with every facility for a day or a season's housekeeping. The cookshack of yesterday is today's restaurant, carryout shop or supper club, maybe even with live entertainment or music; still popular is the friendly neighborhood pub, too.

So . . . whether you come merely to see, or to **DO**, Manitowish Waters is your best vacation choice! The appeal that has lured over 600 summer-home-owning families can be yours, too--for a day, a week, a season, in the perfect comfort of our wide spectrum of motels, resorts and cottages!





**ELSEWHERE . . .**

Tired of FISHING, SWIMMING, LOAFING? Why not take a scenic drive through Vilas County? In Vilas County we have over 1000 lakes and streams, many acres of forest plantations, many acres of timber. Be on the lookout for wildlife—deer, bear, raccoons, fox, coyotes, woodchucks are most abundant. On some streams you may spot beaver dams. On your tour ask the various community information bureaus or business places for directions. The friendly folk will be glad to help you find the spots you are seeking.

***On your drive you might look for —***

**UNUSUAL ROCK FORMATIONS** — Near Presque Isle. Mica Schist deposit resembling a petrified tree, many thousands of years old. Presque Isle, formerly a booming lumber town, still has a tiny dam and the largest **WALLEYE REARING POND** in the state of Wisconsin. Hundreds of thousands of small walleye pike fry are reared to fingerling size to stock the lakes of northern Wisconsin.

**VILAS COUNTY HISTORICAL MUSEUM** at Sayner — Interesting collection of local historical objects and displays explaining local lore. Also in Sayner are walleye rearing ponds, Len Weber's Wild life Farm, golfing at the Plum Lake Golf Course. Near Sayner are **CRYSTAL LAKE BEACH** and campground on a very clear lake.

**NEAR PARTRIDGE LAKE** — This area has been inhabited by Indians since the beginning of time in Vilas County. At Lac du Flambeau browse through curio shops and see the weekly Indian Pow-wows, a feature attraction of the Indian Reservation.



**MEDICINE ROCK** — Lac du Flambeau. Scene of Chippewa-Sioux battle.

**BOULDER JUNCTION** — So named because the Milwaukee Road once ran two railroad lines that met in the community, now a tourist instead of lumbering center. Features are Shrimp's Wild Life Display and the unusually interesting and worthwhile **AQUALAND** live fish and wild life studios.

**ARBOR VITAE** — Once a lumber milling center, now site of Henkelman's Museum; nearby on highway 51 are Marchino Wild Life Museum and golfing at Trout Lake Golf Course.



**WOODRUFF AND MINOCQUA** — Though just out of the county, these communities offer many interesting things to see and do. Free water ski shows thrice weekly. Aqua-Rama, gala three day festivities in early August. Squirrel Hill ski area. Golf at Minocqua Country Club; Movies at three theatres; shops. Near Woodruff is the **STATE FISH HATCHERY**. Worth a visit, this hatchery hatches the eggs and rears them into fry, providing many of the fry and fingerlings planted in northern Wisconsin.

**LIVE DRAMA** at Northern Lights Summer Play House south of Hazlehurst.

**STAR LAKE FORESTRY PLANTATION AND NATURE TRAIL** — On the banks of the famed Star Lake near Sayner. The site was once an old lumber camp. The plantation itself was started in 1913 in an effort to show people that forest trees could be planted.

**FIVE LAKE EXPERIMENTAL PROJECT** — An experiment in fish habitat and production, on Nebish Road east of County M, turn at Trout Lake. Also along this road are forest plantations where it is common to see deer feeding in the evening.





## When you write to resorts . . .

. . . BE SURE TO GIVE COMPLETE INFORMATION

This enables the resort operator to give you a more 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.

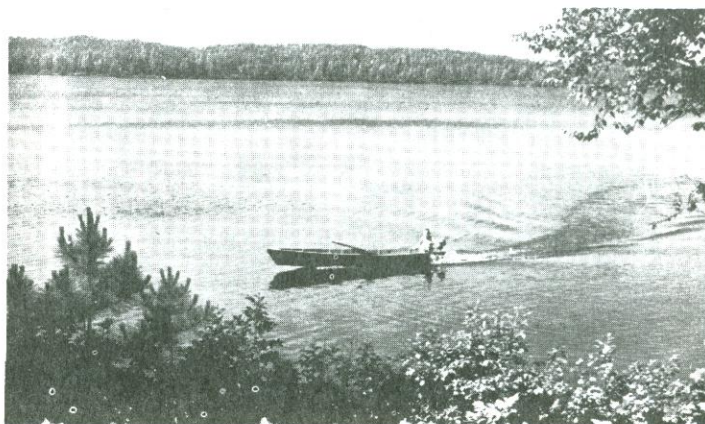
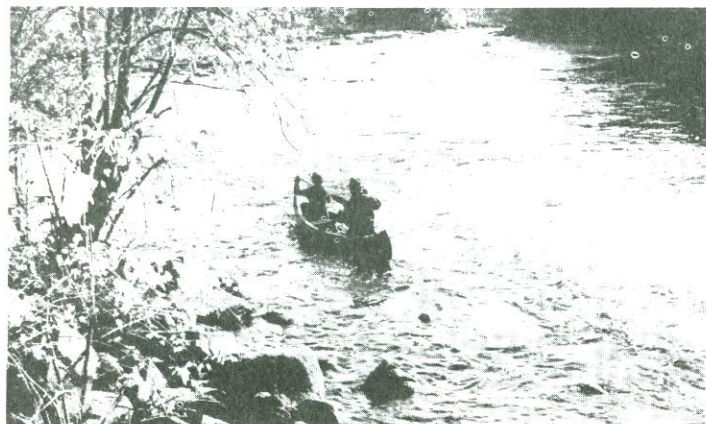
**UNDER NORMAL CONDITIONS**, we enjoy fine weather in May, June, September and October, and better fishing, too. Then too, most resorts offer special rates in May, June and September as an inducement for the fishermen to come and get 'em.

**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!**











ON BEAUTIFUL SPIDER LAKE

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

### Fisherman's Paradise

Fishing in the MANITOWISH WATERS provides the thrill that all fishermen dream about, if you cast, 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 around May 1st each year. For the best fishing, we recommend the early part of the season or during September and October.

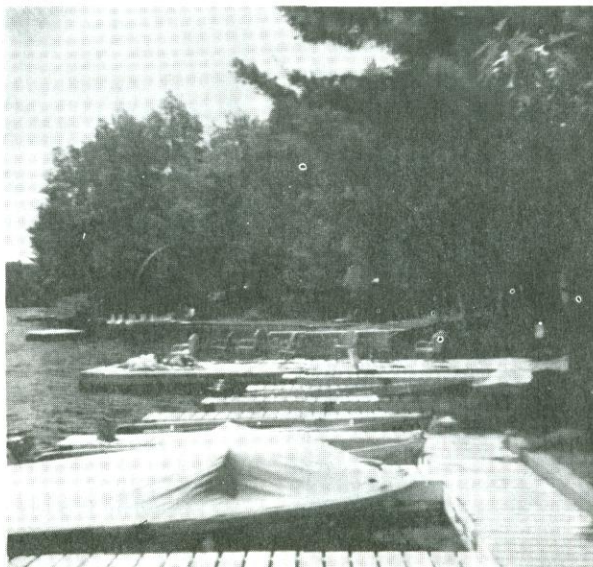
### Finest Bathing Beach

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; Large pier for sun bathing.

PLAYGROUND                      BADMINTON  
HORSESHOE COURT

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

No Pets Please



### 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, tiled floors for easy housekeeping, hot and cold water, complete bathroom with shower. Gas stoves with oven and broiler. Electric refrigerator. Natural stone fireplaces and gas heaters for your comfort. Completely furnished. Bed linens and wool blankets. Deep freeze service. One boat with each Cottage.

Cottages accommodate from 2 to 10 people — 2, and 3 bedrooms.

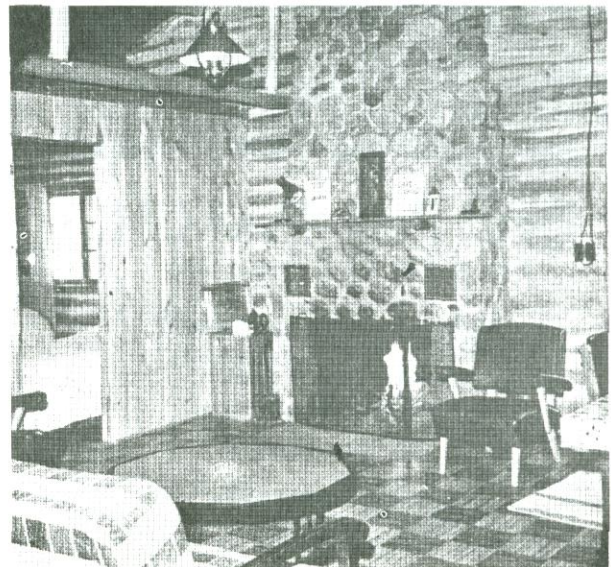
Rented by the week, month, or season.

—WRITE—

**STEPHEN AND DELORES SLUZINSKI**

**Phone 715-543-2160**

**Manitowish Waters, Wisconsin 54545**





# Voss' Breezy Point

Beautifully Located on Spider Lake, Center of Manitowish Waters Chain

## The Best in Summer Home Type Cottage

All Modern, 2 and 3 bedroom. Tub-shower baths. Well equipped kitchens. Spacious living rooms with picture windows, fireplaces and automatic heat for complete comfort. Ideal for long term rentals. Rates from \$185.00 per week. Rentals by week month or season.



ATTRACTIVELY FURNISHED

## Excellent Clientele

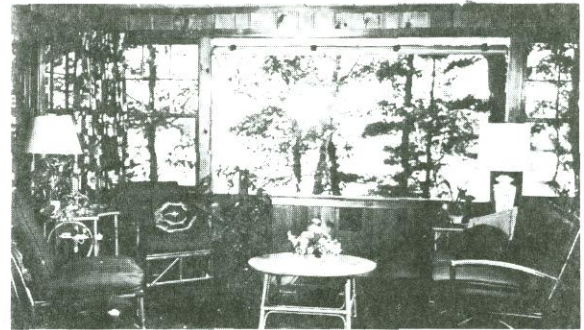
Voss' Breezy Point, owned and operated by Lloyd Voss, formerly Voss' Birchwood Lodge, and well known in the resort industry for over 50 years.

For color booklet write: Lloyd Voss

Box 100

Ph. 715-543-8457

Manitowish Waters, Wis.



PICTURE WINDOWS OVERLOOK LAKE



## THE PEA PATCH

Located on Vance or Dam Lake

Modern Housekeeping Cottages  
Automatic Gas Heat, Modern Appliances  
Excellent, sandy beach  
Best Fishing By a Dam "Site"

No Pets Please

CHARLEY and INEZ PEA  
Phone 715-543-2177  
Manitowish Waters, Wisconsin

## Oak Grove Cottages

Manitowish Waters, Wisconsin

Clean modern  
housekeeping cottages

Safe sandy beach  
perfect for small  
children

Boat included



TOM BALFOUR

N 61 W 15679  
Edgemont Dr.

Manomonee Falls, Wis.  
53051

After June 1st  
Manitowish Waters,  
Wisconsin 54545  
Phone: 715-543-8803





## Spomer's Rest Lake Resort

Phone: 715-543-8818

BOB & CHRIS SPOMER

Manitowish Waters, Wisconsin 54545

Always A Friendly Welcome

Open May 5 to October 15

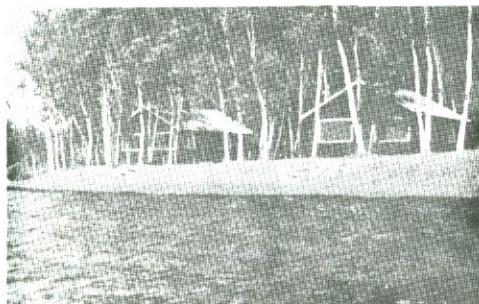
No Pets Please



We have strictly modern two bedroom cottages along the shores of beautiful Rest Lake on the famous Manitowish Chain. All of our cottages are well equipped and kept neat and clean.

Our Park-like grounds are level and completely landscaped and terraced to the waters edge. There are no high hills to climb.

- ★ Showers
- ★ Hot and Cold Running Water
- ★ Electric Refrigerators
- ★ Gas Ranges
- ★ Dishes — Stainless Cookware
- ★ Automatic Gas Heat
- ★ 14 Ft. Alum. Boats



Fishing: Musky, Walleye, Bass, Panfish

- ★ Safe Sandy Beach
- ★ Children's Play Area
- ★ Barbecue Grills
- ★ Fish Cleaning House
- ★ Basketball, Tetherball, Badminton, Horseshoes
- ★ Private Piers

# Little Bohemia Lodge

Like a bit of Old Europe transplanted to Wisconsin Northwoods. Little Bohemia has all the charm and advantage of the old world and the new. Stay in one of our Modern Cottages and eat in one of our dining rooms overlooking beautiful Little Star Lake.



- Picturesque Architecture
  - Rustic Informal Atmosphere
  - Authentic Bohemian Cuisine
  - Seasonal Homes For Lease



Serving Daily from 8:00 A. M. to 10:00 P. M.

Phone 543-8433

20 MILES NORTH OF WOODRUFF ON U. S. HIGHWAY 51





## YE OLD STILL INN

ON REST LAKE

1 1/2 Miles North of U.S. 51 in Highway W  
Accommodations All Year 'Round  
Comfortable Main Lodge

BOATS FURNISHED                      MOTOR RENTALS  
MEALS IF REQUESTED              FISH FROZEN ON DEMAND

**WRITE — YE OLD STILL INN**

David Zblewski

Highway "W" — Manitowish Waters, Wisconsin 54545

Phone: 414-251-2339 or 715-543-8823

**ENJOY —** Fishing, Swimming, Boating, Hunting, Water  
Skiing, Snowmobiling, Skiing, Photography, Games and  
Hiking.



## Circle Lily Supper Club

ON MANITOWISH RIVER

Manitowish Waters, Wisconsin 54545

BE SURE YOUR VACATION IS COMPLETE! Join your  
New Hosts Doug and Mary Capouch for a relaxing  
evening of cocktails and fine dining in a warm & friendly  
atmosphere. "Ask us about our Chefs Specialties."  
Open for Lunches at Noon during Summer Season.

FOR RESERVATIONS — (715) 543-2111

**TWO RIVERSIDE COTTAGES AVAILABLE**  
(Four Season Rentals)

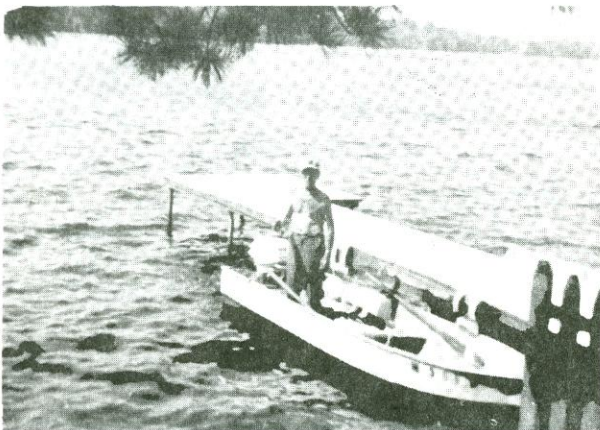
## SUNNY COVE RESORT

on Beautiful Alder Lake

CONNECTED TO 10 OTHER LAKES

— SAFE SANDY BEACH —

Modern private cottages, 2 bedrooms, all equipped for house-  
keeping. Hot and cold running water, inside toilets, showers,  
gas range and refrigerators. Bed linens furnished.



Boat with each cabin. Good walleye fishing also Musky,  
Northern and pan fish. We freeze your fish. Motor rentals.

