

1963

Price
25¢

Manitowish Waters

WISCONSIN

in the beautiful
WISCONSIN
NORTHWOODS

*Pp 1-2 are
missing.*

25th

ANNIVERSARY
ISSUE

WHERE VACATION DAYS ARE HAPPY DAYS

Published by the
MANITOWISH WATERS CHAMBER OF COMMERCE ● MANITOWISH WATERS, WISCONSIN

**Come in
Spring,
Midsummer
or Fall**

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

An altitude of over 1900 feet above sea level insures 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.

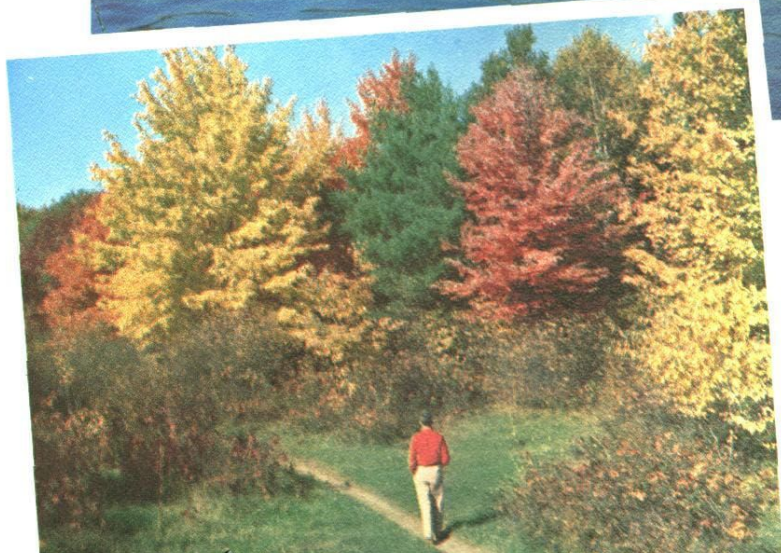
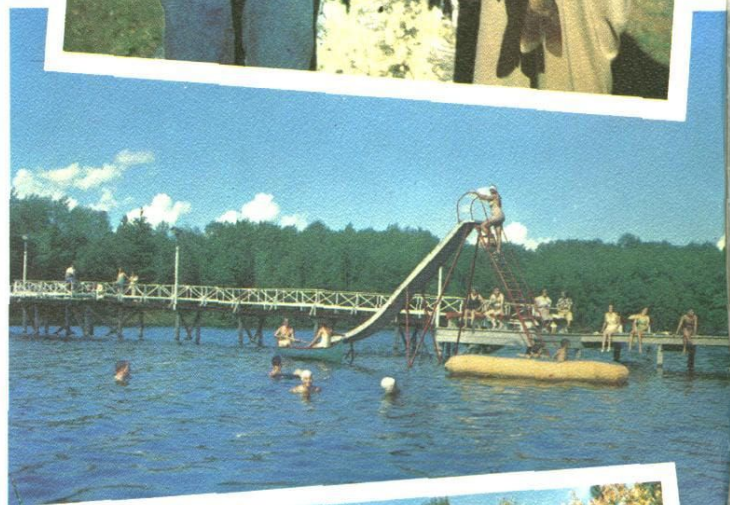
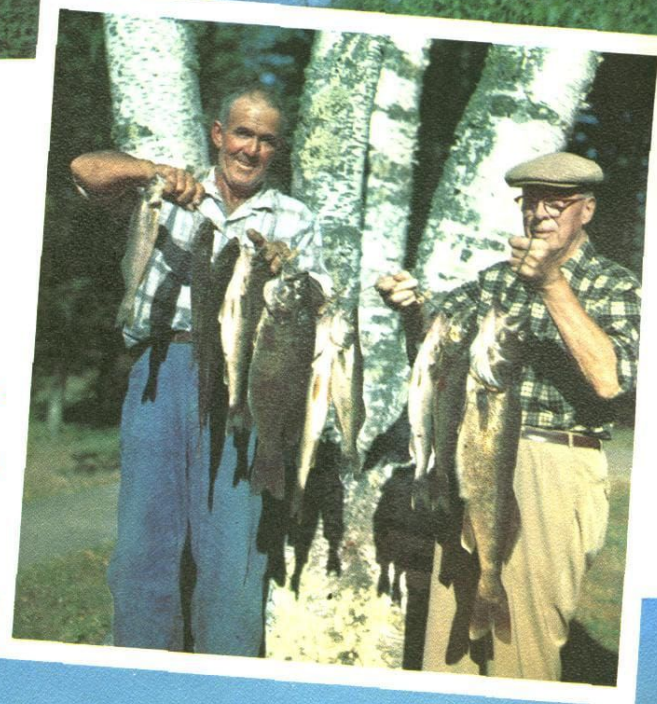
There are many nice bathing beaches in the Manitowish Waters area.

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

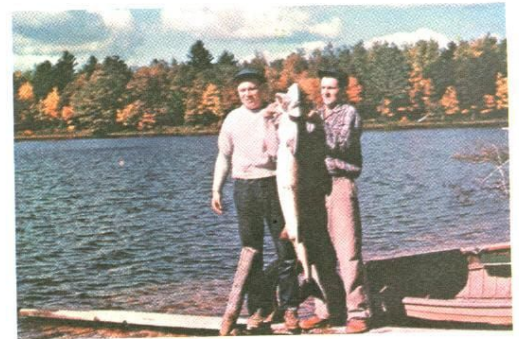
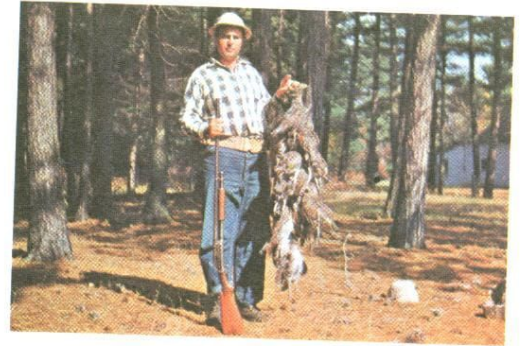
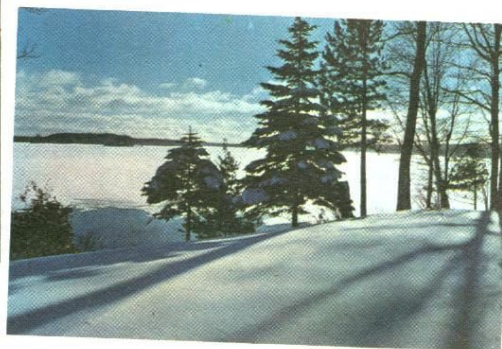
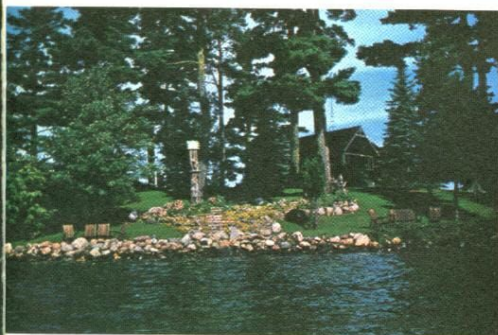
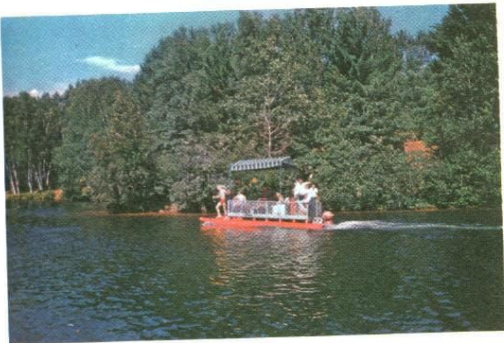
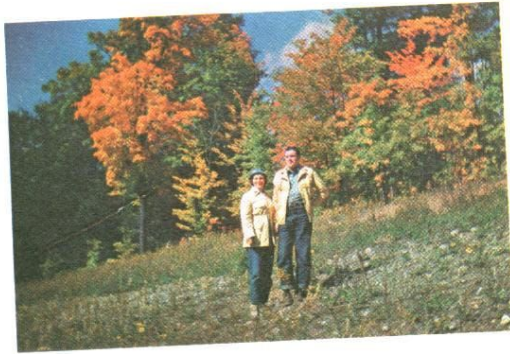


Welcome to Manitowish Waters...

HONEYMOONERS
FISHERMEN
NATURE LOVERS
SPORTSMEN
FAMILIES
PHOTOGRAPHERS
HUNTERS
SKIERS

VACATION
DAYS
ARE
HAPPY DAYS

MANITOWISH
WATERS
CHAMBER
OF
COMMERCE



HISTORY...

Manitowish Waters are located, has a total of over 1000 lakes which occupy over 90,000 acres or more than 25 per cent of the area of a county almost as large as the State of Rhode Island.

Jean Nicolet was the first white man known to set foot on Wisconsin soil. He arrived in the summer of 1634 and history records experiences which they mention in their missionary report to their order in Europe, saying "When they (Nicolet and his companion) reached their destination, they fastened two sticks in the earth and hung gifts thereon so as to relieve the tribes from the notion of mistaking them for enemies."

Nicolet had come to find the "People of the Sea," perhaps Asiatics, said to be living far beyond the last outposts of French discovery in Georgian Bay of Lake Huron. He found, however, the Winnebago Indians who were awed by the stranger in magnificent Chinese robes which he had brought in the event his adventures would bring him to the Orient, and frightened by the "Thunder" he carried in his hands when he fired two pistols.

During the period of French dominion, from 1660 to the fall of Montreal to the English in 1760, there were many brave souls matching the courage of Nicolet; a large majority being, lured by the promise of great wealth in fur trading although fur trade was controlled as a monopoly by government officials. There were bold free-traders who defied commercial restriction trading without license who were known as "Coureurs de Bois" (wood rangers). There were doubtless many of these daring traders who bartered with the Indians long before history records the arrival of the first European.

Two such Coureurs de Bois visited Green Bay in 1654 and explored the Lake Superior region in 1656, and again in 1659, spending a winter on Chequamegon Bay in a rude fortified hut of brush and logs, the first white man's dwelling in Wisconsin. In 1660 Rene Menard, an aged missionary withstood the rigors of the long journey from Montreal to Wisconsin only to lose his way in the woods and die not far from the present city of Merrill.

The fur trade lasted until shortly after the Civil War. In about the year of 1800, a post had been established at Lac du Flambeau. The trader was Francois Victor Malhiot. He traded for the Northwest Fur Co., and brought goods from Kaministiquia on the northwest shore of Lake Superior (now Fort Williams). In his journal, he described the portage from the mouth of the Montreal and the canoe journey to Lac du Flambeau and incidents of the winter's trade.



First White Settler in Manitowish Waters

For a little more than a century — from about 1650 to 1760 — France, by virtue of exploration of her subjects in the New World, claimed all the vaguely bounded land west of Lake Michigan and called it "Ouisconsin," the French version of an Indian word meaning "Gathering of the waters." Previously (about 1512) Spanish explorers of the southeastern part of the United States made claim to all unknown land that stretched to the north and west of where they stood and named it "Florida", though no Spaniard ever penetrated the vast northwest.

France's domain in the New World was ended by British military occupation in 1763. Not many years later the fervent freedom-loving Americans pushed the English to the north of Great Lakes and thirteen colonies became the nucleus of the United States with the far flung uncharted territory of the west, the material from which new states were to be carved from time to time.

Massachusetts, Connecticut and Virginia, with undefined Western boundaries, once claimed territory in Wisconsin, but ceded these claims when a congressional ordinance in 1887 provided for the governmental machinery of the northwest Territory comprising the land northwest of the Ohio River. After being variously included in the territories of Indiana, Illinois and Michigan, Wisconsin territory was authorized in 1836 with boundaries including what is now Iowa, Minnesota and parts of the Dakotas.