For More Information Write to:

**SUNNY COVE RESORT**

Phone 715-543-2155 — Box 218

Manitowish Waters, Wis. 54545



# VOSS'



## Over 65 Years of Successful Resort Operation

- ★ **RUSTIC MAIN LODGE**—Spacious fireside lounge. Dining room with beautiful view of the lake. Charming warmth of old world decor. Early American and Primitive antiques.
- ★ **NEWLY REMODELED** guest cottages with 1-2-3 or 4 bedrooms, private baths, living rooms, fireplaces, automatic heat, screened or glassed-in porches, picture windows overlooking the lake — Or enjoy the attractive new suites with private bath. \$175.00 to \$210.00 weekly each, (double occupancy). Modified American Plan (2 meals daily).
- ★ **COCKTAILS SERVED** from 5:30 on in the fireside lounge and dining room.
- ★ **RECREATION** — Sandy beach - hiking through wooded trails - boating - canoeing - fishing - shuffleboard. Horseshoe court - scenic trips - golf at nearby 9 or 18 hole golf course - excellent tennis courts at new Community building - Class 2 Municipal Airport 1½ miles away - Churches within one and two miles. Marina at the north end of resort.
- ★ **VOSS BIRCHWOOD IS ONE OF THE FINEST SUMMER RESORTS IN NORTHERN WISCONSIN** offering gracious vacationing, outstanding accommodations, service and carefully prepared food.
- ★ **BEAUTIFUL SUMMER HOMES** available by the month or season. **EARLY RESERVATIONS IMPORTANT.**

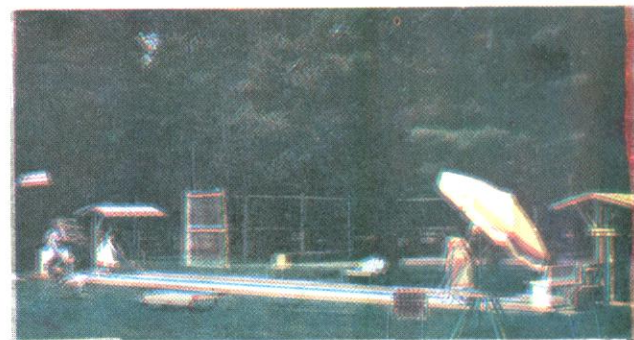
WRITE FOR DETAILED INFORMATION  
**VOSS' BIRCHWOOD LODGE**

Audrey Voss Dirkerson, Owner — Phones 715/543-8441 or 715/543-8443  
**MANITOWISH WATERS, WISCONSIN 54545**

**WINTER ADDRESS**  
December 1 to April 20  
533 N. W. 1st Ave.  
Delray Beach Florida 33444  
Phone 305/278-4936



Miles of Beautiful Resort Grounds  
Surrounded by the Manitowish  
Waters Chain of Lakes



**VOSS' BIRCHWOOD LODGE — NORTHERN WISCONSIN'S FINEST RESORT**





Deer Park Lodge's Heated Glassed-in Swimming Pool

*Vacation*

AT THE SUMMER RESORT WITH EVERYTHING



Deer  
park  
Lodge

MANITOWISH WATERS, WISCONSIN

One of Deer Park's Spacious Rooms



Deer Park's Distinctive Dining Room



## DEER PARK LODGE DINING ROOM OPEN TO THE PUBLIC

Yes, you're welcome for cocktails or dinner, overnight or the season at Deer park. Our "Little Fawn Lounge" is Vilas Vacationer's favorite spot for cocktails and entertainment. And, you'll find there's no better food in all Wisconsin than at "DpL."

at night . . .

Deer park Lodge is gay and carefree, you can "live it up." Enjoy Cocktails, dancing, planned entertainment that's varied each evening. At 10:30, enjoy a fabulous Buffet/Snack. Then sleep as you've never slept before in Wisconsin's newest, smartest resort accommodations . . . Deer park's beautiful Beach Villa.

by day . . .

Deer park Lodge is informal; go Golfing (FREE July and August), ride Horseback, Waterski, swim in a large, Heated, Glassed-in pool, or fish 'n cruise Manitowish Water's famous "Chain Of Lakes." The accommodations are the finest. The food, it's "out of this world."

### MODIFIED AMERICAN PLAN

Includes breakfast and dinner  
(ala carte lunches available)

Make your reservations by phone:

Before	After
June 1st	June 1st

Wis. Res. 414-352-7880 800-472-0575

Out-of-State  
Res. 800-558-6904 800-826-0252

MAIL THIS COUPON TODAY FOR FREE COLORFUL BROCHURE

DEER PARK LODGE  
BOX 919  
MANITOWISH WATERS, WISCONSIN 54545

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Member Diners Club, AAA, American Express, Master Charge, Bank Americard  
Come to DpL for your next SALES MEETING or CONVENTION.



bring your  
FAMILY!  
Our famous  
"kid sitters"  
supervise play  
8 hours each day,  
at no extra charge.  
Special rates, too!



## KOST'S Warnier Resort

Your summer home-away from home

MANITOWISH WATERS, WISCONSIN 54545

Phone: 715-543-8944



Large sun deck over looking sand beach and clear water. Boat landings and piers are protected.

WE FEED DEER IN OUR YARD — NO PETS

YOUR HOSTS — ORAL AND EDNA KOST



Housekeeping cottages — modern furnishings, fully equipped. Fire places and auto. heat. Screened porches.



Perfect monthly or 3 season home. 4 bedrooms and 2 baths. Spacious.



## Coan's Rustic Manor

16 Miles N. of Woodruff on Hwy. 51

Haven for Fishermen, Hunters & Snowmobilers

MOTEL — OVERNIGHT CABINS  
DINING ROOM — BAR  
OPEN ALL YEAR

Phone 715-543-9980

MARION AND DON COAN

Manitowish Waters, Wisconsin 54545



## HENNING'S HOUSEKEEPING COTTAGES

ON MANITOWISH LAKE

MODERN COTTAGES  
TO ACCOMMODATE TWO TO SIX PERSONS  
SANDY BEACH

For information, write:

Mrs. Fritz Henning

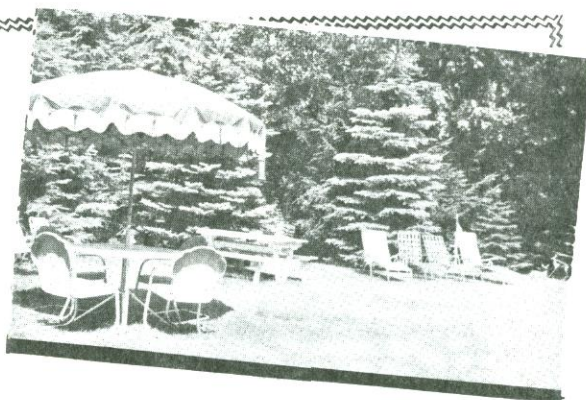
Manitowish Waters, Wisconsin

PHONE 715-543-8849





YOU'LL FEEL  
RIGHT  
AT HOME



... That's the best way to describe Aschenbrenner's. Just visualize the eye-appealing, completely landscaped grounds, the open-pit fireplace for barbecues, the all-modern, furnished, two and three bedroom cottages with every convenience. All cottages face enchanting Spider Lake, the center of the famous Manitowish Waters Chain of Fourteen Lakes. It's so neat, so clean and so perfect.

EXCELLENT FISHING  
MUSKY — WALLEYE  
NORTHERN PIKE  
BASS — PANFISH



SWIMMING  
SANDY BEACH  
BOAT LANDING  
RECREATION ROOM

SEASON — MAY to NOVEMBER

LOUIE

# Aschenbrenner's

## MANITOWISH WATERS RESORT

HILDY

MANITOWISH WATERS, WISCONSIN

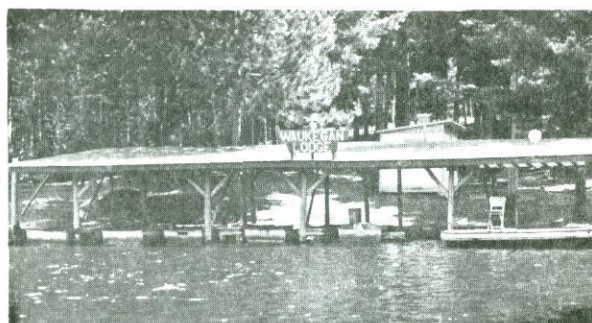
Phone 715-543-8991

## MOLL'S TIMBER LODGE

PHONE 715-543-8977

ROUTE 1 — BOX 67A  
MANITOWISH WATERS, WIS. 54545

ROOFED DOCKS  
FISHING — FIBERGLASS BOATS — MOTORS  
COMFORTABLE ACCOMMODATIONS  
SAND BEACH — SWIM RAFT — SCENIC BEAUTY



Fawn Lake is located on the northern end of the Manitowish Chain O' Lakes in the Northern Highland State Forest. Huge pine, birch, oak and maple create a setting of tranquil beauty for our modern, clean, comfortable vacation homes.

Fish, boat, canoe, swim, picnic, hike if you like, or sit and just relax, however you choose to spend your time, we know you'll like it here in Northern Wisconsin.

Call or write

MIKE & MOLLY



## Deer Trail Cabins

on Little Star Lake  
Completely Modern 2 and 3 Bedroom  
Housekeeping Cabins



We have one of the finest Sandy Beaches found anywhere, gradual slope, no holes or drop offs, and the water is crystal clear. Good boats.

For information and literature write

**Bob and Helen Townsend**

Manitowish Waters, Wis. 54545

Phone 543-2116



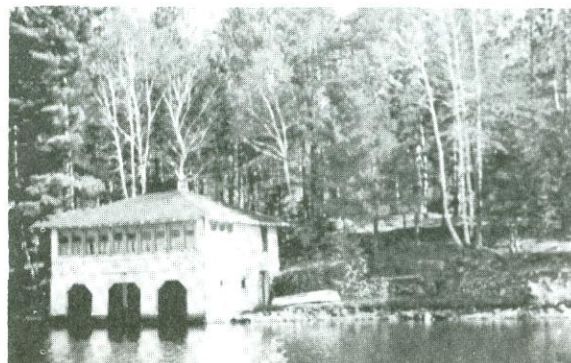
## Woodrock Cottage

**MAY THROUGH NOVEMBER**

Box 49 - Bay Road  
Manitowish Waters, Wisconsin 54545

**JOHN AMO**

## Tamburrino's Lindenwood On Spider Lake



SWIMMING — FISHING — HUNTING  
WATER SKIING — RELAXING

Strictly Modern Cottages Open May thru November

Winter Accommodations Available

We cater to Spring and Fall Hunting & Fishing Parties

Fall Bear Hunting A Specialty

Box 121, Manitowish Waters, Wisconsin 54545

Phone 715-543-2102



# Birch Bay Cabins

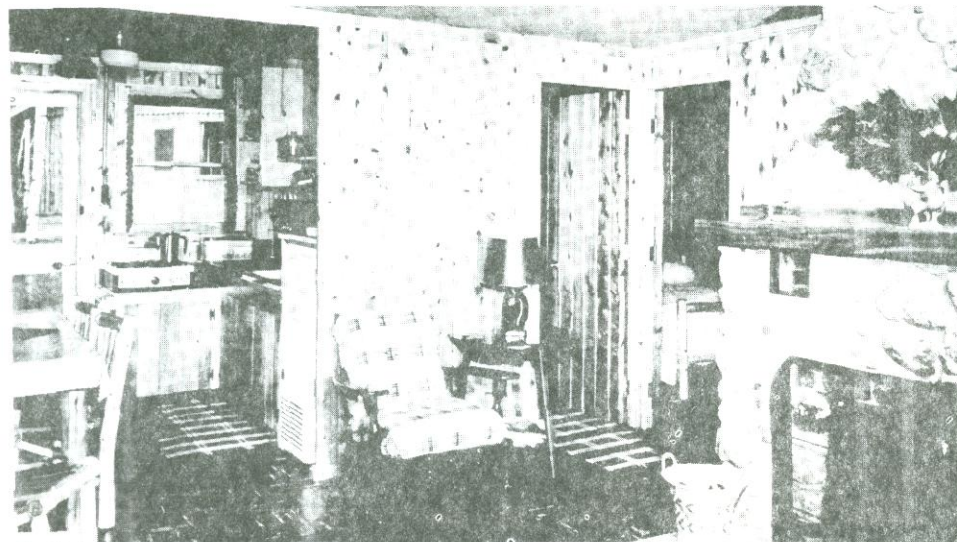
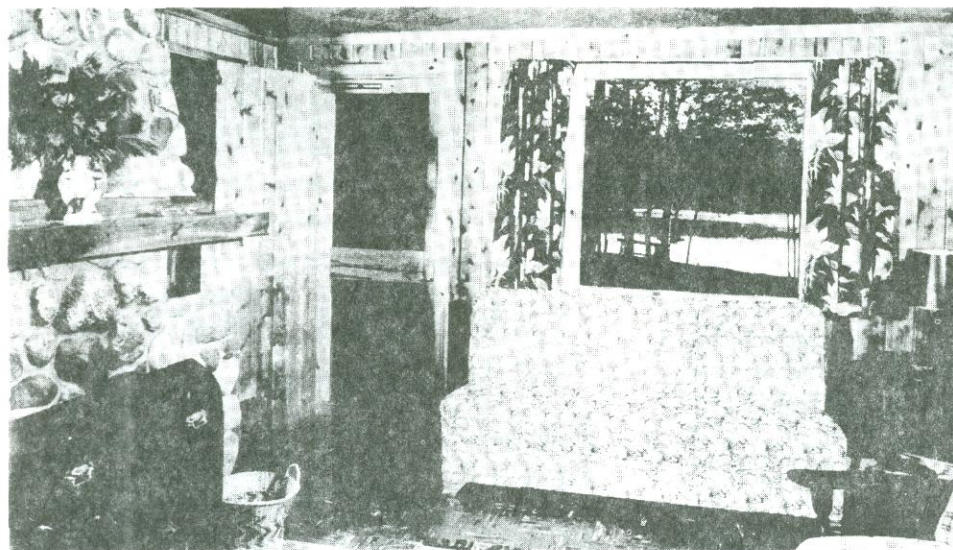
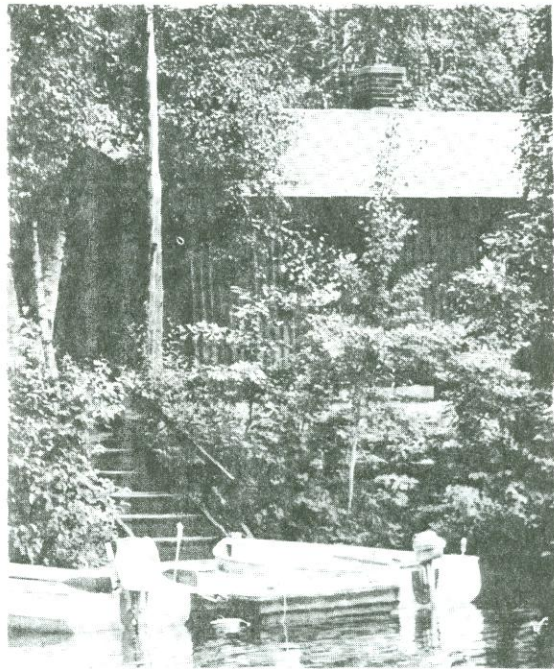
One Mile off U.S. Hwy. 51  
On Manitowish Waters Chain of Lakes  
3 All Modern Housekeeping Cabins in the  
Heart of the Northwoods

11 Lakes easily reached by boat  
from your dock.

Please Write For  
Further Information Plus Off Season and Daily Rates

Michaelis'

Manitowish Waters, Wisconsin 54545



ALL CABINS WILL  
ACCOMMODATE 2 - 6  
PERSONS



ALL CABINS  
FURNISHED  
AS PICTURED



COMPLETELY MODERN  
BATHROOMS



ALL CABINS  
HAVE FIREPLACES



7 PICTURE WINDOWS  
IN EACH CABIN



40 ACRES OF WOODLAND



1500 FT. OF SHORELINE



SAFE BEACH  
FOR CHILDREN



ALL BOATS ARE  
ALUMA-CRAFT



PLEASE - NO PETS  
THANK YOU



PHONE 715-543-8922





You'll enjoy your stay at...

HUTTER'S

# Lake View

RESORT

MODERN HOUSEKEEPING COTTAGES

Located on Lake Manitowish

SAFE BEACH

## OUR MODERN HOMELIKE COTTAGES

Are located on the lakefront, 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. Deep freeze service.

A QUIET MODERATE SIZE RESORT where the entire family enjoys their vacation. Well kept grounds. 1 - 2 and 3 bedroom cottages.

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

All our boats are new and take up to 25 h.p. motors.

## HUTTER'S LAKE VIEW RESORT

PHONE 715-543-8856

MANITOWISH WATERS, WIS. 54545



"Just The Place  
You're  
Looking For"

KNOPP'S

# Birch Cove



## Modern Housekeeping Cottages on Beautiful Spider Lake

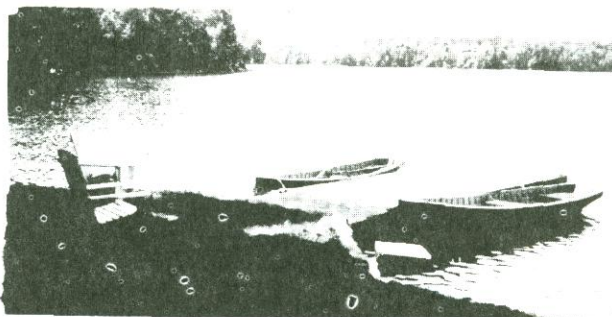
A moderate size resort under congenial management, on the chain of 14 lakes, offering two fine modern cottages equipped with showers, completely and comfortably furnished in every respect. Cottages overlook the lake with sufficient spacing to afford privacy.