Twelve years later, Wisconsin was admitted to the Union as a State and consisted of 29 counties. From time to time new counties were created as the population shifted northward until 1901, when the 71st county was created. This held until 1960, when the 72nd County was set up, consisting of the Menomonee Indian Reservation Territory.

In unrecorded ages, primeval forests, endless and almost impenetrable, threaded with shiny rivers and lakes, covered the entire State of Wisconsin, with the Creator's blessings in that respect bestowed on the northern portion of Wisconsin most generously. Vilas County, in which the Man-

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

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

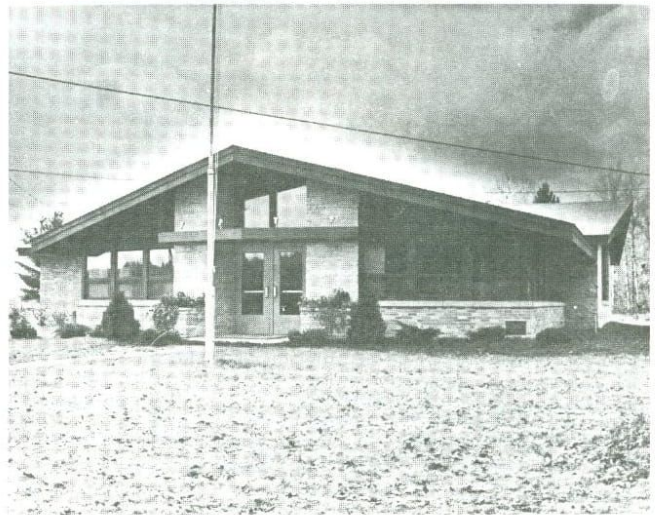
And so, in August of 1884, Peter Vance arrived in the famous Manitowish Waters region, the first white man to establish a residence in that locality. Little did Vance dream that this very portion of "Ouisconsin" (Gathering of the Waters) was destined to become one of the greatest vacation centers in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

Originally a part of Lac du Flambeau Township, Manitowish Waters was separated by an act of the Legislature in 1927 and called "Spider Lake Township". In 1939 the name was changed to Manitowish Waters, when it was found that there was another prior post office in Wisconsin called Spider Lake. The township had originally only 56 residents, and has now grown to 370 as more people have found the charm of the area and made their residences here.



In 1934 at an annual Town Meeting, a town Hall was authorized, being constructed in 1935. It served the purpose of the town for many years, until the Town Meeting of 1961 authorized the construction

of a new Town Hall, Community Center. Dedicated on May 13th 1962, it is used by various organizations for dances, dinners, and meetings. It houses the Clerk's office, where all Town business is transacted. Located at the entrance to the Airport, adjacent to the Golf and Archery ranges, it has children's playground equipment as well as a baseball diamond for the use of all. The building, of brick, stone and glass with wood accents, has an auditorium which will seat up to 400 for meetings, or over 250 for dinners. The basement has an indoor archery range used by the Bow Club for practice sessions, while the Chamber of Commerce Information and Service Booth is located on the first floor. While you are visiting us, come in and get acquainted. You will find the Booth Attendants most helpful no matter what your problem may be.



The Manitowish Waters Chamber of Commerce incorporated in 1932 as a non-profit organization to promote tourist travel to the area, as everyone who lived here wanted others to come and enjoy the beauty of the lakes and woods while on an interesting and restful vacation. It has been successful, and for 25 years, has published a directory of the town activities such as you have in your hands. We are proud to have merited the approval of the countless thousands who have come to our town for fishing, boating, swimming, hiking or just resting. That they come back year after year shows that they have found an ideal vacation spot in Manitowish Waters, Vilas County, the Northwoods of Wisconsin.

Our chain of lakes, with its hundreds of acres of water, miles and miles of shoreline, presents a gorgeous picture of Nature at her best, whether in the spring, summer or especially during the fall, the season we call Colorama. There are many things to do here, and many historic places to see, some in the immediate area, and some a pleasant drive away. Your Hosts in Manitowish Waters, or the Chamber of Commerce Booth Attendant will be happy to outline motor trips from an hour or two to all day—many times a delightful change of pace during a vacation.

PLACES TO GO--THINGS TO DO

MANITOWISH WATERS—Visit the Cranberry Marshes—Powell Marsh Goose Refuge—Manitowish Waters Driving and Rifle Range at the Manitowish Waters Airport—Horse-back riding thru wooded trails—Hunting—Fishing—Swimming—Boating—or looking for deer or seeing the bear at the "Bear Pit", Pleasure trips to interesting places.



IN MINOCQUA you will enjoy free Water Ski Shows three times weekly; Guided tours through **WISCONSIN GARDENS**; Natures Workshop and Gardens; Aqua-Rama, Gala 3-Day Event in August; Squirrel Ski Area; Guided tours through the Magic Spot; Or just enjoy the shopping areas or go to a show at the Aqua Theatre or golf at the Country Club.

IN LAC DU FLAMBEAU you will see the Indian Pow-Wows weekly; tour the old Indian Village; visit the Grahl Live Multi-Color Mutation Mink Exhibiton or browse around the village shops.

IN BOULDER JUNCTION you can visit the **AQUALAND** live wildlife & fish studios; Shrimp's Wild Life Display.

IN ARBOR VITAE there is the Marchino Wild Life Studio; Henkleman's Museum or golf at the Trout Lake Golf Course.

IN SAYNER there is the Historical Museum; Walleye rearing ponds; Mus-Ski Mountain Ski area; Len Weber's Wild Life Farm; or golf at the Plum Lake Golf Course.

Copper Falls State Park at Mellen, Wisconsin.

SCENIC TRIPS which are worth while are: Porcupine Mountains, Lake of the Clouds, Black River Harbor and Falls, Little Girl's Point, all in the Lake Superior area.

Are you tired of **FISHING—SWIMMING**—and

LOAFING. Why not go on a sight seeing tour throughout Vilas County. In Vilas County we have over 1,000 lakes and streams, many acres of forest plantations, many acres of timber. Be on the watch for wildlife — deer, bear, raccoons, fox, coyotes, and woodchucks are most abundant. On your tour ask the information bureaus or service station for directions. I am sure that they will be glad to help you find the scenic spot that you are looking for.

NATURAL AND HISTORICAL ATTRACTIONS

PETER VANCE CABIN—first White Settler in Manitowish Waters, 1884.

OLD INDIAN FUR TRADERS CAMP—Deer Park Lodge, Manitowish Waters.

MANITOU ISLAND in Manitowish Lake—every spring the Indians floated a raft of flowers to appease the Great Spirit that no drownings take place on that lake. There has been a record of no drownings in Manitowish Lake. (Our Cover Picture)

CRANBERRY MARSHES — Near Manitowish Waters. Highest producing bogs in the nation. Story on page 60.

POWELL MARSH GOOSE REFUGE—Large plantings of native grains and grasses to encourage migratory waterfowl to use area as a resting place.

UNUSUAL ROCK FORMATION near Presque Isle—Mica Schist deposit resembling a petrified tree, many thousands of years old.

The Largest **WALLEYE REARING POND** in the State of Wisconsin—located within the village limits of Presque Isle. Hundreds of thousands of small walleye fry reared to fingerling size to stock the lakes in northern Wisconsin.



MUS-SKI MT. Ski Hill near Sayner, with slopes for children, grown-ups, and experienced skiers.

INDIAN HOMES AND CEMETERY near Partidge Lake. This area has been inhabited by Indians since beginning of time in Vilas County.

MUSEUM—located near Sayner showing historical items of the area.

STAR LAKE FORESTRY PLANTATION on the banks of the famed Star Lake, near Sayner. The site of an old lumber camp. The plantation itself was started in 1913 in an effort to show people that forest trees could be planted.

CRYSTAL LAKE PICNIC AREA, CAMPSITE AND SWIMMING BEACH—This lake is located between Sayner and Boulder Junction on Hwy "N". This lake is noted for its clear water, fine white sand beach, and is an experimental lake in the planting of Splake, a species of trout.

EAGLES NESTS are found throughout Vilas County. One on Highway "G" approximately 6 miles out of Eagle River, has a sign on the Hwy. **BEAVER DAMS** and **BEAVER HOUSES**—are found on many streams and lakes.

The **FIVE LAKE EXPERIMENTAL PROJECT** is an experimentation on fish habitats and productivity. Is located on the Nebish Road. Also along this road are forest plantations where it is common to see deer feeding in the evening.

The **MIGHTY WISCONSIN RIVER** the hardest worked river in the nation has its beginning in Vilas County on the South Shore of Lac Vieux Desert near Land O' Lakes. At this historical site which bears a marker, Father Menard spoke the first Mass in Vilas County. Picnic benches are at this spot for the convenience of sight-seers. On the north shore of Lac Vieux Desert is an **INDIAN VILLAGE** where Indians still live and carry out many of their customs of long ago. Nearby are many Indian burial mounds.

The **MILITARY ROAD** which was used during the Civil War goes through Vilas County mostly through the Town of Phelps. A **FIRE TOWER** located on the Military Hill is one of the highest Fire Towers in the State, located just east of Phelps on Highway 17. This tower is open to visitors.

CONTINENTAL DIVIDE is located on Highway "B" west of Land O' Lakes towards Presque Isle. Another marker is located on U.S. 51 between Mercer and Hurley. Lakes and streams to the north of the highway run towards the St. Lawrence water way, south runs into the Mississippi water shed. This spot is marked near Devils Lake.

CATHEDRAL POINT is the beautiful timbered point between Little Trout Lake and Big Trout Lake on the east shore. Many of the existing pines are 120 to 130 feet tall. They are being grown on the site of which once was an Indian Garden. This is a beautiful picnic area and should be especially interesting to children. **TROUT LAKE NURSERY** is nearby where millions of tiny forest seeds are grown into seedlings and transplants to help reforest the State of Wisconsin.



FISH HATCHERY—Although the fish hatchery is located just out of Vilas County, near Woodruff, it is very worthwhile to stop and see. At this fish hatchery the actual hatching of fish eggs and rearing them into fry is done. This fish hatchery helps to provide fry and fingerlings for planting in many lakes in Wisconsin.

Vilas County is composed of much public owned land. **NORTHERN HIGHLAND STATE FOREST**, **NICOLET NATIONAL FOREST**, **CHEQUAMEGON NATIONAL FOREST**, and the County Forest which make up much of this ownership.

If through any of our scenic roads and trails, you will see extensive plantations of forest trees. Along these roads you will also see **BLUEBERRY PATCHES**, **BEAVER DAMS**, **DEER TRAILS**, and if traveling in the evening there is a possibility of seeing much wildlife.

Located in the Town of St. Germain are some **NATURE TRAILS**. These nature trails are hiking trails for our vacationist. Stop at the Information Bureau for a guide.

TREES FOR TOMORROW CAMP is located at Eagle River. This Camp is for teaching of conservation to youth and adults. Many people enjoy the facilities each year. While at camp don't forget to see the **TALKING TREE**.

VILAS COUNTY is noted for its **CERTIFIED SEED POTATOES**. The area north and west of Eagle River is especially adapted for growing of seed potatoes. Certified seed in Vilas County has been shipped all over the United States.

DRIFTWOOD PICKING—for those wanting to have a leisure afternoon and enjoy walking the shores of rivers and lakes, why not go driftwood hunting. Wisconsin River shores or Rainbow Flowage hold some choice pieces. Why not take back a souvenir.

MEDICINE ROCK, Lac du Flambeau—scene of Chippewa-Sioux Battle.

The State of Wisconsin, owning many thousands of acres of land in the County, and hundreds in our town, established in 1962 a Youth Conservation Camp on Statehouse Lake. This is one of two built in 1962, and more are to follow. There are two sessions at the camp, currently for about 100 boys in each session. They work several hours each week on conservation projects, such as building dams, constructing fire lanes, felling timber, all with the idea in mind of teaching conservation. Offered on a competitive basis, with a limited capacity, those boys attending have all indicated a liking for that type of life endeavor, and are potential Conservation leaders. Your visit will be most welcome, and the Camp is so organized that a trip thru its facilities is always available.