Boat included in the rates

Shuffleboard - Horseshoe court

Golf nearby

Open May 15th to Oct. 15th



MUSKY, WALLEYE  
AND BASS FISHING

For further information write  
Mr. and Mrs. Frank F. Knopp  
Manitowish Waters, Wis.

PHONE 715-543-8887



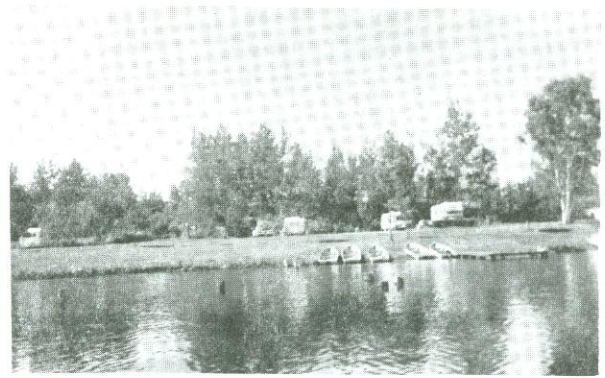
# CAR-LEE CAMPSITES

TRAILER & TENT SPACE

Boat and Motor Rentals

Peaceful and Quiet  
ON SOUTH TURTLE LAKE

Vilas County



ALL SITES ON THE LAKE

Electricity, Sewage & Water Hookups

— For Information —

After opening —

**CAR-LEE CAMPSITE**

P.O. Box 82

Manitowish Waters, Wis. 54545

Phone 715-686-2228

Before opening season —

Carlton Trettin, Rt. 3, Kaukauna, Wis. 54130



## TELLEFSON'S LOR-WOOD RESORT

Located "North of the Tension Zone" on Beautiful Stone  
Lake in the Center of the Manitowish Chain of Lakes.



— WINTER ACCOMMODATIONS AVAILABLE —

Modern lake front cottage — 2 bedroom, fully equipped  
kitchen and bath and automatic gas heat. Moderate  
rates include all bedding and fiberglass boat.

Safe Sandy Beach — Floating Raft

NO PETS PLEASE

OPEN ALL YEAR

— For Further Information Write —

**TELLEFSON'S LOR-WOOD RESORT**

ANNETTE TELLEFSON, Owner

Phone (715) 543-2180

Manitowish Waters, Wisconsin 54545

Come to  
**Schultz'**  
**Red Feather Lodge**  
on  
**Rest Lake**

Modern Housekeeping Cottages

Sandy Beach — No drop-offs

Fish — Relax — Swim

— Write —

**SCHULTZ' RED FEATHER LODGE**

MRS. NORMA SCHULTZ

Manitowish Waters, Wisconsin 54545

Phone (715) 543-2101





NEW 2 BEDROOM COTTAGE

- Located on Beautiful Spider Lake.
- Completely Modern Housekeeping Cottages.
- Moderately Priced.
- Fiber Glass Boat Included.

PLAN ON PLEASURE AT . . .

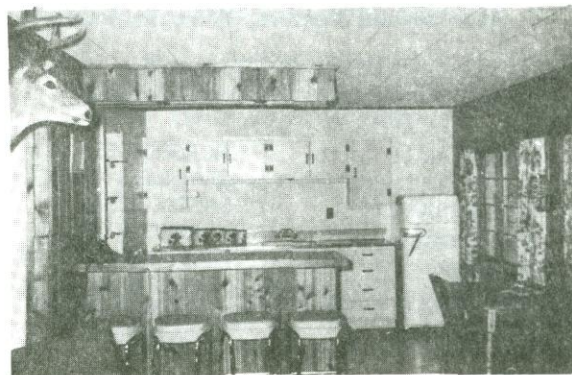
## PEACEFUL PINES COTTAGES

L. J. Skrobot

MANITOWISH WATERS, WISCONSIN

Phone 543-8810

For you who desire a quiet, restful vacation.  
with all conveniences.



3 BEDROOM FAMILY SIZE COTTAGE



### Copeland's Cove

On Highway 51 — Near Airport

BAR — FOOD — COTTAGES

TRAP RANGE

Electric - Automatic

OPEN ALL YEAR

Tom and Evelyn Copeland  
Manitowish Waters, Wis. 54545

Phone 715-543-2166



### SELESKI'S BOAT HOUSE

On Rest Lake

Modern and Furnished

Two Bedrooms

Linens & Boat Included

For Information Write  
Mr. and Mrs. Ben Seleski  
1917 Big Bend Drive  
DesPlaines, Ill. 60016  
Phone 312-827-6222

Wisconsin 715-543-8910



Phone 715-543-2212

## DUNAT'S RESORT ON REST LAKE

On Chain of 14 Lakes of Manitowish Waters Chain  
Famous for Musky, Walleye, Bass and Panfish

**JOHN & VIVIAN DUNAT**  
Manitowish Waters, Wisconsin 54545

Open May Through October

VOLLEY BALL  
AUTOMATIC GAS HEAT  
REFRIGERATORS  
GAS RANGES  
SHOWERS  
HOT & COLD WATER  
DISHES

HORSESHOES  
STAINLESS - COOKWARE  
SANDY BEACH  
BARBECUE GRILLS  
FREE FREEZER SERVICE  
FISH CLEANING HOUSE  
WITH RUNNING WATER  
BADMINTON

No Pets Please



Play Area



One of 3 Cottages  
Modern 2-Bedroom



Boat-Launch  
Private



Entrance to Resort  
Level and Landscaped

THE BEST IN SUMMER TYPE COTTAGES

## SIMON'S SUNRISE RESORT LOCATED ON BEAUTIFUL PRESQUE ISLE LAKE

Here's a vacation spot your whole family will enjoy. Accommodations were designed to provide comfort and relaxation for young and old alike. While vacationing at Sunrise Resort, you leave behind only the discomfort of summer time life in the city.

Six like new, completely carpeted cottages are available. Four 2 bedroom cottages, two 3 bedroom cottages. One of the 3 bedroom cottages has a fireplace.

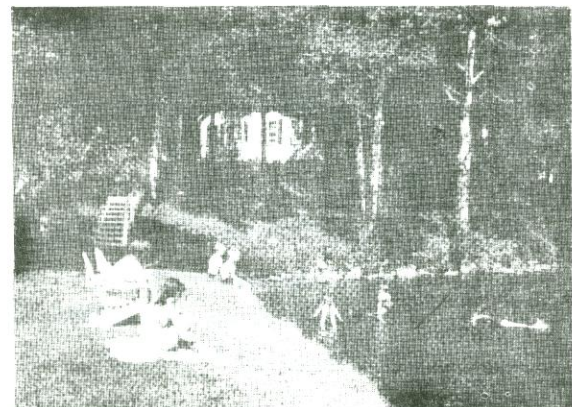
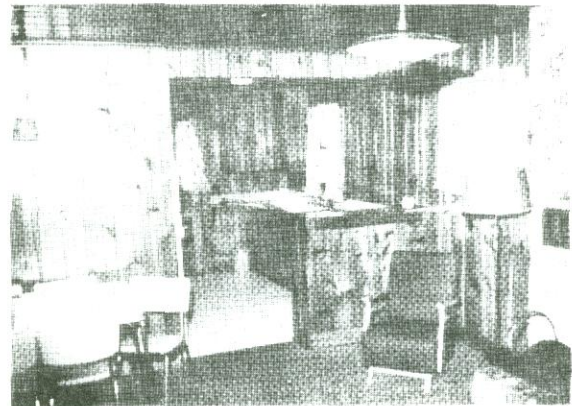
Facilities for every type of recreation are available at Sunrise Resort. There's a playground for youngsters, the cool waters are grand for swimming and safe for the children too! We have Alumacraft boats with Evinrude motors to rent to the fishermen.

A licensed Deer Farm on the premises offers young and old alike the enjoyment of watching the woodland antics of the deer family. ABSOLUTELY NO PETS!

The lakes around Sunrise Resort abound in all types of fish, from blue gills to pike and Presque Isle itself is second to none with its muskie catches. We are open May 1st.

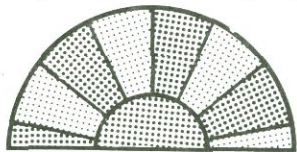
For information and reservations  
write early or phone:

**ELAINE & CHUCK WHITLEY**  
**Simon's Sunrise Resort**  
Route 1, Box 265  
Manitowish Waters, Wis. 54545  
Phone: 715-686-2414  
Winter: 608-835-5273





## Follow The Path Of The Sun



## The Equinox Lodge

**OPEN YEAR ROUND**  
**For Your Vacation Enjoyment**  
**ON LAKE ADELAIDE**

Two and three bedroom cottages and lakeside chalets; completely furnished, fireplaces, full baths, kitchen facilities, automatic heat. Rentals by the day, week or season.

We offer our guests, playground facilities, safe, sandy beach, excellent fishing, 20 minute drive to ski hills, cross-country trails near-by and snowmobile trails from your door.

Beer, food and fuel available on the premises. Enjoy our new "game room"! Boats included with cottages — motor rental available.

For More Information Call or Write  
**GARY AND MARY BOYD**  
**MANITOWISH WATERS, WIS. 54545**  
Phone 715-686-2525



## OLIVIDA HOMESTEAD

Founded in 1916

On Lake Manitowish

Charles S. Smith, Sr., Founder



## ON ALDER LAKE OF THE MANITOWISH CHAIN

Modern Two and Three Bedroom  
Furnished Cottages

— Boat Included —

For Information Write

**MRS. JOSEPH LAMB**

**7949 S. Tripp Avenue**  
**Chicago, Illinois 60652**  
Phone 312-582-5871



## RAY & GLADYS BLUM'S COTTAGES ALDER LAKE

**On the Famous Manitowish Waters Chain**

Ultra Modern 2 bedroom housekeeping cottages  
Furnished, Carpeted, Air Conditioned  
Colored TV and Boat Included  
Everything Furnished

For Information Call or Write  
**RAY and GLADYS BLUM**

**Box 138 - Janesville, Wisconsin 53545**  
Phone 608-754-6240 or 754-0016

Open All Year — Snowmobilers & Skiers Welcome  
Guide Service Available

**MANITOWISH WATERS, WIS. 54545**  
Phone 715-543-8955



# Sleight's Wildwood

ON ISLAND LAKE

Famous Manitowish Waters Chain

18 Miles North of Woodruff

THREE-QUARTERS MILE OFF HY. 51

- Boat Launch — Private Piers — All Sand Beach
- Fireplaces — Automatic Oil Heat
- Finest Furnishings
- Outside Charcoal Broilers
- Hot and Cold Running Water — Showers
- Woodlands for Hiking
- Fishing — Walleyes, Musky, Northern and Pan Fish
- Motor Rentals — Guide Service
- Free Freezer Service
- Pets Allowed at Additional Cost

RATES AT \$85.00 AND UP

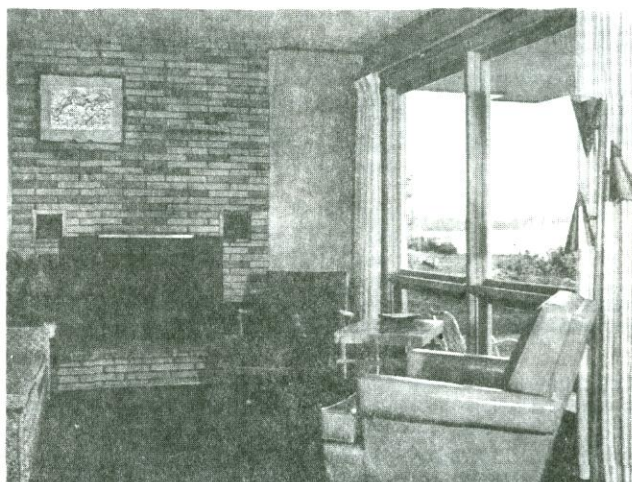
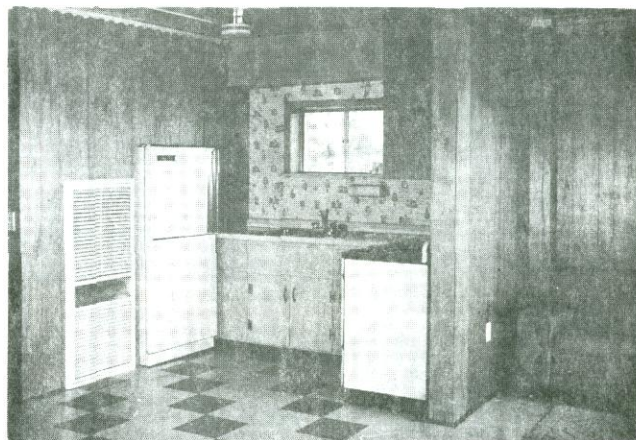
— May to November —  
Week - Month - Season

FOR FURTHER INFORMATION WRITE TO

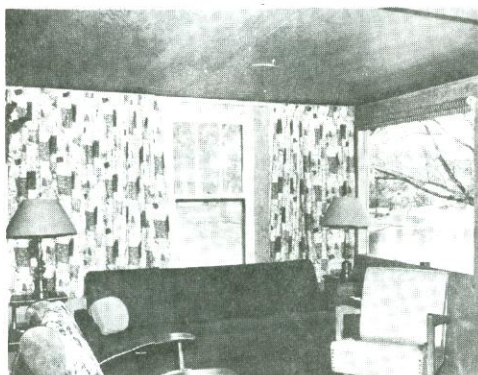
Dick and Helene Sleight

PHONE 715-543-2140

MANITOWISH WATERS, WIS. 54545







**IF YOU MUST FISH—Fish where they catch fish**  
**Experienced Guide Service**

## Bazso's Hillcrest Resort

Center of Manitowish Waters Chain of Lakes

One-Half Mile Off U. S. 51

Strictly Modern Housekeeping Cottages

Cottages are on the water front, kept neat & clean

No Deposit Refunded

No Pets Please



For Further Information, Write or

Phone (Area Code 715) 543-8822

**GEORGE and MABEL BAZSO**

MANITOWISH WATERS, WISCONSIN



## MILLER'S CABINS

(Formerly Powell's Birchwell)

**ON STAR LAKE OF THE MANITOWISH CHAIN**

Ultra modern 2 bedroom cabins; accommodate 2-6 persons; all deluxe twin beds; automatic heat; electric appliances; knotty pine throughout, gas ranges, electric refrigerators. Bed linens and boat furnished. Also TV antenna, grills and raft.

**DOT AND BILL MILLER**

Phone (715) 359-4079 (Collect)

Or Write — Route No. 6, Mosinee, Wis. 54455



## POMEY'S BIRCHWOOD

**ON BEAUTIFUL MANITOWISH LAKE**

One Bedroom Modern Housekeeping Cottage

Gas Heat

Carpeted

Aluminum Boat

Sand Beach

**JOE AND MARY POMEY**

Box 295

Manitowish Waters, Wis. 54545

Phone 715-543-8445

No Pets Please





## Sportsman's Resort Motel

On South Turtle Lake

All Modern 1 and 2 Room Kitchenette

Apartments Completely Furnished

By the Day or Week

BOATS & MOTORS

Open All Year

— Write or Phone —

Bill and Katie Malcolm

Phone 715-686-2232

Box 31, Manitowish Waters, Wisconsin 54545

## LIFE OF RILEY COTTAGES

On Rest Lake → Across from Airport



Modern Furnished Cottages

Sandy Beach — 2 Bedrooms

Write: Kenneth Lyon

Ph. 543-2121

Manitowish Waters, Wis.

## SUNNY SHORES RESORT

ON BEAUTIFUL PRESQUE ISLE LAKE

ADULTS PREFERRED

Three strictly modern housekeeping cottages on well kept level grounds. Boat and bed linens included.

Open May 1st to October 1st

NO PETS PLEASE

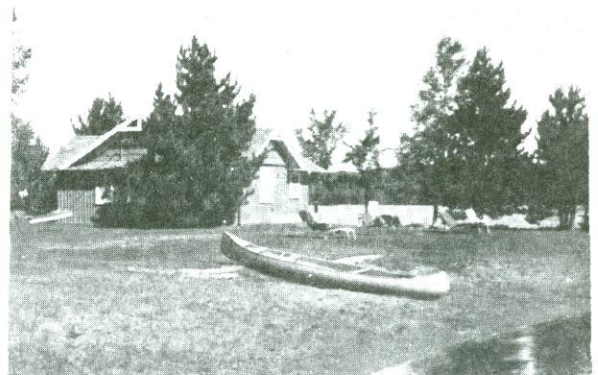
For more information please call or write

SUNNY SHORES RESORT

STAR ROUTE

PRESQUE ISLE, WISCONSIN 54557

PHONE 715-686-2547



## POINTE LA SAI On Island Lake

MODERN TWO BEDROOM COTTAGE  
Accommodates Five

All Linens and Boat Included  
Private Picturesque Point  
Motors Available

BY THE WEEK OR THE SEASON

For Further Information  
JERRY AND VIRGINIA LERNER  
Presque Isle, Wisconsin 54557

1-715-686-2670





### COMMUNITY CHURCH

Manitowish Waters, Wis

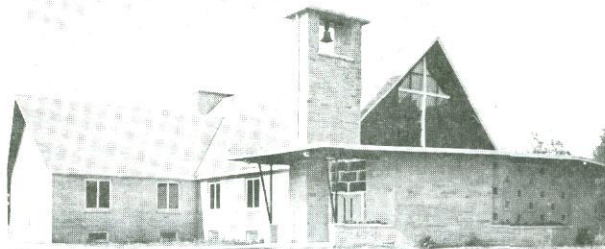
#### Summer Services

9:00 & 11:00 a.m. ....Morning Worship

#### Winter Services

9:00 a.m. .... Morning Worship

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



### OUR LADY, QUEEN OF PEACE

MANITOWISH WATERS, WIS.

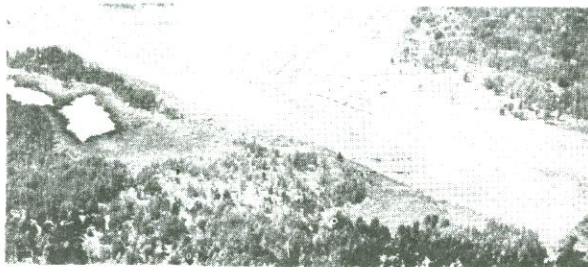
FATHER ALOYSIUS GOSTOMSKI

Mercer, Wisconsin, Phone 715-476-2697

Manitowish Waters, Phone 715-543-8428

**SUNDAY MASSES — 9:30 A.M.**

Schedules are posted locally



### Manitowish Waters Airport

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

Field elevation 1609 feet M.L.S. Shown on lower right 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.

Aviation oil and gasoline, Hangar and tie down facilities, Rental aircraft — Charter Service — Weather information available.

**ON HIGHWAY 51.**



## .....for your protection

IN

### MANITOWISH WATERS

- FIRE DEPARTMENT
- AMBULANCE SERVICE
- RESCUE AND OXYGEN EQUIPMENT

PHONE 715-543-8800

**SNOWMOBILERS ARE WELCOME**  
By the People of Manitowish Waters and the Many Fine Chamber of Commerce Members Represented in this Brochure.

Excellent Lodging Facilities, an Outstanding Network of Snowmobile Trails, and Many Other Fun-Time Wintertime Activities

Also Watch for the Popular  
**SPRING-TIME COMMUNITY AUCTION**  
and  
**4th OF JULY FIREWORKS CELEBRATION**  
sponsored by the  
Manitowish Waters Chamber of Commerce

# POST OFFICE

SHOPPING CENTER  
MANITOWISH WATERS, WISCONSIN

54545

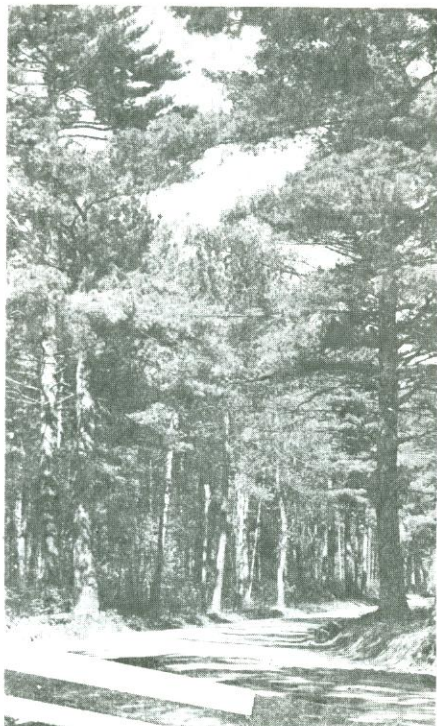
*In Beautiful Wisconsin*

AMERICA'S VACATION LAND



## HOW TO USE MAP . . . . .

*On the map on the next page, you will find all of our members and local advertisers and their locations in the town. The list is arranged alphabetically, and the page number on which their ad appears, together with the code number on the map are adjacent. To find Housekeeping cottages, Bars, Restaurants, or American Plan resorts, look under that column, and then find it on the map under its code number.*



*The Manitowish Waters Chamber of Commerce is a member of the Vilas County Chamber of Commerce, the Wisconsin State Chamber of Commerce, the Resort Association of Wisconsin, and advertises in Wonderful Wisconsin. It gladly cooperates with any other organization promoting the Northern Wisconsin Vacationland.*

## WHAT YOU WILL FIND IN MANITOWISH WATERS:

Airports  
Ambulance Service  
American Plan Resorts  
Antique Shops  
Archery Supply Industries  
Bakery  
Barber Shop  
Boating  
Catholic Church  
Community Church  
Chamber of Commerce  
Cranberry Growers  
Drug Store  
Electric Service and Supplies  
Episcopal Services  
Fire Department  
Food To Carry Out

Fishing Guides  
Garages & Service Stations  
Golf Course at Trout Lake  
Grocery Stores  
Hardware Stores  
Health Camp  
Hotels  
Housekeeping Cottages  
Information Booth  
Laundromat  
Liquor Store  
Motels  
Plumbing Shop & Service  
Post Office  
Youth Conservation Camp  
Realtors  
Restaurants

Yarn Shops  
Riding Stables  
Sandwich Shops  
Skeet & Shooting Range  
Sportsman's Club  
Sportswear Shops  
Souvenir Shops  
Supper Clubs  
Swimming Beach  
Tackle Shops  
Taverns  
Telephone Exchange  
Variety Store  
Water Skiing  
Wisconsin Bowman's Club  
Women's Ready To Wear  
Marinas



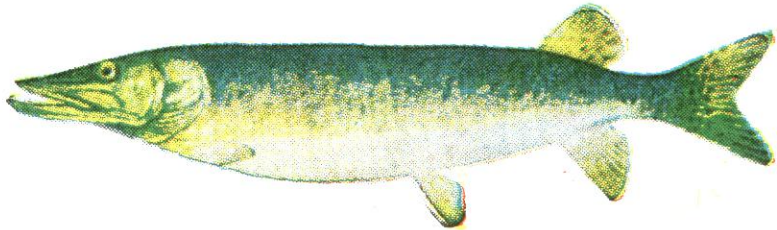
# Manitowish Waters Game Fish

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

## MUSKELLUNGE

### DESCRIPTION

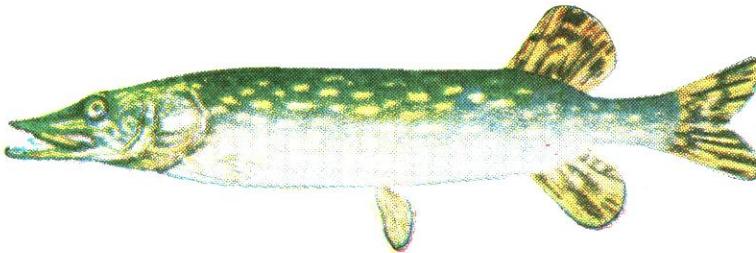
The general form of the muskellunge is similar to that of the common pickerel or northern pike. They reach a length of six or seven feet and specimens have been caught which weigh fifty to sixty pounds. Color is dark gray; sides have broken and unbroken stripes on a silvery background; the head is larger 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

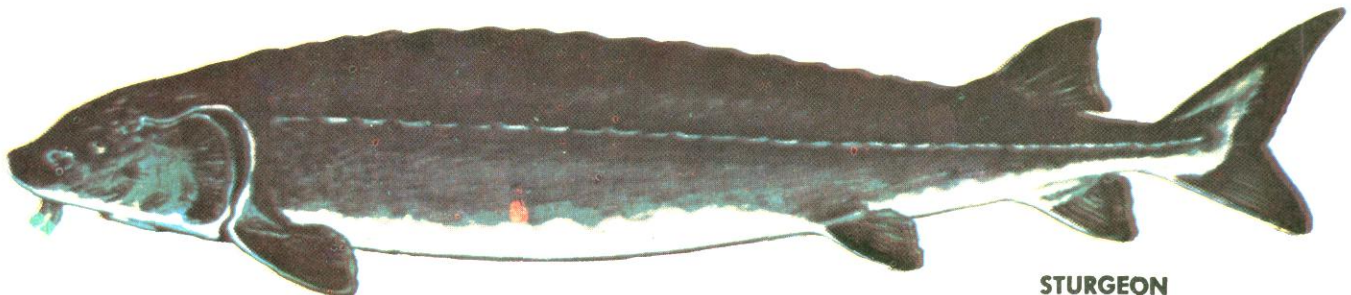
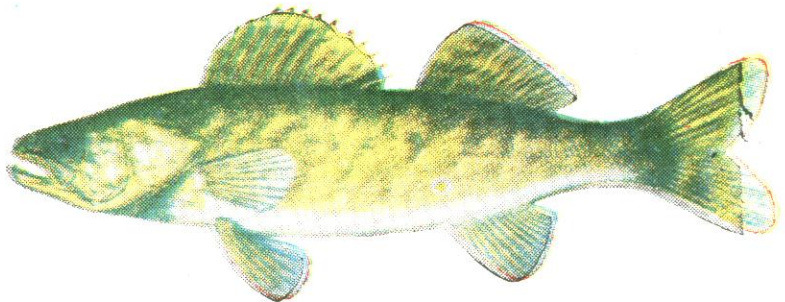
This is an elongate slender type of fish with a color of greenish and bluish gray with more or less purplish luster on the back and sides. Yellowish below and white on belly. Sides with irregular rows of small round yellowish and gold spots. The top of the head is dark olive green; mouth slender and 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.

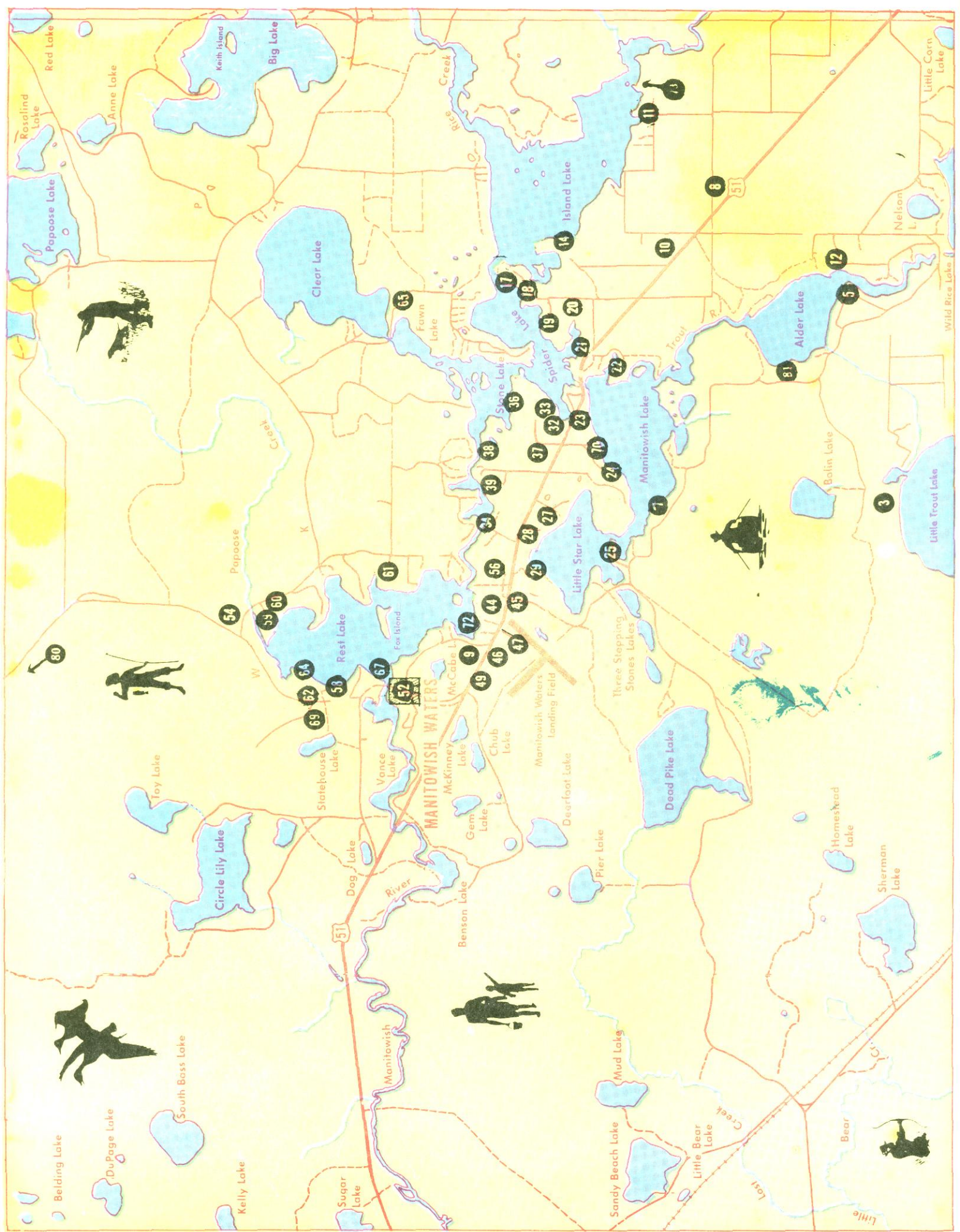


## STURGEON

### DESCRIPTION

Noted for its yield of eggs for the making of caviar. Length can exceed six feet and weigh upwards of one hundred pounds. Are distinguished by a shovel-like snout, and head covered by bony plates and shieldlike plates on the side. Color changes occurs with maturity; young being dark olive above with dark blotches on the sides, the adults being greenish olive or reddish and without spots.







# MANITOWISH WATERS, WISCONSIN

APR - American Plan Resort    MHC - Modern Housekeeping Cottages    ONC - Overnite Cottages    B - Bar    R - Restaurant

Location on Map	Page	Resort	Owner	Sym.	Location on Map	Page	Resort	Owner	Sym.
32	16	ASCHENBRENNER'S MANITOWISH WATERS RESORT—			58	10	OAK GROVE COTTAGES	Tom Balfour	HC
			Louis Aschenbrenner	HC	24	23	OLIVIDA HOMESTEAD	C. Smith	HC
38	25	BAZSO'S HILLCREST COTTAGES	George Bazso	HC	11	26	POINT LA SAI	Jerry and Virginia Lerner	HC
39	18	BIRCH BAY CABINS	E. Michaelis and Sons	HC	7	25	POMEY'S BIRCHWOOD	Joe and Mary Pomey	HC
18	19	BIRCH COVE COTTAGES	Frank Knopp	HC	5	23	RAY BLUM COTTAGES	Ray and Gladys Blum	HC
80	20	CAR-LEE CAMPSITES	Carlton Trettin	Campsites	61	20	RED FEATHER LODGE	Norma Schultz	B-HC
8	15	COAN'S RUSTIC MANOR	Marion and Don Coan	R-ONC	60	21	SELESKI'S BOAT HOUSE	Ben Seleski	HC
9	21	COPELAND'S COVE	Tom and Evelyn Copeland	B-R-HC	80	22	SIMON'S SUNRISE RESORT	Chuck and Elaine Whitley	HC
33	9	COUN-TREE ACRES	Stephen and Delores Sluzinski	HC	20	21	SKROBOT'S PEACEFUL PINES	L. J. Skrobot	HC
59	22	DUNAT'S REST LAKE RESORT	John and Vivian Dunat	HC	14	24	SLEIGHT'S WILDWOOD RESORT	Dick and Helene Sleight	HC
22	14	DEER PARK LODGE	Ben Epstein	B-R-ON-AP	59	11	SPONER'S REST LAKE RESORT	Bob and Chris Sponer	HC
28	17	DEER TRAIL CABINS	Bob and Helen Townsend	HC	80	26	SPORTSMAN'S RESORT MOTEL	Bill and Katie Malcolm	ONC-HC
80	23	EQUINOX LODGE	Gary and Mary Boyd	HC-ONC	12	12	SUNNY COVE RESORT	Steve Lewandowski	HC
70	15	HENNING'S COTTAGES	Fritz-Henning	HC	17	17	TAMBURRINO'S LINDENWOOD	August J. Tamburrino	HC
24	19	HUTTER'S LAKEVIEW RESORT	Lydia Hutter	HC	81	23	THE LAMB'S	Joseph Lamb	HC
73	8	ISLAND TWINS COTTAGES	C. Stackner	HC	52	10	THE PEA PATCH	Charles and Inez Pea	B-ON-HC
23	15	KOST'S WARNIER RESORT	Edna M. Kost	HC	21	13	VOSS' BIRCHWOOD LODGE	A. Dickerson	AP-B-R-ON
72	26	LIFE OF RILEY	Kenneth Lyon	HC	19	10	VOSS' BREEZY POINT	Lloyd Voss	HC
27	11	LITTLE BOHEMIA LODGE	E. Wanatka, Jr.	B-R-ON-AP	34	17	WOODROCK COTTAGE	John Amo	HC
36	20	LORWOOD RESORT	Annette Tellefson	HC	64	12	YE OLD STILL INN	David Zblewski	AP-HC
25	25	MILLER'S CABINS	Dot and Bill Miller	HC					
65	16	MOLL'S TIMBER LODGE	Mike and Molly	HC					