There are many other camps, both organizational and private in the neighborhood, all offering summer discipline in many fields.



Camp Jorn, operated by the Waukegan Y.M.C.A., is located on the East shore of Rest Lake, and was once the summer home of Charles Nash, founder of what is today's American Motors. It is host to many children each summer, and their activities are well supervised. One of the features, coming later in the summer, are "family week", where families connected with the organization come for a vacation stay, with all of the facilities of a modern camp available. Visitors are always welcome.



Camp Manitowish at Boulder Junction is one of the largest, being operated by Mid Central States Y.M.C.A. organization, altho owned by the State Y. Weekends are excellent days for visiting, as there are apt to be more guides available to show you the fine facilities on Big Boulder Lake.



If you have sons or daughters of Camper Age, (almost any age to 18 or 19) why not plan on a real vacation—let the camps take over the children while you have a restful vacation, near by, in Manitowish Waters.



To see the beauty of the woods and the waters, rent a pontoon boat—you drive, or an operator can be furnished. Take your family and friends on a tour, with perhaps a picnic lunch to eat at one of the many picnic spots available on Island Lake. Ask any of our tackle or boat shops about time and rates.



If you like to canoe, plan on making a few trips. They can be arranged for by many of our tackle shops or marinas, and can be from an hour or two to a few day or weeks. Pick up and delivery service is available, as are all of the equipment needed, including maps. Consult our advertisers, they know.

Enjoy ADAMS PINE ACRES

FOR THE **REST** OF YOUR LIFE

ON BEAUTIFUL SPIDER LAKE

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

Fisherman's Paradise

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

Finest Bathing Beach

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

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

WE WELCOME HUNTERS TOO!

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 oil heaters for your comfort. Completely furnished. Bed linens and wool blankets. Deep freeze service. One boat with each cabin. Cabins accommodate from two to eight people. One, two and three bedrooms.

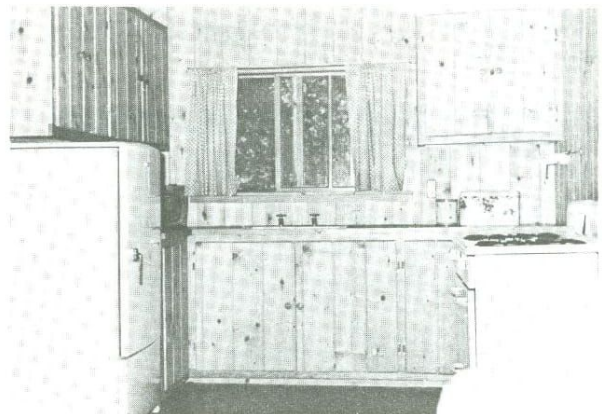
Rented by the week, month, or season.
\$75.00 to \$100.00

VERY SPECIAL RATES IN SPRING AND FALL

—WRITE—

MRS. EDNA ADAMS

Manitowish Waters, Wisconsin



Voss' BREEZY POINT COTTAGES

SOME OF THE FINEST SUMMER HOME CABINS IN THE NORTHWOODS.

Beautifully Located on Spider Lake
Near Voss' Birchwood Lodge

Completely modern—attractively furnished. 2 or 3 bedrooms. Tub and Shower baths. Well equipped kitchens. Spacious living rooms with picture windows overlooking the lake. Fireplaces and automatic heat for complete comfort. Ideal for seasonal rentals. Rates \$125 to \$150 per week.

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

Grounds are well kept.

Outdoor Grill

For details write—**Breezy Point Cottages**
Lloyd Voss
Box H
Phone 465 **Manitowish Waters, Wis.**

POINT





Interior of Lodge Lounge



- Cards, Piano, Pipe Organ, Library, Huge Fireplace awaits you in our Lodge Lounge
- Our Grounds offer—Shuffleboard, Badminton, Swimming beach, Horseshoe court, Boating.
- After October 15th, the Main Lodge is available as a unit for 10 to 12 persons, including kitchen privileges. Write us for Special rates.

MANITOWISH WATERS, WISCONSIN

"MIKE" and RENE LAWRIE —INVITE YOU— TO VACATION AT **LAWRIE'S Highland Lodge RESORT**

One Mile Off U. S. Highway 51

On Beautiful Island and Spider Lakes
Of the Manitowish Waters Famous Chain of Lakes

- 1 - 2 and 3 Bedrooms
- Modern Housekeeping Cottages
- Boat House Apartment. 3 Bedroom.
- Overnight Accommodations in Lodge
- Season May 15th Through October 15th



Phone 382

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

- Our Cocktail Bar features Liquors from 32 Countries

- Six Modern Cottages

- American Plan or European Plan



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

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

Come to
SCHULTZ'

RED FEATHER LODGE



**American Plan and Modern Housekeeping Cottages
Conventions Welcomed**

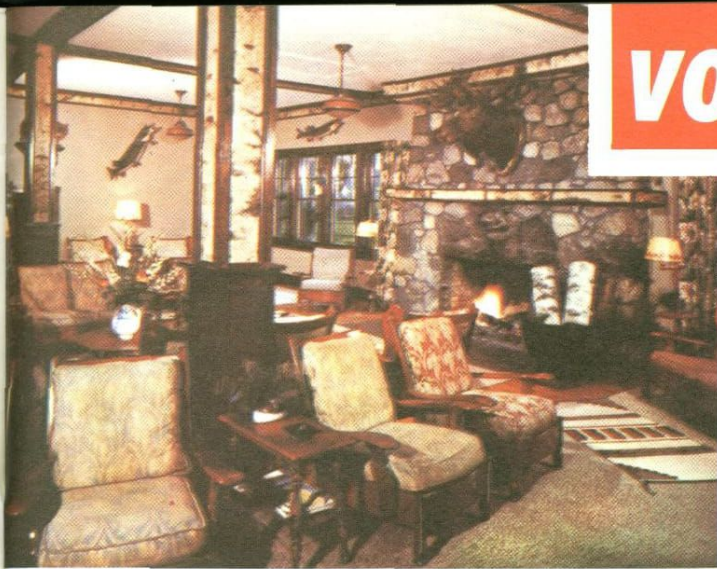
To really appreciate the wonderful work of mother nature one has to see the great job that she has finished at the Red Feather Lodge. Our beautiful beach was not just a hurry-up-job, it required many years of hard labor to complete, all sand bottom with-out any sudden drop-offs.

It took many moons to form a large body of water that formed the Manitowish Waters Chain. Rest Lake is just one of the fourteen lakes that formed the chain. She also stock-ed these lakes with the tiger musky, walleye and many pan fish.

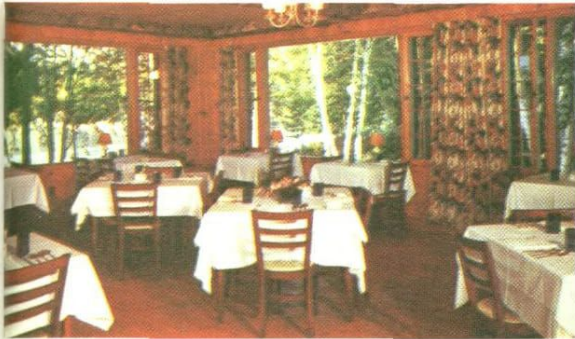
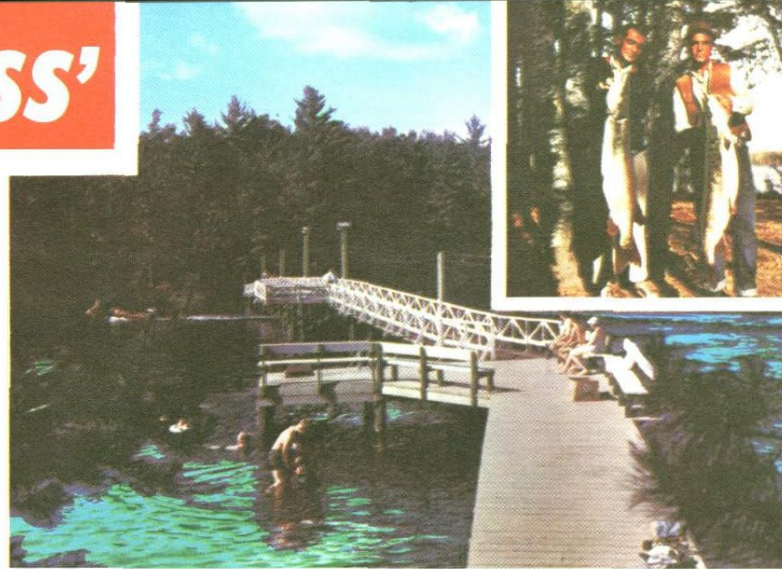
To help mother nature complete these sur-roundings, we have added very modern cot-tages so that everyone can relax and enjoy her many years of toil.

To really enjoy and appreciate her work, one has to see it. We hope you will join the happy tribe at the Red Feather Lodge. We also have to add our delicious food which is tastefully prepared in our dining room.

For complete information, write
ED and NORM SCHULTZ
Schultz' Red Feather Lodge
Phone 864 Manitoish Waters, Wis.



VOSS'



OVER 50 YEARS OF SUCCESSFUL RESORT OPERATION

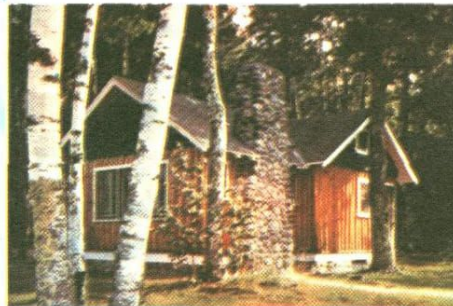
- **RUSTIC MAIN LODGE**—Spacious fireside lounge - Dining room with panoramic lake view. Guest rooms and suites with private bath. RATES: \$9.50 and up, daily, each, including breakfast and evening dinner, daily maid service.
- **ATTRACTIVE individual AMERICAN PLAN** guest cottages with 1-2-3 or 4 bedrooms, private baths, living rooms, fireplaces, automatic heat, screened or glassed-in porches - picture windows overlooking lake. RATES: \$11 and up, daily, each, maid service, breakfast and evening dinner. . . . A REAL VACATION.
- **COFFEE-SHOP**, Soda Fountain for snacks 7:30 A.M. to midnite. Cocktail room and Bar in recreation building separate from the Main Lodge.
- **RECREATION**—Swimming at sandy beach - Tennis - Ping Pong - Shuffleboard - Saddle Horses nearby - Hiking through wooded trails - Canoeing - Pontoon Boat - Fishing - Scenic trips to places of interest - Picnic and Cook-Out Lunches prepared upon request - Golf nearby. Competent guides available. Boats - Motors.
- **MODERN** and completely furnished housekeeping cottages \$65 to \$135 weekly. Minimum 2 week rental period during July and August on housekeeping cottages. SUMMER HOME type cottages available by the month or season.
- **CENTRALLY LOCATED** on the MANITOWISH WATERS chain of 14 lakes just 20 miles north of Minocqua on U. S. 51 . . . Class 2 Municipal Airport 1½ miles away. Catholic and Protestant Churches within one and two miles.
- **OUTSTANDING ACCOMMODATIONS**, wonderful food and pleasant surroundings. Early reservations are very important. Mosquito Control!

WRITE FOR DETAILED INFORMATION AND BROCHURE.



Voss' Birchwood Lodge,

MANITOWISH WATERS,
WISCONSIN
PHONE 453



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 new Swimming Pool and Reception/Lounge

Vacation

AT THE SUMMER RESORT WITH EVERYTHING



Deer
park
Lodge

MANITOWISH WATERS, WISCONSIN

Deer park's modern reception/lounge



Beach Villa French Provincial Elegance



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."