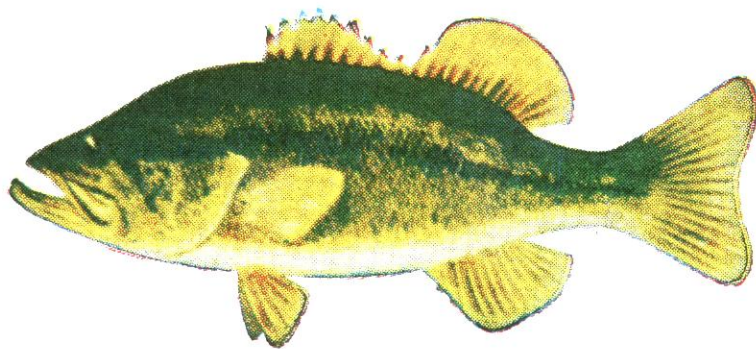
## CHAMBER OF COMMERCE BUSINESS MEMBERS

CHAMBER OF COMMERCE BUSINESS MEMBERS

52	SHOPPING CENTER	52	39	Ehrich's Bavarian Inn—Fine Food & Cocktails	26	STAR BEACH PARK, Picnic Grounds Only		
47	27	Airport	29	27	Fire Station (Volunteer Fire Department)	44	39	Nelson's Food Service
29	27	Ambulance (Volunteer Fire Department)	60	41	Gay Roe, Contractor & Builder	52	38	Ox Yoke, Gifts, Antiques
10	45	B. J. Koller Realty	52	45	Hanson's Hardware, General Supplies	52	27	Post Office, Stamps and Mail
61	43	Camp Jörn—Youth Camp	8	40	Harry's Super Market, Meats, Groceries, Pkg Good	56		Pine Lawn Cemetery
37	27	Catholic Church (See Schedule at Resort)	8	40	Harry's Sport Shop, Bait, Tackle	67		Rest Lake Dam
49	27	Community Church (See Schedule at Resort)	52	38	Lakeland State Bank	52	36	Rod & Reel, Bait, Tackle, Repairs
47	4	Chamber of Commerce Information Booth	52	37	Laundromat, Open Every Day	27	27	Sno-Skeeters Snowmobile Club
3	43	Cranberry Grower's Ass. Cranberry Bogs	52	37	LaPorte's IGA, Meats, Groceries, Supplies	45	49	Telephone Office
		Cranberry Industries in Manitowish Waters	52	37	LaPorte's IGA, Meats, Groceries, Supplies	52	39	Village Soda Grill
47	4	Community Center—Town Hall	29	42	Little Star Garage, Mobil Service Motors	46	53	Trueflight Mfg. Co., Feathers, Arrows
52	43	Country Store, The, Yarns & Antiques	52	41	Mason Werner Realty	8	38	Unique Gift Shop
52	42	D. J. Evans Realty	42	41	Musky Country Sporting Goods	69		Youth Conservation Camp, State Own
62	44	Dietz Standard Service	54	36	The Oasis Bar and Grill	9	43	Robert Benson



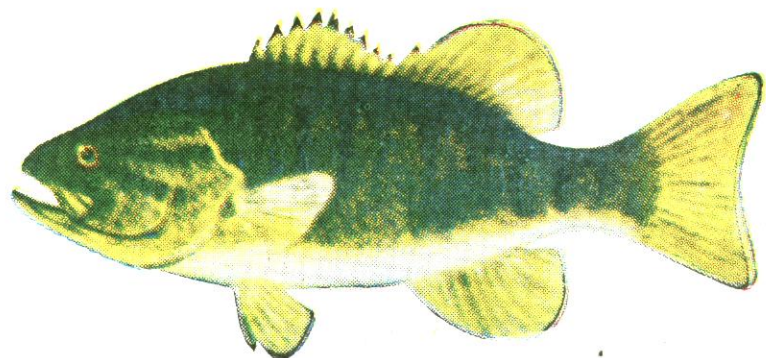
# Manitowish Waters Game Fish



## 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.



## 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.



## CRAPPIES

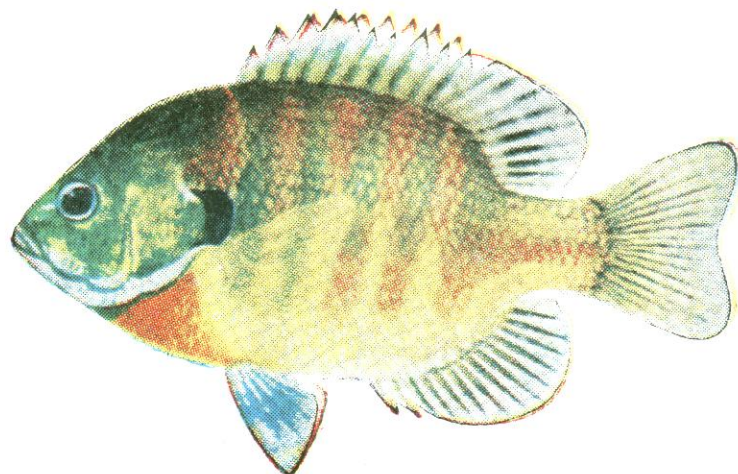
### DESCRIPTION

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.







The newly formed Manitowish Waters Lions Club extends a hearty invitation to fellow Lions and vacationers to come up and enjoy our great country.

We appreciate your past patronage and future Lions Projects for Community Betterment.

Our Lions Dinner Meetings are held on the third Thursday of every month 7:30 P.M. except July & Aug.

Directors meetings are held on the first Thursday of every month 7:30 P.M. except July & August.

**All Lions Welcome**

### **LIONS TURKEY SHOOT**

## **MANITOWISH WATERS**

Served by

**HOWARD YOUNG MEDICAL CENTER**

Phone: 356-5222

Also Completely Staffed

**LAKELAND MEDICAL CLINIC**

Phone: 356-3292

Located in Woodruff

## **MANITOWISH WATERS SPORTSMAN'S CLUB**

**AIMS:**

Improvement of Fish & Game Habitat

Sponsors, Hunter Safety Programs

Protection of Shore Lines

Members of N.R.A.

## **Manitowish Waters**



GARDENING

SEWING

WOODWORKING

COOKING

## **Boy Scouts of America**



**Troop 590**

Meetings at

Community Center

## **Girl Scouts of America**

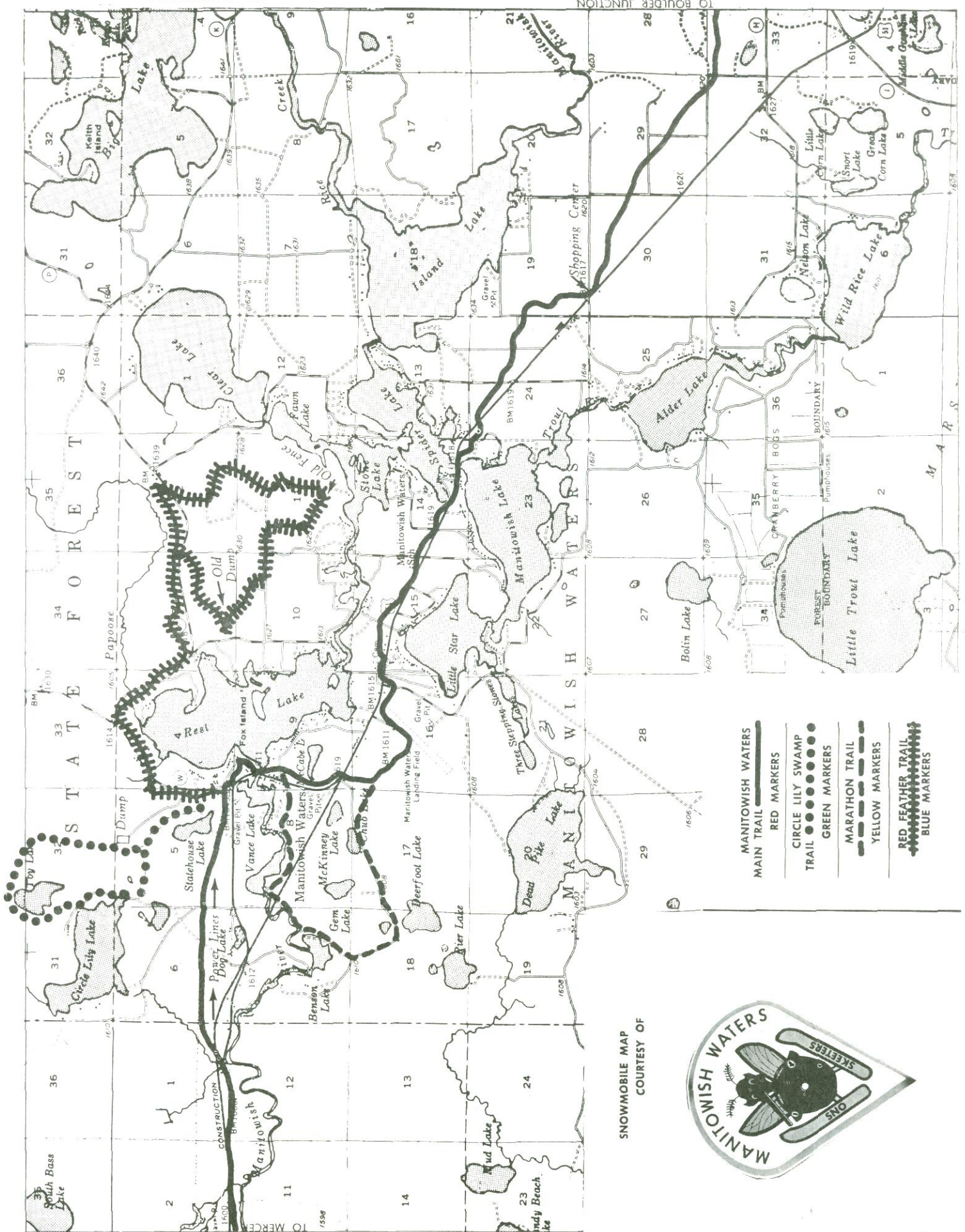


Meet At

North Lakeland

Elementary School





SNOWMOBILE MAP  
COURTESY OF







## *Manitowish Waters Sno-Skeeters*

The Manitowish Waters Sno-Skeeters Snowmobile Club was first started in 1968 by a group of local people interested in snowmobile safety and progress in Northern Wisconsin. Since they started memberships have tripled with more and more people gaining interest in this active sport.

The Club now maintains about 30 miles of trails from which you may travel to Boulder Junction, Woodruff, Winchester, Presque Isle, Springstead, Mercer and Manitowish Waters. The trail groomer works as often as Mother Nature lets it work.

There is also a Junior Club which helps run activities for the younger set. Ron Bricco is the president of this organization for anyone who is interested in memberships.

The present officers of our club are President — Bruce Nett; Secretary — Mary Dreesang and Treasurer — Jane Bals. For any information of membership — just write to the Sno-Skeeters, and we'll send you forms.

Some of the yearly activities put on by the club are the Annual Ice - In party in December, also the Santa Claus Parade, the Scavenger Hunt, the Annual Fox Island Picnic and the Yearly Banquet. All of these activities are held on weekends so everyone can attend.

For any information write:

**Manitowish Waters Sno-Skeeters**

**Manitowish Waters, Wisconsin 54545**

**HAPPY SLEDDING!!**





THE



## BAR & GRILL

At the Junction of K and W  
MANITOWISH WATERS, WIS.



JERRY AND MARY VINCENT

*Visit*

### THE NORTHLANDS FRIENDLY RETREAT

Where Fishermen, Hunters,  
Snowmobilers, & Skiers meet.

#### DAILY HAPPY HOUR

(5 - 6:30 P.M.)

A Special Treat

COCKTAILS

BEER

PIZZA

SANDWICHES

CHILI

SOUP

— Our Specialties —

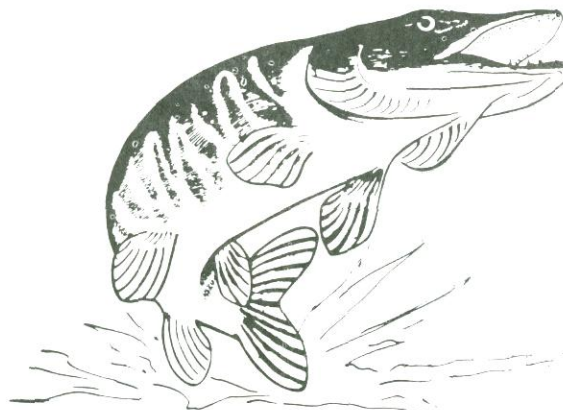
BACON BURGERS

and

HOT FUDGE SUNDAES

Breakfast Served Daily

PHONE 715-543-9883



## THE ROD 'N REEL

WAYNE AND ANNIE KWIATKOWSKI

(BAITS FOR THE BIG ONES)

*Live Bait — Fishing Tackle — Free Fish Freezing*

*Boat - Canoe Rental*

DOWNTOWN MANITOWISH WATERS

SHOPPING CENTER

PHONE 715-543-2326





# La Porte's Super Market



—Shopping Center—

THE AREA'S LARGEST AND MOST COMPLETE FOOD STORE



WITH IN STORE BAKERY

LAUNDROMAT SERVICE AVAILABLE — OPEN 24 Hrs. DAILY

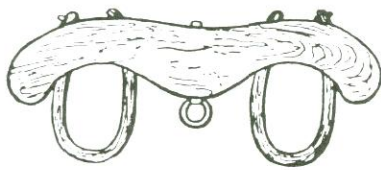
## La Porte's **LAUNDROMAT**

### Dry Cleaning Pick-Up Service

OPEN 24 HOURS DAILY

LAPORTE BUILDING  
SHOPPING CENTER  
MANITOWISH WATERS, WISCONSIN





The  
**Ox Yoke**

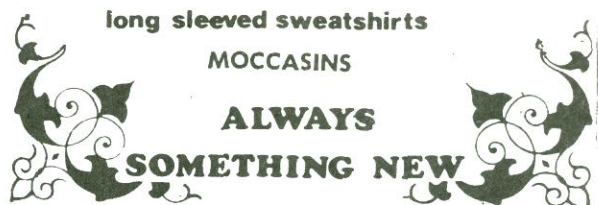
ANTIQUES AND GIFTS  
INDIAN MOCCASINS

Downtown -- Manitowish Waters  
Phone 543-2133



**VISIT**  
**UNIQUE GIFT SHOP**  
HWY 51  
AND ACROSS THE HIGHWAY  
FROM HARRY'S SUPER MARKET  
**Manitowish Waters**  
**Browse thru our**  
**Cranberry Gift Display**  
**nylon jackets**

**EXTRA EXTRA LARGE AND TALL**  
**NEW SIZE**



**long sleeved sweatshirts**  
**MOCCASINS**

**ALWAYS**  
**SOMETHING NEW**



**"Lakeland's Leading Bank"**

WOODRUFF — 356-3214

BOULDER JUNCTION — 385-2200

MANITOWISH WATERS — 543-8302

HAZELHURST — 356-6520



*The only*  
*Financial*  
*Friend*  
*You'll ever need*





# Village Soda Grill

Soda Fountain — Sandwiches  
Greeting Cards — Books  
Magazines — Newspapers  
Drugs — Sundries  
Cosmetics  
Serving Breakfast and Lunches

**Manitowish Waters  
Shopping Center**



FOR RESERVATIONS  
PHONE (715) 543-2122  
Open Year 'Round

**Ehrich's**  
**Bavarian Inn**  
MANITOWISH WATERS

*Specializing in German Food*  
**BEERS — LIQUORS — WINES**  
**COMPLETE MENU**

Luncheons: 12:00 - 2:00  
Dinners Start 5:00 P.M.