AMERICAN PLAN ONLY

For information or reservations
call MANITOWISH WATERS 9332

MAIL THIS COUPON TODAY FOR FREE COLORFUL BROCHURE

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

DEER PARK LODGE
BOX C1C
MANITOWISH WATERS, WISCONSIN

Name

Address

City State

Member: Diners Club, AAA, American Express
Come to DpL for your next SALES MEETING or CONVENTION.



Warnier's RESORT

STRICTLY MODERN ACCOMMODATIONS . . all with

FULLY EQUIPPED KITCHENS

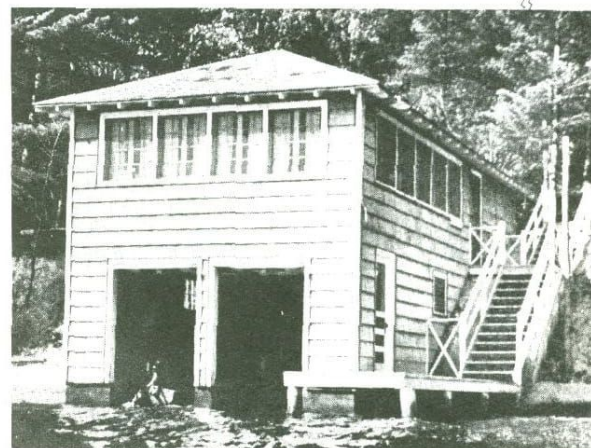
HOT and COLD RUNNING WATER

ELECTRIC LIGHTS and REFRIGERATORS

ELECTRIC or GAS STOVES

COMPLETE INDIVIDUAL BATHROOMS

ALL BEDS WITH INNERSPRING MATTRESSES



THIS COTTAGE OPEN ALL YEAR

★ ★

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

REDUCED FALL RATES

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

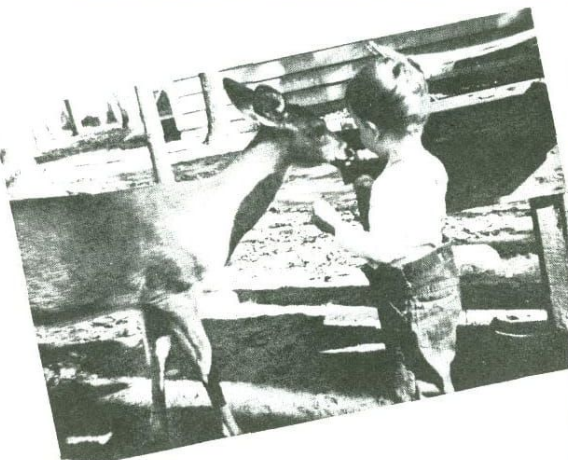
SAFE, SANDY BEACH — MOSQUITO CONTROL
HAY FEVER RELIEF — BEST 16-FOOT BOATS
OBTAINABLE ARE INCLUDED IN THE RATE.

Outboard motors for rent by day or week.

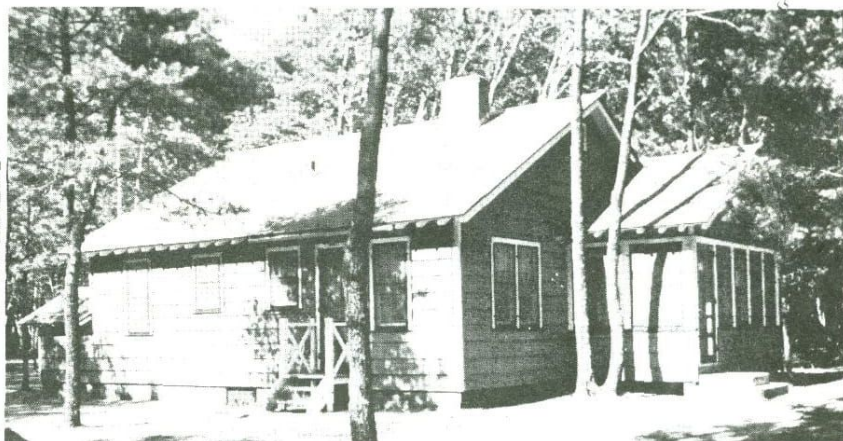


Able to accommodate up to 12 guests in this building

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



Only 1½ miles southeast from
Manitowish Waters Airport

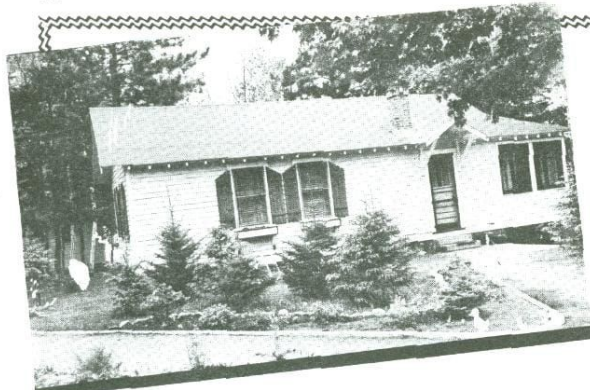


For further information write

WARNIER'S RESORT

PHONE 191

Manitowish Waters, Wisconsin



**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 15 TO OCTOBER

LOUIE
AND
HILLY

Aschenbrenner's

MANITOWISH Waters RESORT

Formerly
MADER'S

MANITOWISH WATERS, WISCONSIN

Telephone 221

ARNIE & TONI'S

WAUKEGAN LODGE

Phone 777

Manitowish Waters, Wisconsin

**SAFE BEACH
PLAYGROUND**

**ROOFED DOCKS
RECREATION AREA**

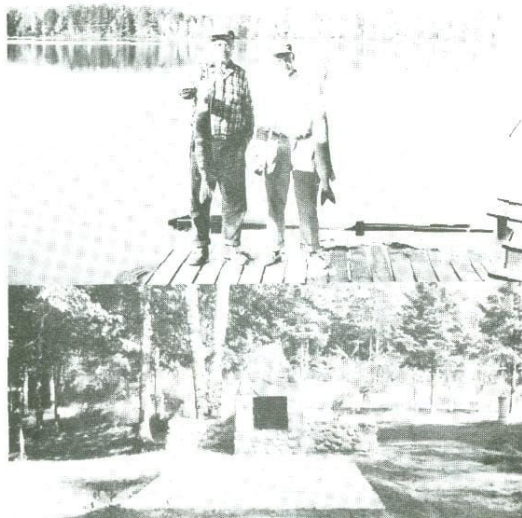


Waukegan Lodge is situated in Northern Wisconsin's famous Vilas County — Amid spacious grounds, stately pines and a congenial atmosphere.

Completely Modern Housekeeping cottages with toilets, showers, oil heaters, refrigerators, gas ranges, and comfortable beds.

Excellent boats, dry and clean, kept under roofs, allow you to leave your equipment in your boat. Picnics are held every week at the resort Bar-B-Q-Pit to introduce new guests and reacquaint old ones — So for a vacation you'll want to repeat — Contact:

**ARNIE & TONI CLARE
AT
WAUKEGAN LODGE**



HAVE FUN WITH THE BUNNS AT *Northwoods Lodge*

on Little Star Lake

Completely Modern Two and Three Bedroom
Housekeeping Cottages

We have one of the finest Sandy Beaches found anywhere, gradual slope, no holes or drop offs, and the water is crystal clear. Floating raft, good boats. Deep freeze service.

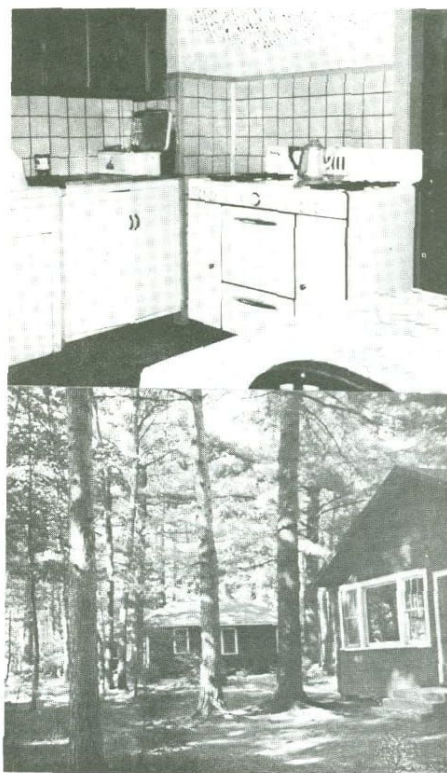
Reduced rates before June 1st and after Labor Day

For information and literature write

Walter and Bea Bunn

Manitowish Waters, Wisconsin

Phone 146



SHREFFLER'S WAGON WHEEL

On Spider Lake
JUST OFF ROUTE 51

BEAUTIFULLY FURNISHED MODERN COTTAGES
SAFE SANDY BEACH — FISHING — HUNTING



PHONE 224

Manitowish Waters, Wisconsin



AMONG BEAUTIFUL PINE TREES ON ALDER LAKE OF THE MANITOWISH CHAIN

Modern housekeeping cottages. Electric refrigerators, gas stoves for cooking, oil heaters, completely modern bathrooms and all kitchen utensils furnished. Can accommodate 2 to 6 people.

SAFE SANDY BEACH — GOOD BOATS

Open through Deer Season.

Mr. and Mrs. Fred Rossow

Box 119

Manitowish Waters, Wisconsin

Phone 490

Birch Bay Cabins

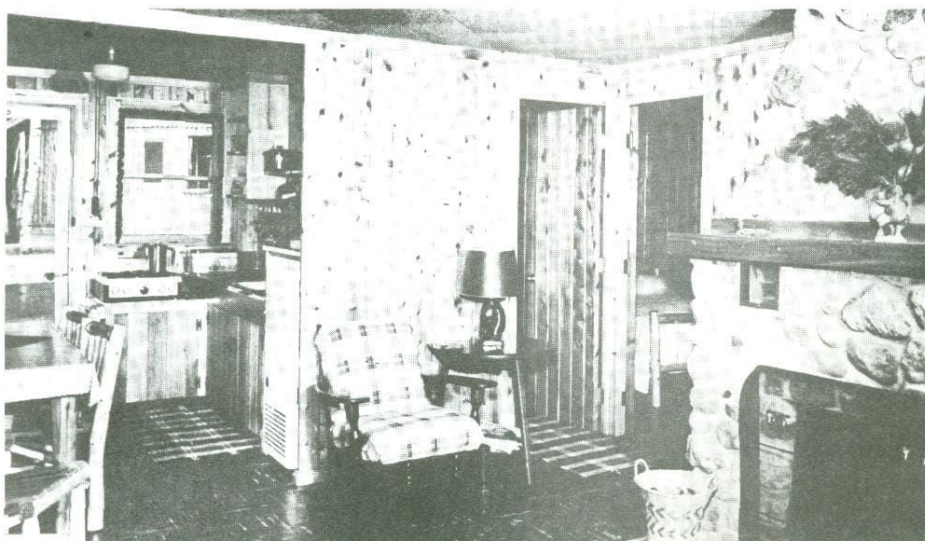
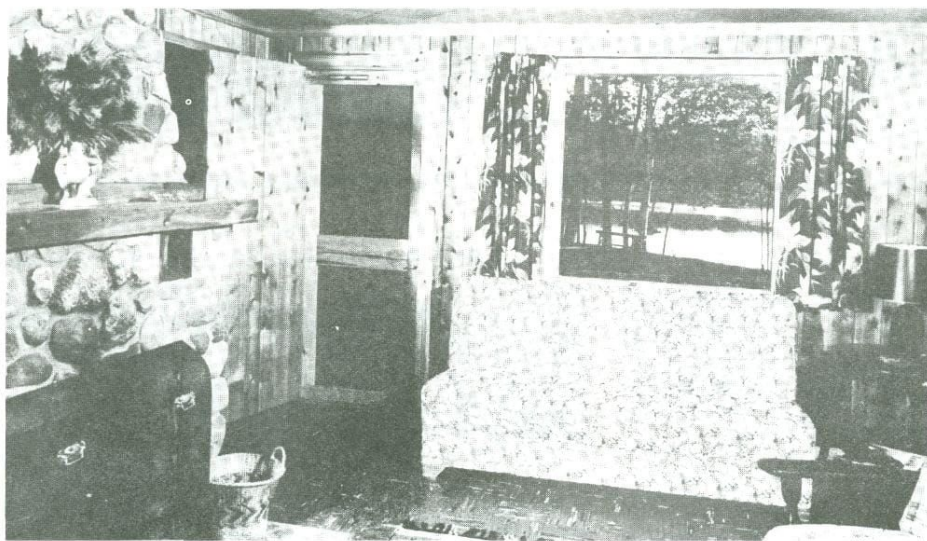
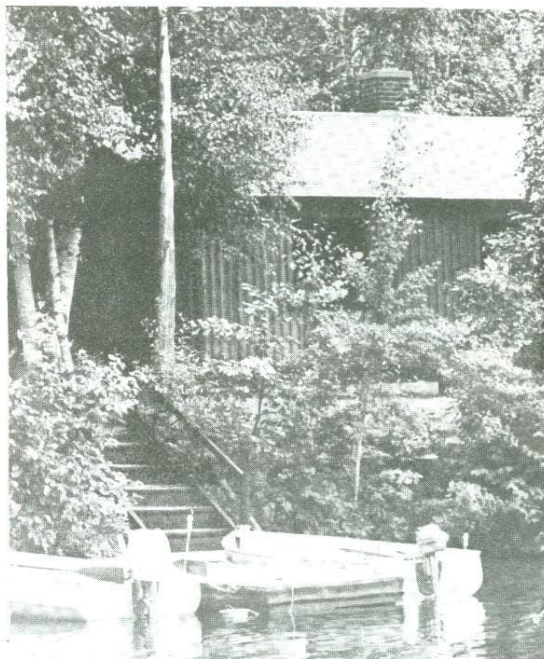
One Mile off U.S. Hwy. 51
On Manitowish Waters Chain of Lakes

6 All Modern Housekeeping Cabins in the
Heart of the Northwoods

11 Lakes easily reached by boat
from your dock.

For further information write:

Ernie and Judy Michaelis
Manitowish Waters, Wisconsin



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



TELEPHONE 151



Housekeeping Cottages fully equipped . . modern

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

.. for

A restful and invigorating vacation,
 come to

"QUO VADIS"

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



.. for

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

Reasonable rates by the week,
 month or season.

June 18 - September 10

Special rates out of season.

OPEN
 MAY 15 to OCT 15



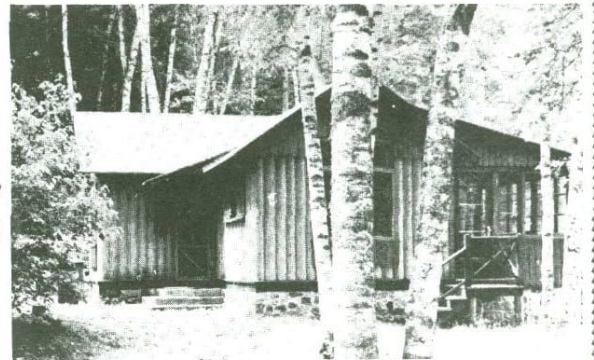
Cabins in the pines
 Clear Lake



"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.

Good boat included in the rates

Shuffleboard - Horseshoe court

Golf and Riding horses nearby

Open May 15th to Oct. 15th



Musky, Walleye & Bass fishing

Rates \$65 and \$85 per week

For further information write

Mr. and Mrs. Frank F. Knopp

Manitowish Waters, Wis.

Phone 386

PAPOOSE LODGE

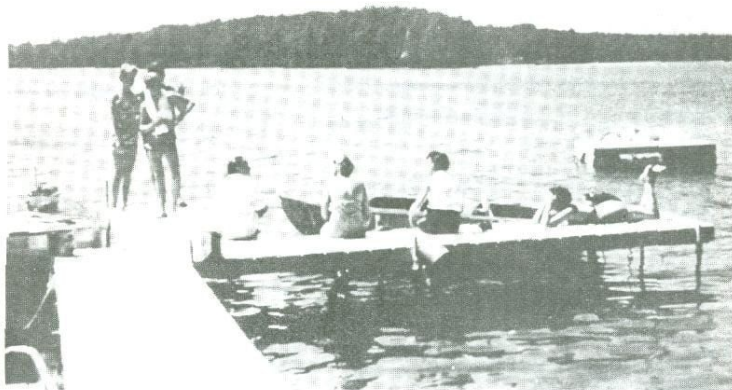
on

PAPOOSE LAKE

Mr. and Mrs. Bill Berry

Manitowish Waters, Wisconsin

Telephone 761



Completely Modern Housekeeping Cottages
Spacious Lodge Rooms — Fun For Everyone

Special Reduced Rates During Spring and Fall
When Fishing is at its Best

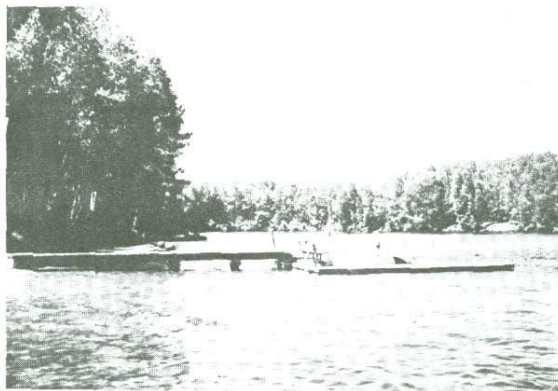
Write for Descriptive Folder
With Complete Information

PETERSON'S

LOR-WOOD RESORT

STRICTLY MODERN HOUSEKEEPING CABINS

Located on beautiful STONE LAKE in the center
of the Manitowish Waters Chain of Lakes.



MUSKIE - BASS - PIKE - SAFE SANDY BEACH - GUIDES AND MOTORS AVAILABLE

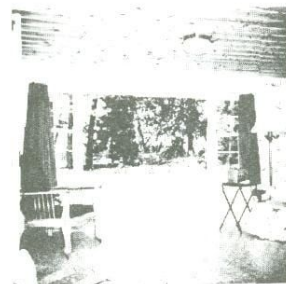
One, two and three bedroom cottages all on the water front. Auto-
matic gas heat—Light and Cheerful—Moderate Prices.

Lorwood Resort is situated overlooking the
lake, in the woods, but easily accessible to
churches and shopping center.

NO PETS PLEASE

For further information, rates and literature write:

PETERSON'S LOR-WOOD RESORT
Merlin and Evelyn Peterson
Manitowish Waters, Wisconsin
Phone 229





2 BEDROOM PERMANENT HOME

- Located on Beautiful Spider Lake.
- Completely Modern Housekeeping Cottages.
- Moderately Priced.
- New Fiber Glass Boat Included.
- Reduced Rates in Spring and Fall.

PLAN ON PLEASURE AT . . .

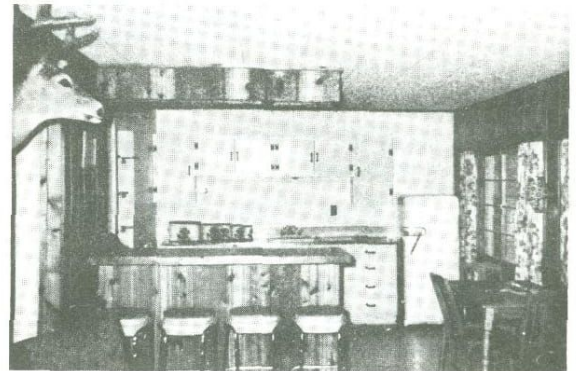
PEACEFUL PINES COTTAGES

L. J. Skrobot

MANITOWISH WATERS, WISCONSIN

Phone 423

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

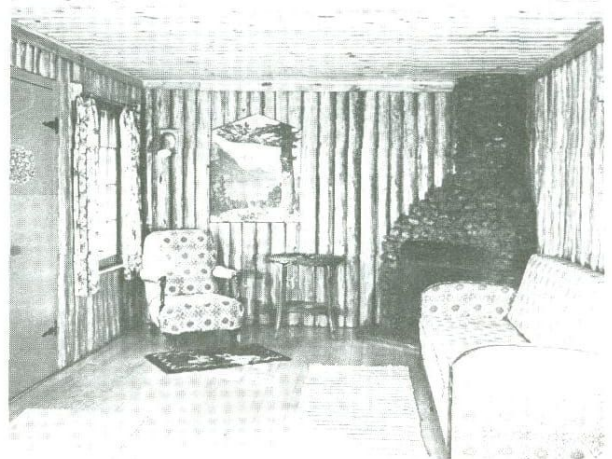


3 BEDROOM FAMILY SIZE COTTAGE

AMONG THE PINES

Two Bedroom Cottages Right on the
BEAUTIFUL MANITOWISH WATERS

Completely modern with fireplaces, gas heat,
well furnished, beautiful restful location.



Sand beach, wading pen for children.

—Reasonable Rates—

Reduced rates in Spring and Fall.

TOM FAIRFIELD

Manitowish Waters, Wisconsin

Phone 853

WAGNER'S FIRESIDE RESTAURANT

MOTEL . . .

DEER RANCH . .



Southend of Manitowish Waters

On U. S. Highway 51

"Ask Our Customers. They are Our
Best Advertisers".

Thank You

ANNE WAGNER

Phone 479 Manitowish Waters, Wis.



FOR YOUR VACATION COMFORT

Completely Modern Cottage

Located on shore of Star Lake, one of the Manitowish Chain, among pine and birch trees, lovely sand beach and private pier.

Completely furnished, finished in knotty pine thru-out, two bedrooms, plenty of closets, tile bath with tub and shower, automatic gas for heating and cooking, 16 ft. boat included.

Entrance highway 51 on private road.

Write winter address before May 1st
1110 Madison St., Evanston, Ill.

Phone University 4-6307

After May 1st, write

MANITO LODGE

Phone 126 Manitowish Waters, Wis.



CAIN'S MODERN COTTAGE

"A Home Away From Home"

Overlooking the west shore of beautiful Island Lake on the Manitowish Waters Chain of 14 lakes.

1 mile off U.S. Hy. 51, black top road to cottage. Strictly modern, fully equipped, spacious 2 or 3 bedroom housekeeping cottage, large living room, modern kitchen, shower bath, roomy screened porch, natural stone fireplace, automatic heat, private boat landing.

150 ft. private, beautiful, safe, sand beach. No drop-offs.

Muskie, pike, bass, pan fishing. Private pier, good boat.

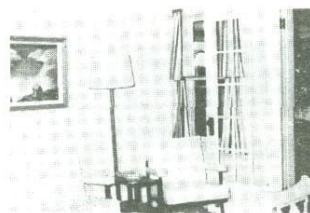
Special rates to middle of June, after Labor Day.

For further information write:

Marty Cain's Resort

Manitowish Waters, Wis.

Phone 9485



oak grove cottages

manitowish waters, wisconsin

completely modern
housekeeping cottages

safe sandy beach
excellent fishing waters



write:

irma and mel steil

manitowish waters

wisconsin • phone 717





Leander's MILLPOINT COTTAGES

MODERN, TWO BEDROOM COTTAGES

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

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

SAFE SANDY BEACH — GOOD BOATS

Leander's Mill Point Cottages

PHONE 430

MANITOWISH WATERS, WIS.



Morichetti's *Cottages*

CLEAN

MODERN HOUSEKEEPING COTTAGES
OVERLOOKING SPIDER LAKE.