**FISH FRY - FRIDAY**  
**WEEKEND SPECIALS**

*Cocktail Lounge Open All Day*

Snowmobile Accommodations

## NELSON'S FOOD CO.

SERVING THE RESTAURANTS, CLUBS, RESORTS & INSTITUTIONS

**FISH — SEAFOODS**  
**MEATS — POULTRY**



**Highway 51**  
**¼ Mile East of Community Center at Airport**

**Service and Quality**

**Phone 543-8890, 543-2390**  
**or Residence 543-8380**





## Harry's Super Market . . .

CHOICE MEATS CUT TO ORDER

BETTER FOODS FEATURED

RURAL DRUG SUPPLY - TOYS - SUNDRIES - NEWSPAPERS

PHONE 715-543-8866 HARRY KACZMAREK, JR.

ICE CUBES

## Harry's Sport Shop . . .



—FREE FISH FREEZING—

Live Bait and Tackle of all Kinds.

BOB and DEB McCLELLAN

PHONE 715-543-2371

### HARRY'S SUPER MARKET and SPORT SHOP

Phone: Manitowish Waters 543-8866

Manitowish Waters Junction - 17 Miles North of Woodruff on Highway 51



**Mason Werner Jr.**  
**Realtor**

OFFICE  
MANITOWISH WATERS  
SHOPPING CENTER  
Full

**Real Estate Service**  
PHONE 543-2384  
Write for FREE Lake  
Frontage Value Guide!




**GAY ROE**

PHONE 543-8448

**BUILDER - GENERAL CONTRACTOR**

MANITOWISH WATERS, WISCONSIN



HOMES

COMMERCIAL BUILDINGS

SUMMER COTTAGES

BOAT HOUSES

Welcome to

## MUSKY COUNTRY

SPORT SHOP & MINI MART

DEAN AND ANN RUPNOW

- ★ TACKLE
- ★ LIVE BAIT
- ★ CONVENIENCE GROCERY ITEMS
- ★ X-COUNTRY SKI SALES & RENTALS

**CITGO Self-Service Gas**

Highway 51, 1.5 Miles South of  
Manitowish Waters — Phone 715-543-8336

# FUEL OIL

- CITGO HOME HEATING OIL
- BULK GASOLINE
- METERED SERVICE
- KEEP FILL SYSTEM

BUDGET  
PAYMENT  
PLAN



FAST  
COURTEOUS  
SERVICE

**PARAL & HANSEN  
OIL CO.**

CALL  
**356-6620**

MINOCQUA

WIS.



# REAL ESTATE

ALL TYPES OF NORTHERN WISCONSIN PROPERTIES



HOME - COTTAGES - LAKE FRONTAGE  
RESORTS AND OTHER COMMERCIAL PROPERTIES

CALL MANITOWISH WATERS 715-543-2240

*D. J. Evans Realty*

Residences

David J. Evans 715-543-8827

Warren D. Evans 715-686-2695

MANITOWISH WATERS



REALTOR®

WISCONSIN 54545



## LITTLE STAR GARAGE

"EVERYTHING FOR THE CAR"



- ★ Wheel Balancing and Alignment
- ★ Wrecker Service
- ★ IH Cub Cadet Sales and Service
- ★ Outboard Rental and Service
- ★ Complete Automobile Service
- ★ Open Year 'Round

Highway 51

Phone 543-8300

## Mobil HEATING OIL

- BULK GASOLINE
- HOME HEATING OIL
- KEEP FILL SYSTEM
- BUDGET PAYMENT PLAN
- METERED SERVICE

MOTOR OILS - TIRES - BATTERIES

Dial **356-3171**

**PETE RITCHIE**

**OIL COMPANY**

Minocqua, Wisconsin





RESIDENT CAMPING  
FOR BOYS AND GIRLS ON  
BEAUTIFUL REST LAKE  
Manitowish Waters, Wisconsin 54545

Phone 715-543-8808

Owned and Operated by YMCA  
204 N. County Street  
Waukegan, Illinois 60085

Phone 312-623-2350  
For More Information

CRANBERRY PRODUCTS, INC.  
and  
OCEAN SPRAY CRANBERRIES, INC

MANITOWISH WATERS  
CRANBERRIES GROWERS

Growers

Leasure-Koller Cranberry Company  
Folsom Cranberry Company  
Alder Lake Cranberry Company  
Weber Cranberry Company  
Bartling Manitowish Cranberry Co.  
J. E. McFarland Cranberry Company  
Folsom - Rayala Cranberry Company

Manitowish Waters

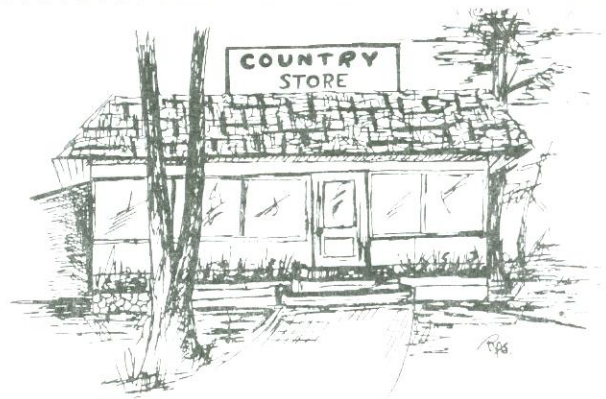
Wisconsin

COMPLIMENTS OF

ROBERT BENSON

Mason Contractor

Manitowish Waters, Wisconsin 54545



THE COUNTRY STORE

ANTIQUES

Macrame

YARNS

Crewel

Hooked Rugs

Needle Point Supplies

Embroidery Supplies

715-543-8461

Manitowish Waters, Wis. 54545



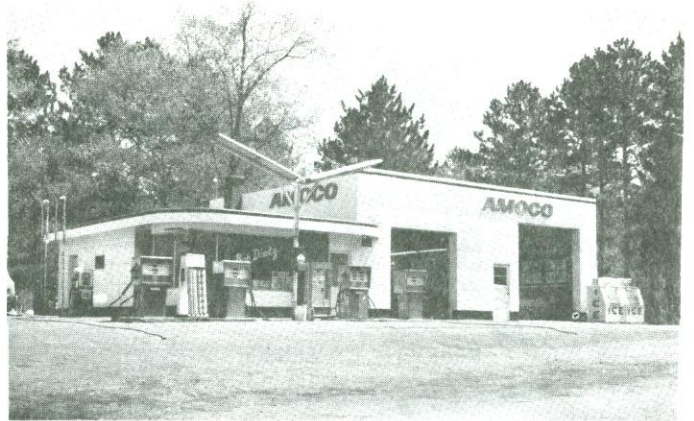
# BOB DIETZ'

( Carol and Bob )

## STANDARD STATION

CLEAN REST ROOMS

Phone 543-2144



### COMPLETE AUTO SERVICE

— LUBRICATION —

WRECKER SERVICE

Sun Tune-Ups —:— Tires and Batteries —:— Stewart-Warner Wheel Balance

Outboard Engine Service —:— Expert Mechanical Service

Prompt Courteous Service - Open All Year - Call Manitowish Waters 681

Soft Drinks —:— Ice Cream —:— Candies —:— Cigars —:— Cigarettes —:— Post Cards

In Shopping Center, County "W"



For fast efficient delivery of Standards  
gasolines, greases, diesel fuels, motor  
oils and American heating oils with Sta-  
Clean.

(Our Perfection kerosene, heater oil, and  
furnace oil.)

If You Want Standard Call Schell  
Serving Vilas and Iron Counties for Years

**JOE SCHELL**

476-2600

MERCER, WISCONSIN



**You expect more from standard  
and you get it!**



# Hanson's



# Hardware

**Pumbing & Heating  
Contractors**

**Plumbing  
Supplies**

**McCulloch  
Chain Saws**

**Hardware  
Supplies**

**Electrical  
Supplies**



**Sporting Goods**

**Housewares**

**Tru-Test Paints**

**Lawn & Garden  
Supplies**

**Bottle Gas**

**Toys**

**Pet Supplies**

**- Your Vacation Supply Headquarters -**

SERVING YOU FROM 2 LOCATIONS

Manitowish Waters, Phone 543-8333 — Minocqua, Phone 356-3611

## B. J. Koller Realty

BETTY J. KOLLER, Broker

Phone: Office 543-8855 Home 543-8845

MANITOWISH WATERS, South On Highway 51



**AUTHORIZED DEALER OF:**

See Our Model Home



**HOME OWNERSHIP THE TRI STATE WAY**

LAKE FRONTAGE  
COTTAGES  
HOMES  
OTHER BUSINESSES





## GREAT PLAINS GAS

Gas Appliances

CLEAN, DEPENDABLE LP GAS

Phone: Mercer Office 476-2660  
Plant at MANITOWISH, WISCONSIN

"New Location" Highway 2

## EVINRUDE - CHRYSLER

Outboard Motors — Sales & Service  
MERCURISER STERN DRIVES

GALSTRON, STARCRAFT, CHRYSLER  
LARSON

ALUMA CRAFT AND  
MIRRO CRAFT BOATS  
OLD TOWN CANOES  
ALUMA CRAFT CANOES  
CHRYSLER AMF ALCORT  
SAILBOATS

KAWASAKI POWER GENERATORS

\* KAWASAKI MOTORCYCLES

\* KAWASAKI AND POLARIS SNOWMOBILES  
SALES AND SERVICE

See us for fleet discounts and finance plan

*Daily Delivery to Manitowish Waters*

## SMEETH'S SPORTING CENTER

IRONWOOD, MICHIGAN

Phone Ironwood 906-932-4210

Mercer Young Americans  
Water Ski Shows  
PRESENTED EVERY

Sunday Evening

7:00

Mercer Tourist Park



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 interested cooperation they receive here.

*May we be of service to you?*

## IRON EXCHANGE BANK

Hurley, Wisconsin

ENTERING OUR 93RD YEAR

OF

COMPLETE BANKING SERVICE TO THE  
GOGEBIC RANGE AND RESORT COMMUNITIES

Member of the Federal Deposit Insurance Corp.  
and Federal Reserve System

JESSE J. JOHNSON

VICTOR R. OUIMETTE

GORDON W. CASE

IRVING TRANTOW

WISCONSIN  
INSURANCE  
ASSOCIATES  
inc.



P. O. BOX 599

MINOCQUA, WIS. 54548

315 FRONT STREET

(715) 356-3274

*Service Beyond the Contract*



## SKI BOATS — CANOES RENTALS

For a Real Vacation



On The Lake

## Thrall's Boat and Canoe Shop, Inc.

2 Miles West of Woodruff on Hwy. 70 East  
OVER 30 YEARS EXPERIENCE

356-5367 — 356-6218 Rte. 2, Box 4, Woodruff, WI



## Chrysler Outboards and Boats



"AFTER THE SALE  
IT'S THE SERVICE THAT COUNTS"  
SALES & SERVICE

## General Boat Repair — Sales & Service

- WINTER STORAGE
- INBOARD REFINISHING AND SERVICE
- OLD TOWNE CANOES
- SCUBA AIR

# Visit



Hand Feed the Native Animals  
Birds and Fishes

Photograph the Goats on the  
Towers and Suspension Bridge

Everyone Bottle Feeds the Babies in the  
Nursery at Uncle Pat's Farm

8 MILES EAST OF BOULDER JUNCTION  
ON HIGHWAY "K"

"SINCE 1919"



"Visit our model A-Frame Cottage"

Dial **356-5233**

# Minocqua lumber Company

"there's a material difference"

- ANDERSEN WINDOWS
- ARMSTRONG CEILINGS
- GAF ROOFING
- BRUCE FLOORING
- ELLIOTT PAINTS
- CABOT'S STAINS
- FIREPLACE EQUIPMENT
- HEATILATOR FIREPLACES
- CARPETING

- FORMICA
- INSULATION
- MASONITE PRODUCTS
- PRE-FINISHED PANELING  
(always a large stock on hand)
- WEYERHAEUSER PRODUCTS
- KITCHEN CABINETS
- BUILDERS HARDWARE
- LIGHTING FIXTURES

PLANNING SERVICE  
FREE ESTIMATES  
FINANCING AVAILABLE  
FREE DELIVERY

MOST MODERN SHOWROOM AND LARGEST STOCK IN NORTHERN WIS.



## NORTHLAND GARDENS & FLORIST

FLOWERS - PERENNIALS - SHRUBS - EVERGREENS

Minocqua, Wisconsin

Phone 356-5242



Don and Jan

Hadraba

## North Star Beverage Co., Inc.



Nesbitt's

Phone 561-5270  
103 7th Ave. North  
HURLEY, WISCONSIN



## SMITH BROS. MARINE, Inc.

BOATS - TRAILERS - BOAT HOISTS

MARINE ACCESSORIES

JOHNSON OUTBOARD MOTORS - SKI-DOO SNOWMOBILES

Lawn Boy Power Motors

McCulloch Chain Saws

Corner U.S. Highway 51 and Wisconsin 70

MINOCQUA, WISCONSIN - PHONE 356-5551

## NORTHERN MATTRESS COMPANY

719 - 21 N. Third Ave.

Wausau, Wisc

Manufacturers of Mattresses since 1919



Distributors of

Furniture : Floor Coverings : Appliances

"Buy Direct And Save The Difference"

Visit our Show room or

Write for Our Representative to Call

FREE DELIVERY BY OUR TRUCKS TO YOUR DOOR

## JOSEPH R. LEBIECKI BUILDER

Homes - Light Industry - Light Commercial

Remodeling - Additions

FREE ESTIMATES

715-543-2364

MANITOWISH WATERS, WI 54545

## COMPLETE SOFT DRINK SERVICE



COCA-COLA - SPRITE - TAB - FRESCA  
DR PEPPER - SUN-RISE BEVERAGES  
CANADA DRY PRODUCTS

COCA-COLA BOTTLING CO.

Phone 362-3131

Rhinelanders

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 Lodge

( ) Lodge Room

( ) Guest Cottage

( ) Housekeeping Cottage

( ) European Plan ( ) Motel

There will be \_\_\_\_\_ persons in our party,  
\_\_\_\_\_ Adults, \_\_\_\_\_ Children.

Ages of Children \_\_\_\_\_

Number of beds needed:

Double\_\_\_\_\_ Single\_\_\_\_\_ Cot\_\_\_\_\_ Baby bed\_\_\_\_\_

For a period of \_\_\_\_\_ weeks starting \_\_\_\_\_, 19 \_\_\_\_\_

Please list any particular requirements or questions you may have:

NAME \_\_\_\_\_

(Print)

Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_





# The Duck Shack Cafe

OPEN DAILY YEAR AROUND -- 6 A.M. TO 7 P.M.



## HOME MADE DAILY SPECIALS



*Complete Menu*

**BREAKFAST – LUNCH – DINNER**

**FRIDAY FISH FRIES**

**CARRY OUTS**

**HIGHWAY 51 & J — MERCER, WISCONSIN 54547**

**CALL — 476-2659**

**Fishermen - Snowmobilers - Skiers - Hunters**  
**EVERYONE WELCOME**

**We Monitor CB Channel 19 — Just Break For "THE DUCK SHACK BASE"**

## UNIVERSAL TELEPHONE COMRANY OF NORTHERN WISCONSIN, INC.

A Subsidiary of  
UNIVERSAL TELEPHONE, INC.

SERVING: Boulder Junction, Manito-  
wish, Manitowish Waters, Mercer, Pres-  
que Isle, Springstead and Trout Lake.

**Avoid  
Disappointment**



**Make  
Reservations Early**

## JACK BRANHAM

**BULLDOZING — EXCAVATING**

Woodruff, Wisconsin 54568

**Phone 356-3308**

**COMMERCIAL — RESIDENTAL — ROADS**



# Chas. M. Gibson Agency, Inc.

## ALL FORMS OF INSURANCE

Summer Property Coverage is a Specialty

RHINELANDER

PHONE — 369-2020

**JCPenney**  
The values are here every day.

Shop In Air-Conditioned Comfort  
In Our  
Modern Department Store

IRONWOOD

MICHIGAN

**LAKELAND PRINTING CO., Inc.**

Publishers of the  
**LAKELAND TIMES**  
DON WALKER - PUBLISHER

M MINOCQUA, WISCONSIN

PHONE 356-5236 36



**Jac-Lin**

**DING - A - LING SUPPER CLUB**

Open All Year

Full Menu: Steaks - Seafood - Chicken

Closed Mondays

Jackie & Darold - Ph 715-476-2270

U.S. 51 & Jct. 47 Manitowish, Wisconsin

**BOB MATZ MOTORS, Inc.**

FORD



MERCURY

362-3242 — Hwy. 70 West

Sales and Service

Minocqua, Wisconsin

LAKELANDS LARGEST SELECTION

**Hunter Realty, Inc.**

MAIN OFFICE MINOCQUA WIS.  
Highway 51 - P.O. Box 1421  
Ph 715-356-3207

BRANCH OFFICE EAGLE RIVER WIS.  
Highway 45 - P.O. Box 861 Ph 715-479-6406

WE HAVE THE LARGEST SELECTION OF  
COTTAGES - HOMES - LAKE LOTS - WOODED OFF WATER  
ACREAGE WITH WATER - ACREAGE WITHOUT WATER  
AND COMMERCIAL IN NORTHERN WISCONSIN

**WAMPUM SHOP**

"Shop for Everything"



Licenses — Fishing Tackle — Souvenirs

—Clothing—



Mercer, Wisconsin

**COMPLETE AUTO BODY SERVICE**

GLASS REPLACEMENT

PAINTING

VINYL TOPS

FREE ESTIMATES

*Stengl Motors*

P.O. BOX 430

MINOCQUA, WIS. 54548

TELEPHONE — 715-356-9200



**TRUEFLIGHT MANUFACTURING CO.****Manitowish Waters Success Story**

By — Michael J. Dunn, III

The name of Manitowish Waters is being borne all over the world, thanks to products of the Trueflight Manufacturing Co. In fact, across the seas the reputation of Manitowish Waters is exactly that of this unusual archery equipment manufacturer.

Trueflight was founded in 1946, and when it moved to our community in 1949, its owners decided to concentrate on processing the feathers used on arrows. They developed their own processes to split the shaft and cut the feather to size and dye it, and then themselves handcrafted the unique machinery to do the work. Manufacturing operations soon outgrew the original basement shop and spread to all other available space in town; packaging was done in their own homes by women employees. In 1957 the present large plant on highway 51 was built to consolidate the far-flung operations under one roof. So busy is Trueflight and its new subsidiary, Arrowmatic, Inc., that the new plant has always been operated on a two shift basis! Employment by the two firms is over 30, and additional local craftsmen derive income from work subcontracted to local woodworking and fiberglass molding shops.

The products of this firm are as interesting as its happy history. The firm was a pioneer not only in mechanically processing arrow feathers but has led the industry in marketing ready-to-apply feathers already die-cut to exact shape and size. It also markets bow accessories such as brush buttons to keep leaves out of the end of a stalker's bow as he travels in dense undergrowth. The company has shipped its wares to every continent on the globe. Europe is a major market for Trueflight merchandise; another important but surprising customer is Australia.

Following the name Trueflight across the nation and around the globe is the new name of Arrowmatic. This concern builds and installs archery lanes—indoor practice and competition archery ranges that feature shooting consoles, automatic foul-line equipment and unique push button automatic target returns which roll right up to the archer to allow easy retrieving of arrows.

Trueflight's far-shooting management is constantly at work developing new ideas into marketable products.

**SUPPORT****CHAMBER OF COMMERCE ADVERTISERS****HONORARY MEMBER —**

Marie E. Pepowski

**ASSOCIATE MEMBERS —**

L. Barney Erickson  
 Lyman K. Arnold  
 Theo. Balslew  
 Ross Dalby  
 Nicholas M. Bell  
 Mae S. Bayer  
 Robert E. Bragg  
 Mrs. Robert W. Carlson  
 Lester S. Clemons  
 William C. Carney  
 Cherne Contracting Co., Inc.  
 Robert O. Delaney  
 Erwin E. Fritz  
 Edmund B. Fitzgerald  
 George E. Feiereisen  
 Laurie A. Graf  
 Robert C. Glashagel  
 Palmer C. Hansen  
 Harry J. Hayes  
 Ralph Seelman  
 Roger L. Perry  
 Evelyn Peterson  
 Robert C. Sullivan  
 Carl Theilacker  
 John W. Tuttle  
 Genevieve Huntoon  
 Walleye Street Journal

**Booklet Photos, Courtesy of —**

Bud Michaelis  
 Malcolm Lawrie  
 Wisconsin Conservation Dept.  
 Charles Rayala  
 John McFarland  
 Lor-wood  
 Leo Eckman  
 Chello Dalle Ave  
 Leonard Skrobot  
 Voss' Birchwood Lodge  
 Bill Mehl  
 John Brunner  
 Richard Sleight, Jr.  
 Jim Robinson



**IF YOU WANT TO CATCH THE BIG ONES: Contact  
 "Guides Who Know the Manitowish Waters"**

Bazso, George  
 Brunner, John  
 Doriot, Cal  
 Johnson, Chuck  
 Tellefson, Annette  
 La Porte, Lloyd  
 Scheels, Leonard  
 Sleight, Dick  
 Surges, LeRoy  
 Tamburrino, Augie  
 Bear Hunting  
 Pronath, "Dick"  
 Jeskewitz, Chuck



## BIG "G" STABLES AND STUD FARM

While staying in our area we are sure your horse would enjoy it too! Facilities available for boarding by day, week or month: Coggins Test is required.

Western or English Riding Lessons for the beginner or the advanced. Outdoor riding arena, 150'x300' — many beautiful trails. Training - Buying - Selling Horses; Farrier on premises. Standing at Stud "Appaloosa" - Grandson of "Double Six Domino". Farnam Feed Dealers - Horse Supplies & Tack - Vita Plus Dog Food.

**LENELLE and GERRY GHILONI**  
South Turtle Road  
Winchester, Wisconsin 54567  
Phone (715) 686-2223

SORRY — NOT A PUBLIC RIDING STABLE

## Ahlborn Printing

LETTER PRESS - OFFSET

Offering a complete printing service from original design to colorful reproduction.

We're pleased to be of service to the Manitowish Waters Chamber of Commerce and its many fine members thru the printing of this brochure.

PHONE 715-356-5411  
MINOCQUA, WISCONSIN 54548  
Where the nation finds recreation!

## O. K. AUTO PARTS

INC.



Ironwood, Michigan

## Sprague Insurance Agency

1/4 Mile South of Bridge U.S. 51

MINOCQUA, WISCONSIN 54548

Office — 356-3771

Home 356-2622

**Jim Sprague**

**AUTO - HOMEOWNERS - BUSINESS - LIFE  
INSURANCE**



**Aetna Insurance Co. North River Ins. Co.**  
**Continental Ins. Co. Hanover Ins. Co.**

## BERGQUIST AMUSEMENTS

JUKE BOX—BOWLING—POOL

PHONE 932-2500

IRONWOOD, MICHIGAN

## JOHNSON' MUSIC AND APPLIANCE STORE

YOUR HAMMOND ORGAN DEALER  
A Trusted Name With Trusted Service Since 1896  
PHONE 932-1611 IRONWOOD, MICH.

Fishermen, hunters and those who know the joys of living, working or vacationing in Wisconsin's Northwoods, see us for all kinds of select property. Frontage,\* Cottages,\* Homes,\* Resorts,\* Businesses,\*



### Dobrinski Real Estate

Expert Service from Long Experience  
Phones—Office 356-5656 - Home 588-7107  
MINOCQUA, WISCONSIN, 54548



**HEART O'LAKES SAVINGS  
& LOAN ASSOCIATION**

RHINELANDER — EAGLE RIVER — THREE LAKES



*Hazlewood  
Insurance Services, Inc.*

MINOCQUA, WISCONSIN

8611 Hwy. 51

Office 356-5500 — Residence 356-5689



**GENERAL INSURANCE**

WHEN YOU NEED IT BAD — YOU NEED IT GOOD



**HAZLEWOOD-TAYLOR AGENCY**

Mercer, Wisconsin

Phone 476-2380

## It might be time to move up in the world

— Up beyond the "tension line"! When you come to enjoy this area you may find its attractions too great to leave behind. You might find it worthwhile to consult our Area Development Department about the advantages of locating your business or industry in this all season fun area. We have good schools, hospitals, transportation, and industrious people. Your success is vital to us. Call on us.

MOVE UP —

**Lake  
Superior  
District  
Power  
Company**

Ironwood, Michigan

Phone: 906/932-0300

FOR DEPENDABLE LP-GAS SERVICE  
CALL



BULK

&

24 W. RIVES

BOTTLE

PHONE 362-5400

Rhineland, Wisconsin



FOR RESORT  
HOME and INDUSTRY

**LAKES PROPANE GAS CO.**

Phone 356-5771

Night Phone 356-5808 or 356-5853  
356-6185

Area Distributors

Hanson's Hardware — Phone 543-8333

Manitowish Waters, Wis.



**LAKES PROPANE GAS CO.**

Minocqua, Wisconsin



**LAHTI**  
**CHEVROLET-CADILLAC, Inc.**

SALES — SERVICE — PARTS

Phone 932-1101

IRONWOOD, MICHIGAN



# *Estabrook's* INCORPORATED *Insurance*

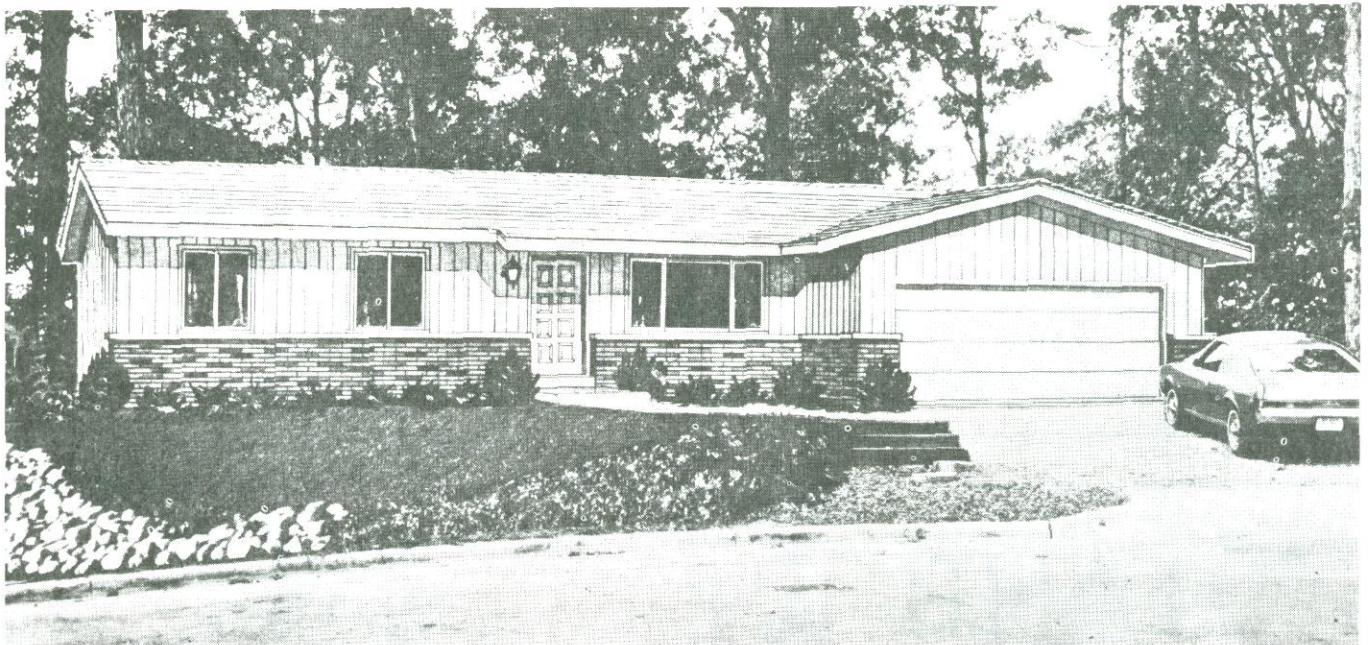
LARGEST INSURORS OF SUMMER PROPERTY IN WISCONSIN



PHONE 362-2444

111 N. BROWN STREET

RHINELANDER, WISCONSIN 54501



## PUKALL LUMBER COMPANY

RETAIL LUMBER — BUILDING MATERIALS — SUPPLIES

Phone 356-3252

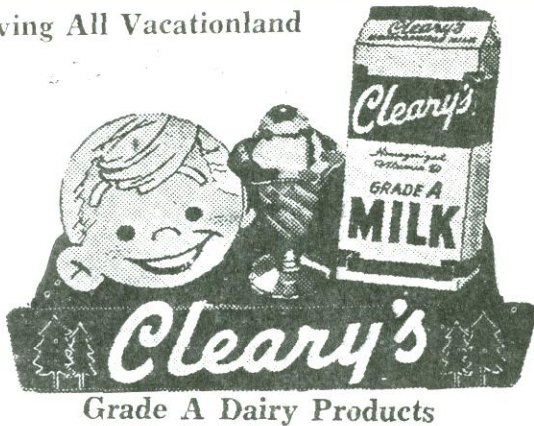
ARBOR VITAE, WISCONSIN  
On Hwy. 70 — 1/2 mile north of Hwy. 51

P. O. Woodruff, Wisconsin



Serving All Vacationland

C



## ERSPAMER LUMBER COMPANY

DEPENDABLE DEALERS IN

**Coal — Building Materials**

Culverts, Insulation, Paint and Fuel Oil

One Block North of Intersection of U.S. 51 and Main St.

PHONE 561-3660

HURLEY, WISCONSIN

J. R. SATRAN & SONS

Publishers of the

**Vilas County News Review - Vacation Week**

Offset Lithography — Letter Press Printing

Eagle River, Wisconsin

NORTH WOODS TRADER

*"The Store That Has Everything"*

*Weekly Fishing Contest — 5 Rods Awarded Each Week*

## MERCER HARDWARE CO.

LUND ALUMINUM BOATS — EVINRUDE MOTORS SALES AND SERVICE

Sporting Goods—Mautz Paint—Homelite Chain Saws—Plumbing Supplies

SERVICE AND QUALITY

Phone 476-2445

Mercer, Wisconsin

Housewares

Licenses

Wallpaper

Red Jacket Pumps

## JOHN ALBERT

Jewelry

JIM WARREN, Owner

ART CARVED  
DIAMONDS AND  
WEDDING RINGS

Kresge Building

AURORA STREET IRONWOOD, MICHIGAN

## Borel Auto Body

COMPLETE BODY REBUILDING  
AND REFINISHING

Rust Proofing

Wheel Alignment & Balance

Largest alignment and frame straighten-  
ing facilities in the area.

AUTO BODY REPAIR

FRONT END ALIGNMENT

WINDSHIELDS INSTALLED

**Hagelin's**  
**Auto Paint & Collision**

CLINT, DAVE and JAY HAGELIN

111 Lawrence St.

Ironwood, Michigan 49938

Phone 906-932-1402

514 Evergreen Street

Rhineland, Wis. 54501

715-362-4838





320 ONEIDA AVE. MINOCQUA,  
WISCONSIN 715-356-9431

320 ONEIDA AVENUE  
MINOCQUA, WISCONSIN 54548  
PHONE 715-356-9431

1414 SOUTH 4TH AVENUE  
PARK FALLS, WISCONSIN 54552  
PHONE 715-762-2421

Where you save DOES make a difference

# Security State Bank

MINOCQUA, WISCONSIN

Phone 356-3222

SAFETY DEPOSIT BOXES  
NIGHT DEPOSITORY

—Branch Offices—

Lac du Flambeau • St. Germain

Accounts Insured up to \$40,000.  
By Federal Deposit Insurance

— Compliments of the —

## Woodruff Hardware Co.

The COMPLETE Hardware Store

Corner of Highways 47 and 51

## Walter Meyer's Sausage Company

"High Grade Sausage our Specialty"

HURLEY, WISCONSIN

IRONWOOD, MICHIGAN

LOVELY APPAREL FOR WOMEN  
PERSONALIZED SERVICE

in a  
DELIGHTFUL ATMOSPHERE

COMPLETELY AIR-CONDITIONED

**EVA WURL, INC.**

"Youthful Feminine Apparel"

Phone 932-1722

Ironwood, Michigan

## McKevitt - Kershner - Patrick COMPANY, Inc.

FURNITURE — BEDDING — CARPETING

Complete Furnishings for Cabins, Cottages  
and Resorts

212-14-16 South Suffolk Street

IRONWOOD, MICHIGAN

Phone 932-1130



Manitowish Waters, "Barefoot Water Skiing Capitol of the Midwest," offers organized weekly water ski shows and activities on its lakes.

The Skiing Skeeters have as their predecessors the young members of the Manitowish Water Boat Club, a group established to foster water safety and interest in water sports. Skiers in the boat club presented ski shows on Manitowish and Rest Lakes and even at community celebrations elsewhere. The only boats and equipment used for the shows was owned by the skier-members or loaned by generous residents.

The present group is a 1961 revival that took the name, Manitowish Waters Skiing Skeeters. Summer residents and all-year inhabitants form a membership of over 50 individuals. Members are selected on the basis of interest and cooperation as well as skiing talent, and they move up the ladder from junior to senior or full membership status.

The club owns an elaborate dual-motored towboat and pick-up boat, extensive skiing, lighting and public address equipment, and maintains all its equipment at its own expense. Its only financial support comes from members' dues and voluntary contributions from the public. Its ski show bowl and headquarters are on Rest Lake near the dam.