CLEARED SPACIOUS GROUNDS



June 1st to November 1st

THERESE MORICHETTI
MANITOWISH WATERS, WISCONSIN

Phone: Manitowish Waters 220
Hurley, Wis. 2043-R

TOWERING PINES

2 Bedroom and Deluxe 3 Bedroom Cabin

BEAUTIFUL SCENIC LOCATION ON THE WATER



- EACH CABIN HAS ITS OWN INDIVIDUAL SWIMMING AREA.
- BOAT DOCK, BOAT, DRIVEWAY.
- PICTURE WINDOW, LARGE LIVING ROOMS.
- CONVENIENT KITCHENS WITH THE MOST MODERN EQUIPMENT.
- FIREPLACE, AUTOMATIC HEAT.



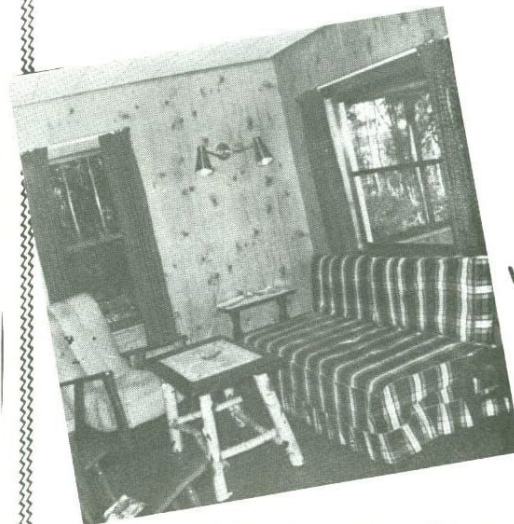
*Excellent for Fishing, Swimming
or just Relaxing*

Reasonable Rates By Week or Season

Write to George Feiereisen
TOWERING PINES

Phone 855

Manitowish Waters, Wisconsin



FOR A
QUIET
RESTFUL
VACATION

Come
to . . .

JENSEN'S NORWAY

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

GOOD FISHING — SAFE BEACH

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

Write:

S. K. JENSEN, Box 126, MANITOWISH WATERS, WISCONSIN

Phone: Boulder Junction, EVERgreen 5-2378

Sleight's Wildwood

ON ISLAND LAKE

Famous Manitowish Waters Chain

18 Miles North of Woodruff

THREE-QUARTERS MILE OFF HY. 51



ISLAND LAKE IS NOTED FOR ITS EXCELLENT FISHING
MUSKY, WALLEYE, NORTHERN AND PAN FISH



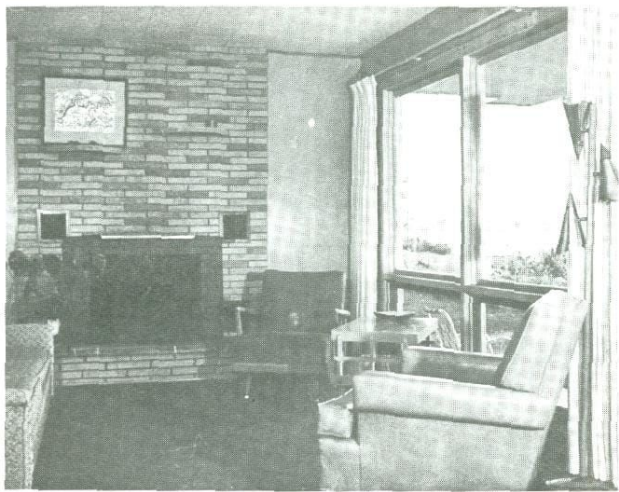
We offer hundreds of feet of all sand beach, without holes or drop-offs, launching facilities for boats.

Our many acres of woodland offer you trails for hiking, abundant wildlife, plus the peace and beauty of the North.



The remodeled cottages are furnished with latest appliances and furniture. Anderson windowwalls, automatic heat and fireplaces.

Our Rustic Log Cabins are completely modern with showers, hot and cold running water, oil heat, fireplaces and outside charcoal broilers.



Cabins are well spaced for privacy - Private Piers, parking space at each Cabin.

Rates start at \$55.00 per week. Reduced rates in Spring and Fall. Boats included in rates.

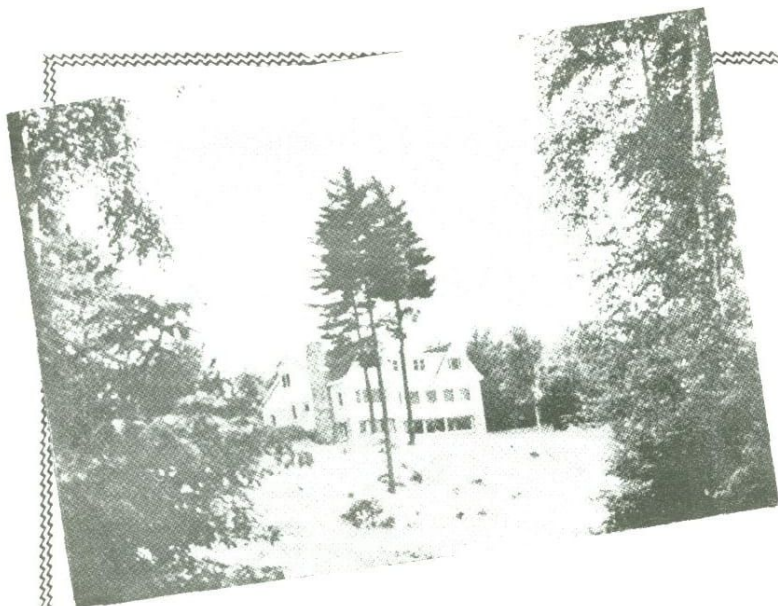


Guide Service Available — Motor Rentals — Free Freezer Service
Season: May to November. Cabins rented by Week, Month or Season.

Dick and Helene Sleight

MANITOWISH WATERS, WISCONSIN

PHONE 425



La Fave's

... ON ...

ISLAND LAKE

Since 1888

in the famous

Headwaters Country

NEW MODERN HOTEL



TEN MODERN COTTAGES

MUSKY, WALLEYE,
BASS AND PAN FISHING
ALL SUMMER SPORTS

For free booklet write:

JOHN LA FAVE

Manitowish Waters, Wisconsin

Phone - Manitowish Waters 9471





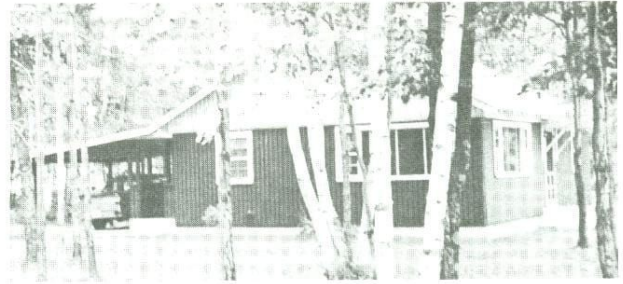
BARLETT'S REST LAKE CABINS

On the Beautiful Rest Lake
of the Manitowish Chain

If you are looking for a roomy modern cabin, fine beds, well equipped kitchen, complete plumbing, automatic gas heat, children's playground, PLUS, wonderful fishing, secluded, but with towns close by for shopping and fun.

For further information, Write or Phone
BARLETT'S REST LAKE CABINS
MANITOWISH WATERS, WISCONSIN
Phone: Manitowish Waters 9818

OPEN FOR DEER HUNTING



FLAMM'S SUMMER HOME

Located on black top road ¼ mile off Highway 51 on Star Lake of the Manitowish Waters chain of Lakes.

If you want privacy and a quiet restful vacation, our bright and sunny completely furnished and equipped modern housekeeping home, with carport and automatic gas heat, should interest you.

Knotty pine interior throughout with 2 big bedrooms and 2 clothes closets. Spacious living room with stone fireplace and 2 big picture windows overlooking Star Lake. Kitchen is complete in every detail and fully equipped for modern housekeeping. Modern bathroom.

Private pier—Fiberglass boat, kept in our boathouse—fine sand beach; no holes or drop-offs—clear sparkling water.

Rental \$100.00 per week for 4 persons.

Special rates for June and after Labor Day

O. G. FLAMM

PHONE 123

MANITOWISH WATERS, WIS.



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 166 Manitowish Waters, Wisconsin

You'll enjoy your stay at...

HUTTER'S

Lake View

RESORT

MODERN HOUSEKEEPING COTTAGES

Located on Lake Manitowish

SAFE BEACH





IF YOU MUST FISH - Fish Where They Catch Fish

Bazso's HILLCREST COTTAGES

*Modern Housekeeping Cottages - Half Mi. off U.S. 51
Center of Manitowish Waters Chain of Lakes*

All cottages are on the Water Front
Automatic Gas Heat — Mosquito Controlled

Rates \$50.00 to \$65.00 Per Week

Owner is Licensed Guide - Yearly Average 50 Musky

For further information, Write or Phone 150
GEORGE and MABEL BAZSO
MANITOWISH WATERS, WISCONSIN



BIRCHWELL LOG CABINS

ON STAR LAKE
OF THE MANITOWISH CHAIN

New; strictly modern; complete high quality furnishings; electric appliances; hot water; showers; automatic heat; picture windows; outside lighting; shuffleboard; grill; excellent boat included in rate; private piers; TV antenna and mosquito control.

TWO & THREE BEDROOMS, ALL DELUXE TWIN BEDS. ACCOMMODATES UP TO EIGHT PERSONS. RENTALS BY WEEK, MONTH OR SEASON.

SPECIAL RATES before last week in June and after Labor Day.

Write: L. E. POWELL

MANITOWISH WATERS, WIS. Phone: 268
Before April 1st, Address Morrison, Ill., Phone: 3221



Welcome ...

TO A VACATION OF HAPPINESS

JOE ILG'S RESORT

... is located on beautiful Rest Lake of the Manitowish Waters Chain of 14 lakes. We have completely MODERN cottages with 2 and 3 bedrooms.



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

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

Write for further information to ...

JOE ILG'S RESORT

Joe F. Ilg, Jr.

MANITOWISH WATERS, WISCONSIN

Phone 553



The Ruth Gals of Lindenwood Lodge



Cordially invites you to spend a fun-packed vacation in one of their lovely, modern, two-bedroom cottages on Spider Lake of the Manitowish Chain.

Make your reservations early.

Myrle, BeJay, Ricki

Phone 400

Open All Year





Sinning's

on
ISLAND LAKE



Completely Furnished
MODERN
HOUSEKEEPING
COTTAGES

Bath with hot and cold running water. Electric lights - Gas ranges - Saf-aire automatic heat. Stone fireplace - Twin beds with innerspring mattresses.

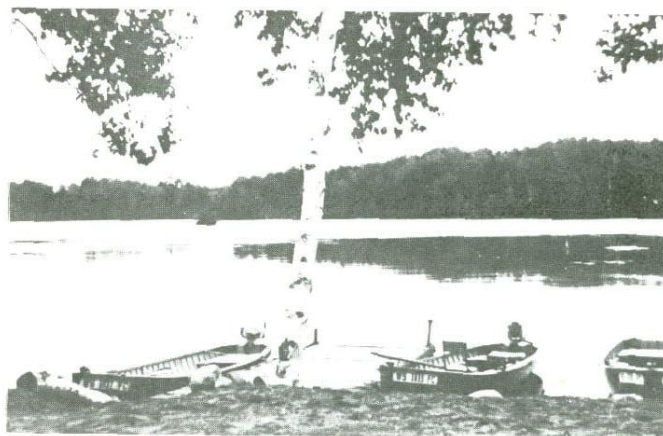
For good fishing —

MUSKIE — PIKE

BASS

PANFISH

BEST FISHING—SPRING AND FALL



No pets
allowed

We are located on the south end of beautiful Island Lake, at the head of the famous Manitowish Waters chain of lakes.