The activities of the group lie in three spheres: entertainment, social and competitive.

Two evenings a week—Wednesdays and Sundays—the Skeeters and lovely Skeeterettes present free ski shows, each an eighty minute array of acts highlighted by jumping, barefoot skiing a pyramid and ever popular clown routines.

The club has been sponsoring weekly dances in the Community Center following the Wednesday shows. The dances are open to the public. Private activities include a corn roast, tournament weekend festivities and an annual banquet.

Annually in August they stage their barefoot competition, the Beier Barefoot Tournament, open only to club members.

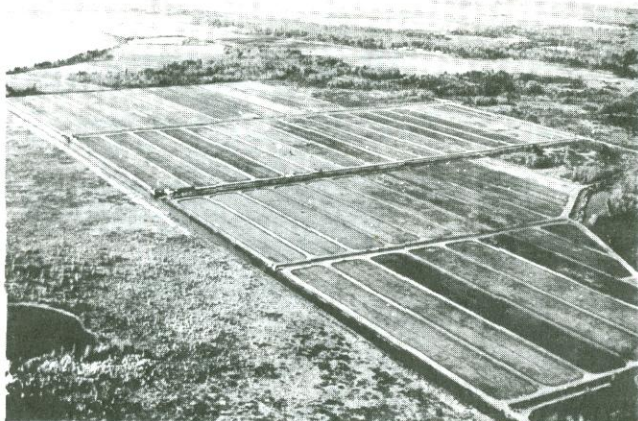
The first statewide barefoot tournament held anywhere in the USA was sponsored by the Skeeters in 1964, and the club played host again in August, 1966 and 1967 to the 3rd and 4th Wisconsin State Barefoot Tournament, for which skiers from all over the state congregate at Rest Lake Ski Bowl.

The Skeeters' interest in barefoot skiing has given them, 3 of the five top barefooters in the state, the state champion barefoot team 4 years in succession and a reputation for keen competition in the most difficult of all forms of skiing. The nationwide publicity accorded to the club have established its claim that Manitowish Waters is the "Barefoot Capitol of the Midwest."

## THE MANITOWISH WATERS SKIING SKEETERS







This aerial photo, taken by the author, writer, shows cranberry operations at Manitowish Waters, Wisconsin, during October 1964 harvest. In foreground are beds of 3 companies, around lake shore and beyond trees are four more sets. Water source is Little Trout Lake, upper left, whose level drops six inches on nights when all 7 growers flood their beds. Main water distribution artery is ditch in foreground. Note pleasing, orderly appearance created by beds. Photo by Michael Dunn

## CRANBERRY INDUSTRY IN MANITOWISH WATERS

By — Michael J. Dunn, III

Manitowish Waters boasts one of the largest concentrations of cranberry marshes in the state of Wisconsin, and its production of between thirty and forty thousand barrels annually is a potent factor in making Wisconsin the second largest cranberry raising state in the nation.

The operations of seven growers cluster around or near Little Trout Lake, in the southeastern corner of the town of Manitowish Waters, occupying several hundred acres of lowland that until 1945 was unproductive and useless marshland. Cranberry raising came to Manitowish Waters two decades ago not by accident but only because this area, then not even penetrated by roads, fulfilled the unique demands made by the extremely fussy berry. These needs include suitable soil, flat terrain, nearby sources of sand, and perhaps most crucial, an adequate supply of slightly acid water, the only type water cranberries can tolerate.

The land did not automatically yield to cultivation, and when seven of the eight participating growers planted their first vines in mid-1946, the occasion marked the climax of a year of cooperation and hard work, and an earlier year of planning.

Early preparation, handicapped by lack of roads and utilities at the outset, included laying out an elaborate network of common ditches, roads and canals. Only by such pooling of efforts could the new operators afford the expense of opening up and draining a virgin cranberry area. Though the peaty soil made cranberry growing more promising, it meant months of work leveling beds, scalping off the top growth, and construction of sand dikes that would both contain water to flood the long narrow beds, and also serve as roads. Most of the growers have an area of about fifty acres under cultivation or development, but the team effort of 1945-46 prepared only the first ten acres

for each grower; every operator has developed subsequent beds on his own. Long lean years still awaited the operators, since cranberries bear marketable yields of fruit only after 3 or 4 years.

Into the ground of a dry and newly prepared bed, cuttings mowed from vines in a successful bed are pressed; flooding then helps set the vines, and their rooting is further encouraged by thin layers of sand spread every few winters over the ice covering them. At the time of the spring thaw the sand gently sifts down, helping also to discourage the weeds. (Flooding beds every winter protects the vines.) If the vines grow too rambunctious, mowing the excess vegetation has the same effect that pruning has upon fruit trees: it forces the energy into fruitbearing.

Safe chemicals help the grower combat pests, diseases and weeds. Weather is his dread foe. Summer hail storms may arise with no warning, giving the grower no chance to protect his beds against a bombardment that might destroy an entire season's hard work. Blossoms and fruit are vulnerable too to frost, and warfare against the cold means a constantly drawn battle. The arsenal of the cranberry raiser includes three main weapons. One local man uses a wind machine to circulate the frosty layer of air. Others spray water over the beds; the falling water absorbs cold that might otherwise attack the fruit. Most growers flood the otherwise solid and dry beds at the first sign of a freeze. Giant pumps flood the beds and then can be reversed to drain the water. The beds must be drained by sunup lest reflected rays bounce up from the water and burn the fruit from beneath. Thus long successions of sleepless nights are no novelty to the hardy souls who grow the berries we enjoy.

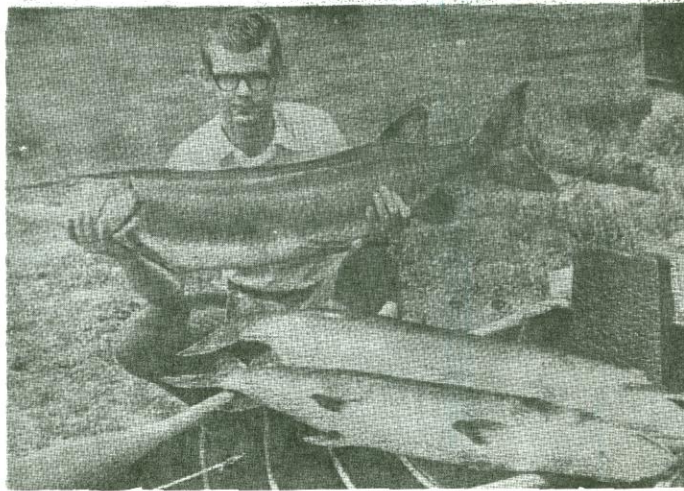
Harvest occurs the last third of September and on into October. The beds are flooded to soften the otherwise harsh effect of machinery and hip-booted workers laboring among the vines. Ingenious many-toothed picking machines gently pluck the berries and discharge them either into boxes or little boats, which are then towed on trailers to each growers warehouse. There the berries are cleaned of chaff, dried and stored until milling. Milling mechanically removes bad berries and grades the suitable ones. Eagle-eyed inspectors check all the fruit visually before allowing it to be packed; by hand they remove any irregular berries that have sneaked by the grading machinery. Shipping time lasts beyond harvest, sometimes into November. Winter finds the growers busy flooding, sanding and repairing equipment.

The all season appeal which cranberries are developing can be seen from the many ways they are shipped. Much fruit is shipped in one pound bags or boxes—many housewives freeze these for later use. A much greater amount of fruit is shipped in huge bags to processing plants which make popular standbys like cranberry jelly or ingenious new creations like cranberry-orange relish. Other berries find their way to processors of prepared frozen dinners; still others appear on breakfast tables the year round in the increasingly popular cranberry juice drinks.



# FISHING CONTESTS

Musky  
Walleye  
Small Mouth Bass  
Sturgeon



Large Mouth Bass  
Northern Pike  
Crappie  
Pan Fish

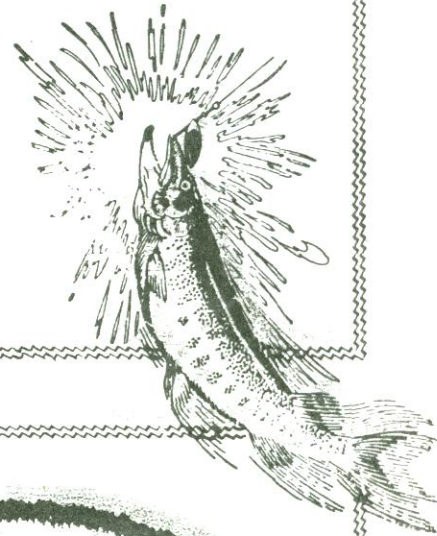
NO ENTRY FEE

Sponsored by Local Sport Shops — Be Sure To Enter Your Catches

VILAS COUNTY MUSKY MARATHON -- SEASON DURATION

Get Information on Guide Service at Sport Shops and Resorts

Vilas County Musky Marathon in 1973 registered 1st Place -- Largest Musky -- and two other places in top 10 from Manitowish Waters.



*Manitowish Waters*  
**MUSKY  
MARATHON**



**MUSKY  
MARATHON**  
MANITOWISH WATERS, WISCONSIN  
*Home of the Tiger Musky*

THIS CARD IS THE  
OFFICIAL  
REGISTERED A LEGAL MUSKY IN THE MUSKY MARATHON.  
SPECIALLY DESIGNED BY THE CHAMBER OF COMMERCE IN MANITOWISH WATERS.  
NO FEE

THIS CARD IS THE  
OFFICIAL  
REGISTERED A LEGAL MUSKY IN THE MUSKY MARATHON.  
SPECIALLY DESIGNED BY THE CHAMBER OF COMMERCE IN MANITOWISH WATERS.  
NO FEE

*Manitowish Waters Chamber of Commerce*

Join the many successful Musky Fishermen who have become a Manitowish Waters MUSKETEEER by registering a legal musky caught in our area. Register your musky and receive a MUSKETEEER CARD and a colorful shoulder patch — No fee.

Complete information and registration at all resorts.

**BE SURE TO ASK YOUR HOSTS.**





Plan to Visit Manitowish Waters During

## Colorama Days

3RD SATURDAY IN SEPTEMBER

Enjoy Beautiful Scenery

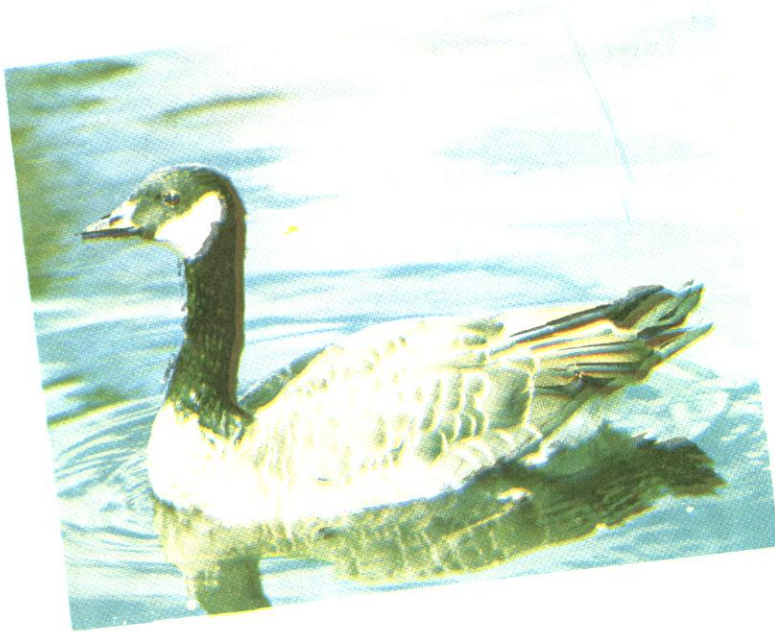
Cranberry Tours — Food

EVERYONE WELCOME

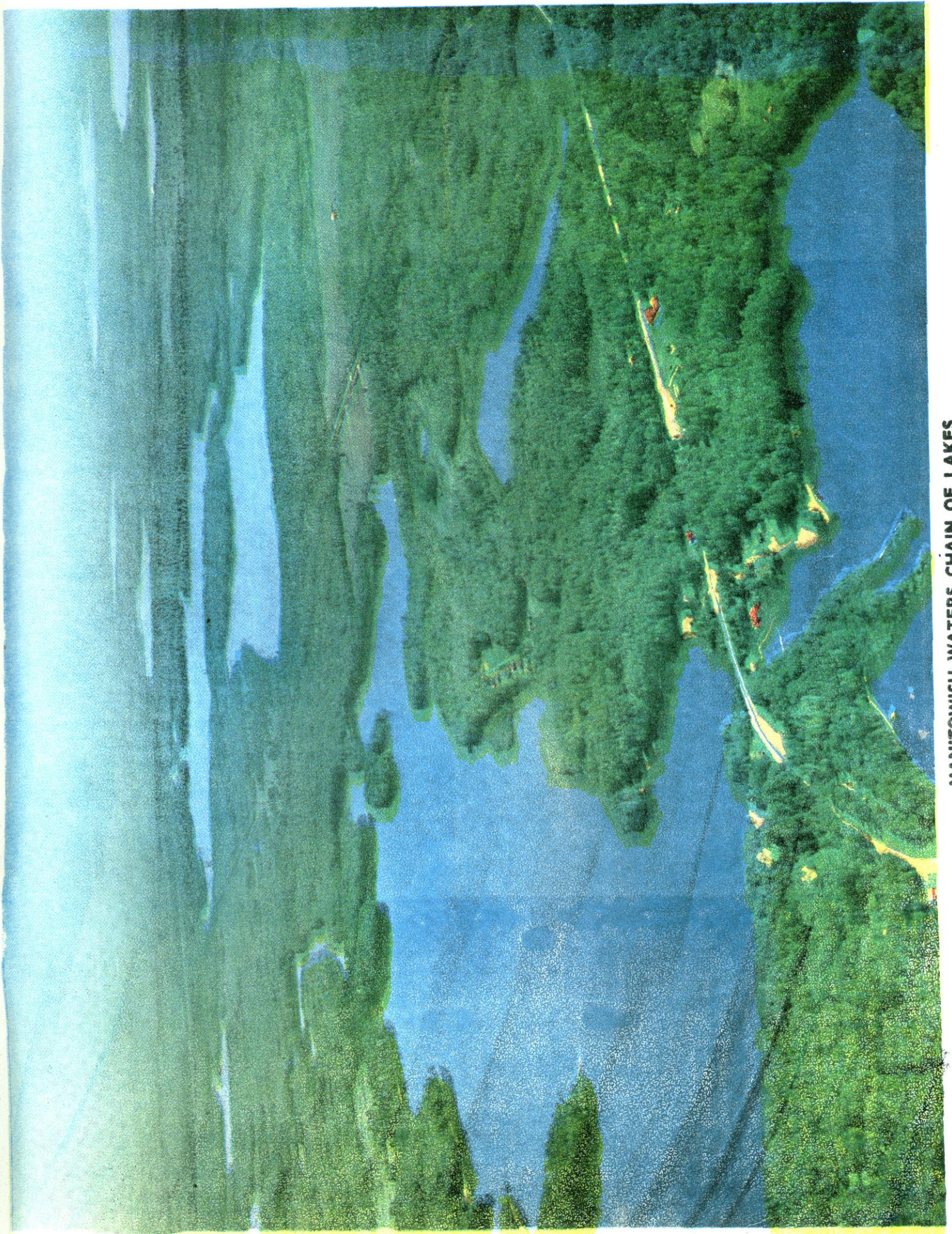
Many people who know how beautiful our Manitowish Waters area is in the summer—with its high-land climate and its attendant freedom from most allergies—have never been up here during the fall season to see the brilliant colors which nature provides. It isn't always easy to predict the exact dates when coloring will be at its height, but usually from about September 20 until October 15 comes the period when the leaves pass through their fullest color. Maples, popple, birch, oak all contrast their vivid reds and golds against the dark green of the pines and firs to create a paradise for the color photographer.

Look out across our lakes and watch the opposite shoreline, morning, noon and especially at eventide, when the setting sun hits the trees and brings out the full panorama of colors in our woods.

Fishing usually is good too, when the game fish are getting fattened up for winter and striking at lures and baits that they might ignore during the lush summer days. Sturgeon are in season in fall, and many fine specimens have been taken from our Manitowish River, below the Rest Lake dam. Each year the public celebrations planned for Colorama time are bigger and better, with many of our neighboring towns also participating. These include fish bakes, chicken barbecues, dances, color tours by road and lake, tours of cranberry marshes. All of these things are here to be enjoyed. Won't you make a reservation at your favorite resort for a week or weekend during the fall and give yourself a real treat?







MANITOWISH WATERS CHAIN OF LAKES