For further information write:

MRS. FRANCES FITZGERALD

Manitowish Waters, Wis

Phone: Manitowish Waters 477

WHERE MANITOWISH AND CIRCLE LILY RIVERS MEET



Circle Lily Lodge

Manitowish Waters
Wisconsin

FOOD
BAR

MODERN HOUSEKEEPING CABINS
1 and 2 bedrooms - private showers
MODERATE RATES
Phone 9744



Star Beach Cottages

Jacob and Selma Schadt

Phone 122

Manitowish Waters, Wisconsin

Strictly modern convenience, clean and comfortably furnished, complete housekeeping facilities. Fine safe beach, clean grounds, good boats, real kitchens, restful beds. Rentals by week, month or season. Special rates June and September. Reasonable rates always.



PINE CREST LODGE

MRS. HOWARD PUKALL

Phone 170

Manitowish Waters, Wisconsin

1 bedroom modern cottage June to September. Strictly modern 3 bedroom home. Spacious dining room, full bath, screened porch, central automatic heat, roofed boat slip, boat sun-deck, safe sandy beach. TV antenna, circle drive. Mosquito controlled. \$45 to \$90 per week.



Muskie - Walleye - Bass
Panfish

BOW AND ARROW HUNTING
(On edge of State Forest)

Modern Cottages

SAFE, SANDY BEACH
GOOD BOATS

WRITE:

Ellen and Ken Perkins

MANITOWISH WATERS
WISCONSIN

Phone 718



Two Satisfied Customers





KANDELBINDERS

ON
ALDER LAKE

MODERN THREE BEDROOM HOME

Available by Week, Month or Season

Write:

A. KANDELBINDER
Manitowish Waters, Wisconsin

MANITOWISH WATERS OFFERS

Accommodations to suit every taste and purse.

Excellent fishing.

Scenic vistas for the photographer in every season of the year.

Marinas for service on your boat.

Boat rental facilities from canoes to ski boats.

Water ski shows every week.

Golf range for improving your swing.

Plan on a fall trip—see the exotic colors of birch, maple, aspen, oak, willow—all contrasted with the green of the balsams, pines, tamaracks, hemlocks. Many resorts are open and will be happy to direct you to the best in color.

Come up for hunting—many thousands of acres of open land nearby for birds, deer and bear. The bow season is earlier and gun season will find many places open for your needs.

If you have never seen the North in its pristine winter glory, or ice fished, plan to come up for a long weekend in the winter season. Many resort are available and can have accommodations ready on your advance reservation.



*Enjoy A Perfect Northwoods Family
Vacation . . . At*

**Frank Tichy's
KNOTTY PINE RESORT**

ON THE BEAUTIFUL MANITOWISH RIVER
Below BENSON LAKE

- MODERN RUSTIC CABINS
- SECLUDED WOODED AREA
- MOSQUITO CONTROLLED
- SAND BEACH
- PLAYGROUND
- EXCELLENT FISHING

Frank Tichy's Knotty Pine Resort

MANITOWISH WATERS, WISCONSIN

Chicago Phone ME 7-5871



HENNING'S HOUSEKEEPING COTTAGES

ON MANITOWISH LAKE

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

For information, write:

FRITZ HENNING

Manitowish Waters, Wisconsin



COMMUNITY CHURCH

Manitowish Waters, Wis

Summer Services

10:00 a.m. Church School

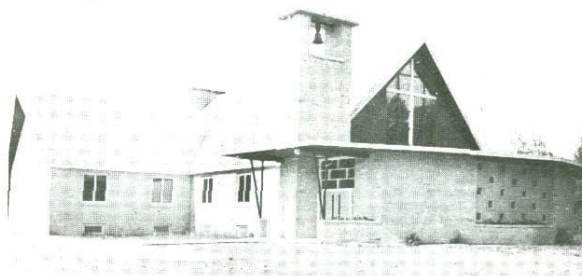
11:00 a.m. Morning Worship

Winter Services

9:00 a.m. Morning Worship

10:00 a.m. Church School

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



OUR LADY, QUEEN OF PEACE

MANITOWISH WATERS, WIS.

FATHER WALTER TORKILDSON, Pastor

Mercer, Wisconsin, Phone 62-J

Manitowish Waters, Phone 155

SUNDAY MASSES

June 20 to Labor Day: 6:30, 8:30, 10:00 and 11:30

For the balance of the year, schedule 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
Hertz service — Weather information available.

On Highway 51

PHONE 9520



.....for your protection

IN

MANITOWISH WATERS

- FIRE DEPARTMENT
- AMBULANCE SERVICE
- RESCUE AND OXYGEN EQUIPMENT

PHONE OPERATOR or 250

MANITOWISH WATERS TELEPHONE OFFICE

Local Service To

Manitowish Waters

Winchester — Presque Isle

POST OFFICE

SHOPPING CENTER

MANITOWISH WATERS, WISCONSIN

In Beautiful Wisconsin

AMERICA'S VACATION LAND

THEODORE S. DANIELS

POSTMASTER



TENNIES COTTAGES

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

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

For information, write:

PHILIP TENNIES
MANITOWISH WATERS, WIS.

Phone 536



JOHNSON'S TUCK-AWAY LODGE

One 2 bedroom cottage, ideal for a restful vacation.
Very modern, electric appliances, lovely fireplace,
automatic heat, knotty cedar paneling throughout.
Fenced in swimming for small children. Badminton,
horseshoes, large sandy play area.

Write:

CHARLES and MARIAN JOHNSON
Phone 731 Manitowish Waters, Wisconsin

THE WIN-MAR

Located on Vance or Dam Lake

Modern Housekeeping Cottages

Automatic gas heat

Modern Appliances

Stores, Bait, meals, all in walking distance

Excellent, sandy beach

Mosquito controlled

Noted for its
Musky, walleye, northern, panfish & Sturgeon

Pets Welcome

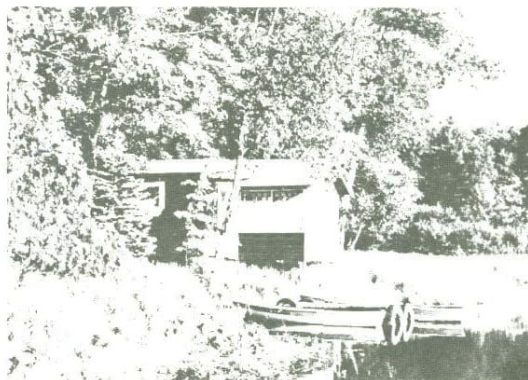
Charlie and Inez Pea

Phone 646

Manitowish Waters, Wisconsin



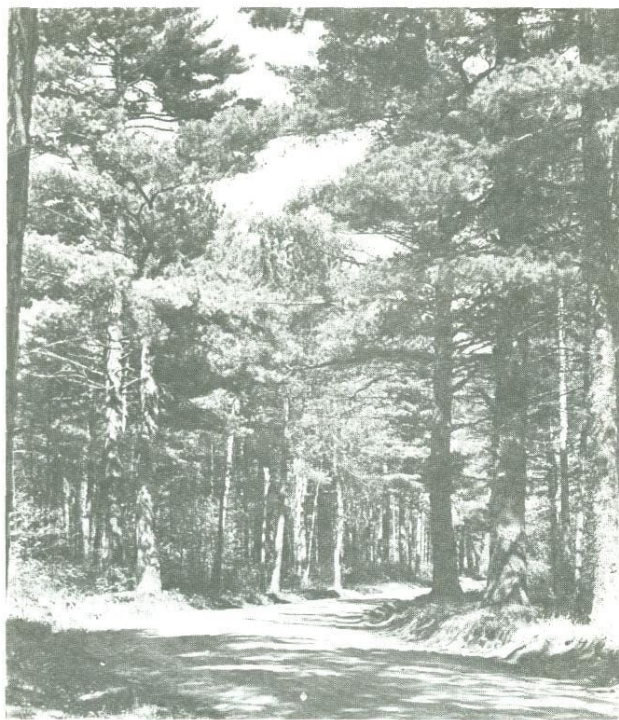
Sturgeon caught in Vance Lake



Lake Front Cottage

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
Fire Tower

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
Driving Range
Realtors
Restaurants

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

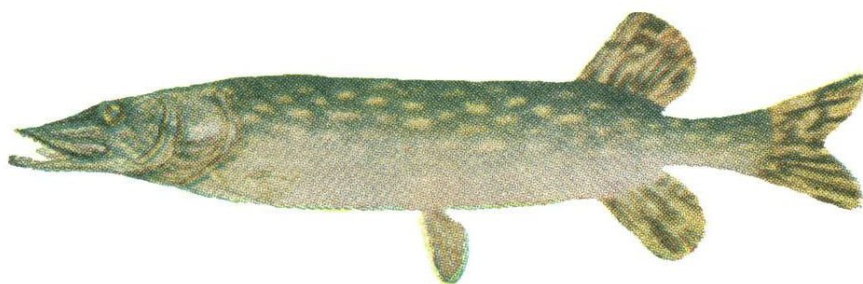
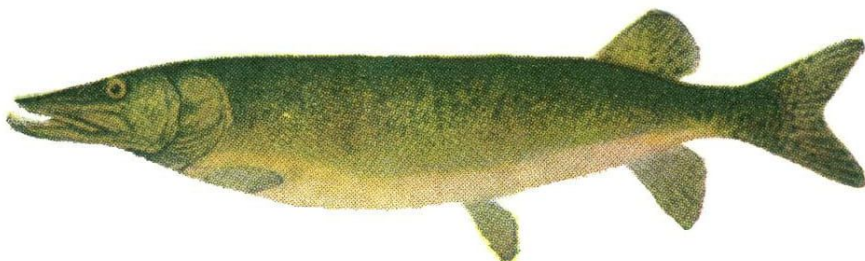
Manitowish Waters Game Fish

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 having broken and unbroken stripes on a silvery background; the head is larger than that of the pickerel and both the cheek and the opercle are scaled above but unscaled on the lower halves.



GREAT NORTHERN PIKE

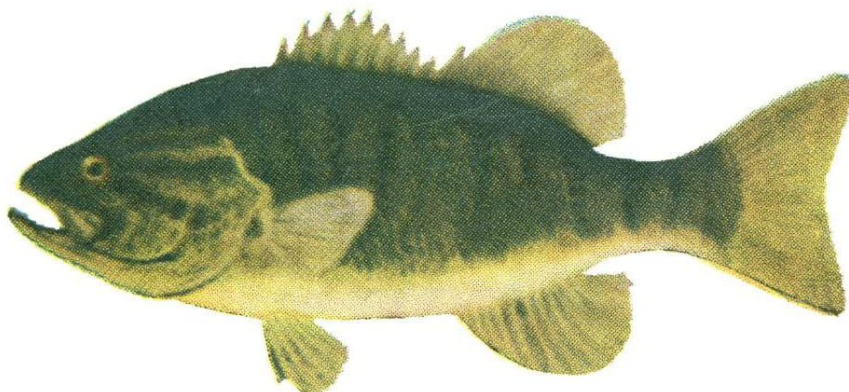
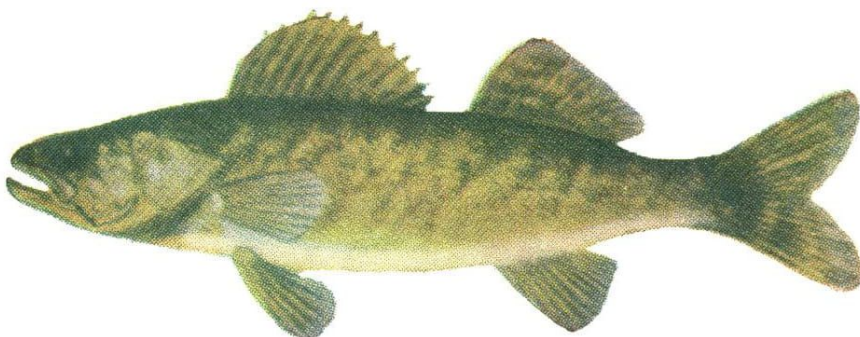
DESCRIPTION

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

WALLEYE OR PIKE PERCH

DESCRIPTION

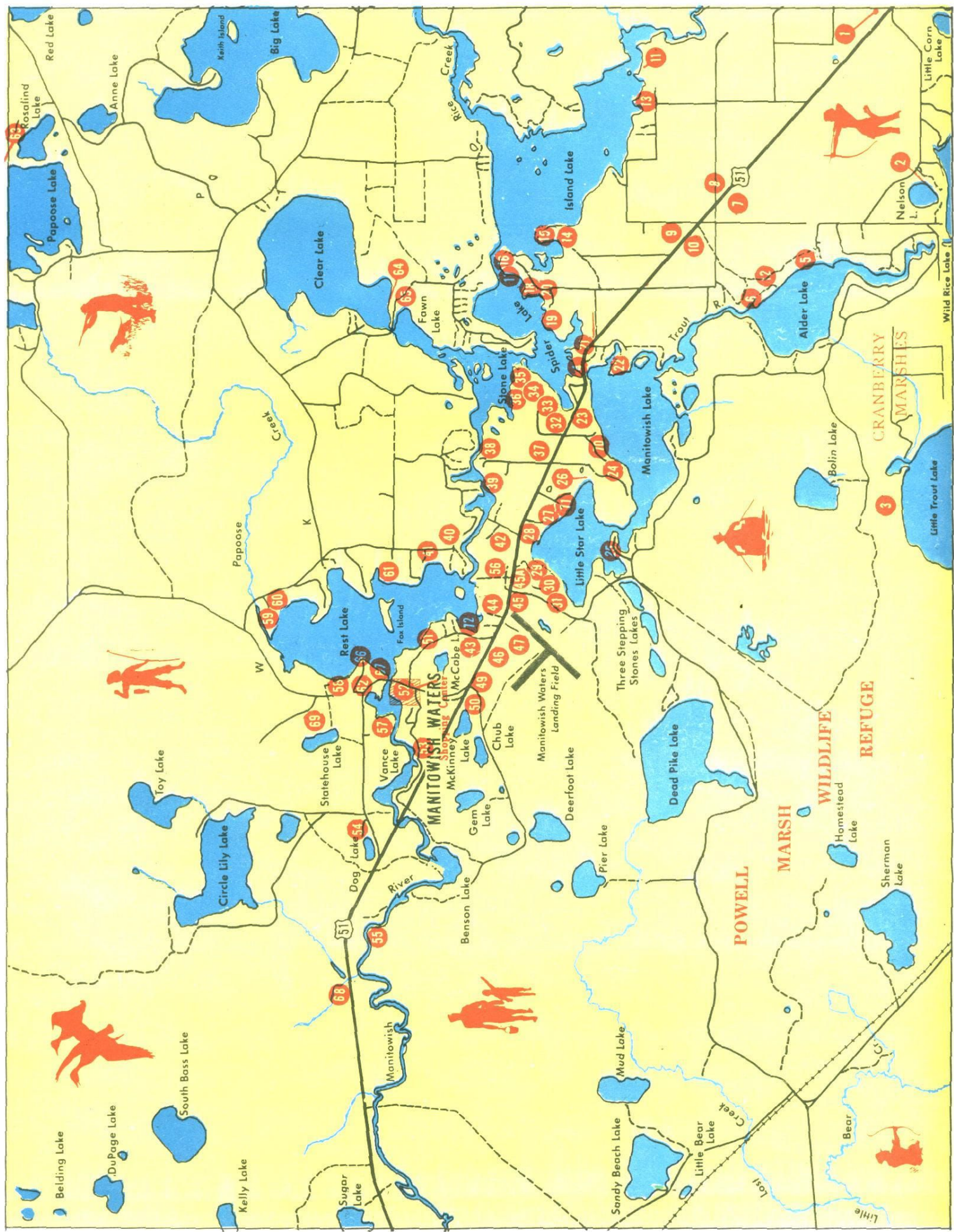
The walleye is a slender fish moderately compressed. Generally the color is brassy yellow and gold shading to olive and yellow mottled with brass. The belly and sides are white tinged with green; head is slender and tapered; lower jaw slightly shorter than the upper. It has two separate distinct dorsal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



SMALLMOUTH BLACK BASS

DESCRIPTION

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



MANITOWISH WATERS, WISCONSIN

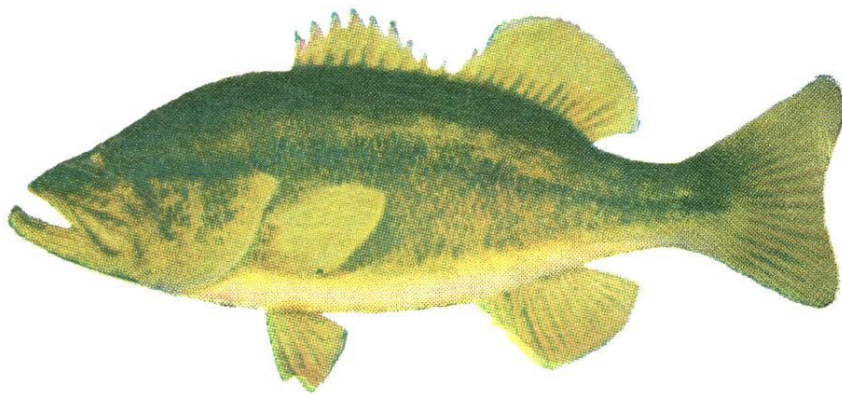
APR - American Plan Resort MHC - Modern Housekeeping Cottages ONC - Overnite Cottages B - Bar R - Restaurant

Location on Map	Page	Resort	Owner	Sym.	Location on Map	Page	Resort	Owner	Sym.
33	7	Adams Pine Acres	Edna Adams	HC	16	9	Lawrie's Highland Lodge	Malc & Rene Lawrie	ON-HC
32	14	Aschenbrenner's			6	21	Leander's Mill Point Cottages	Albert Leander	HC
		Manitowish Waters Resort	Louis Aschenbrenner	HC	17	26	Lindenwood Lodge	Myrl Ruth	HC
59	24	Barlett's Rest Lake Cabins	Edw. Barlett	HC	27	9	Little Bohemia Lodge	E. Wanatka, Jr.	B-R-ON-AP
38	25	Bazso's Hillcrest Cottages	George Bazso	HC	36	18	Lorwood Resort	Mel. & Evelyn Peterson	HC
63	18	Berry's Papoose Lodge	Wm. Berry	HC	31	20	Manito Lodge	R. Oberg	HC
39	16	Birch Bay Cabins	E. Michaelis & Sons	HC	35	21	Morichetti's Cottages	T. Morichetti	HC
18	17	Birch Cove Cottages	Frank Knopp	HC	58	20	Oak Grove Cottages	Irma & Mel Steil	HC
25	25	Birchwell Log Cabins	Pearl Powell	HC	58	28	Perkin's Bay Cottages	Ellen and Ken Perkins	HC
19	8	Breezy Point Cottages	Lloyd Voss	HC	64	17	Quo Vadis	Thad Gruzza	HC
28	15	Bunn's Northwoods Lodge	Walter Bunn	HC	70	28	Pukall Pine Crest Lodge	Mrs. Howard Pukall	HC
15	20	Cain's Cottages	Marty Cain	HC	61	10	Red Feather Lodge	Ed. Schultz	AP-HC
68	28	Circle Lily Lodge	Louis Lafin	B-R-ON-HC	5	15	Rosow's Resort	Fred Rosow	HC
22	12	Deer Park Lodge	Ben Epstein	B-R-ON-AP	34	15	Shreffler's Wagon Wheel Resort	E. Shreffler	HC
40	19	Fairfield's Among the Pines	T. Fairfield	HC	11	27	Sinning's Cottages	Olive Fitzgerald	HC
41	21	Feiereisen's Towering Pines	G. A. Feiereisen	HC	20	19	Skrobot's Peaceful Pines	Len Skrobot	HC
9	20	Fireside Cabins	Ann Wagner	R-ON	14	22	Sleight's Wildwood Resort	Dick & Helene Sleight	HC
30	24	Flamm's Cottage	Mrs. Otto Flamm	HC	71	28	Star Beach Cottages	Jacob Schadt	HC
70	29	Henning's Cottages	Fritz Henning	HC	72	31	Tennie's Cottages	Phil Tennies	HC
24	24	Hutter's Lakeview Resort	Lydia Hutter	HC	55	29	Tichy's Knotty Pine Resort	Frank Tichy	HC
51	26	Joe Ilg's Resort	Joe F. Ilg, Jr.	HC	21	11	Voss' Birchwood Lodge	A. Dickerson & L. Vos	AP-B-R-ON
2	21	Jensen's Norway	S. K. Jensen	HC	23	13	Warnier's Resort	Julien Warnier	HC
54	31	Johnson's Tuckaway Lodge	Chas. & Marian Johnson	HC	65	14	Waukegan Lodge	Toni and Arne Slare	HC
12	29	Kandelbinder's Cottages	Anton Kandelbinder	HC	53	31	Win-Mar Resort	Chas. & Inez Pea	B-ON-HC
13	23	LaFave's Resort	John LaFave	AP-HC					

CHAMBER OF COMMERCE BUSINESS MEMBERS

47	30	Airport	60	41	Gay Roe, Contractor and Builder	67	Rest Lake Dam	
45A	40	Allen's Pantry, Restaurant and Soda Shop	52	43	Hanson's Hardware, General Supplies	52	30	Rudy's Rest Haven, Food and Bar Marina
29	30	Ambulance (Volunteer Fire Department)	47	5	Golf Driving Range	52	41	Rod N' Reel, Bait, Tackle, Repairs
52	43	Bennett's Floors, Floor Coverings	8	44	Harry's Super Market, Meats, Groceries, Supplies	44	47	Rustic Manor, Bar, Food, Accommodations
37	30	Catholic Church (See Schedule at Resort)	8	44	Harry's Sport Shop, Bait, Tackle	52	Shopping Center	
49	30	Community Church (See schedule at Resort)	52	42	Jeger's Resort Shop, Fine Sport Clothes	50	Ski Hill, Rope Tow, Winter Operation	
47	30	Chamber of Commerce Information Booth	10	47	Lakeland Realty Company, Real Estate	66	61	Skiing Sketers, Water Ski Shows
4	Chain O' Lakes Marina Launching Service	52	42	Laundromat, Open Every Day	52	42	38	Snell's Tackle Box, Bait, Tackle, Boats
3	54-60	Cranberry Grower's Association Cranberry Bogs	52	42	LaPorte's Super Market, Meats, Groceries, Supplies	26	Star Beach Park, Picnic Grounds Only	
47	Community Center-Town Hall	29	45	Little Star Garage, Mobil Service, Motors	45	30	Telephone Office	
62	59	Dietz Service Station	46	41	Lyon Industries, Fiberglass Boats	43	Truflight Mfg. Co., Feathers for Arrows	
52	12	Doolittle-Barden, Inc., Realtors	52	45	Maletzke's Barber Shop	57	Vance Lake Campground, State Owned	
7	39	Ehler's Market, Meats, Groceries, Supplies	52	40	Ox Yoke, Gifts, Antiques	52	45	Variety Store Supplies, Toys
29	30	Fire Station (Volunteer Fire Department)	52	41	Portage House, Gifts, Antiques	52	43	Village Clothing Shop, Work and Sports Clothing
1	60	Fritz Beauty Salon	52	30	Post Office, Stamp and Mail	69	Youth Conservation Camp, State Owned	
1	60	Fritz Repair Shop	56		Pine Lawn Cemetery			

Manitowish Waters Game Fish



LARGEMOUTH BLACK BASS

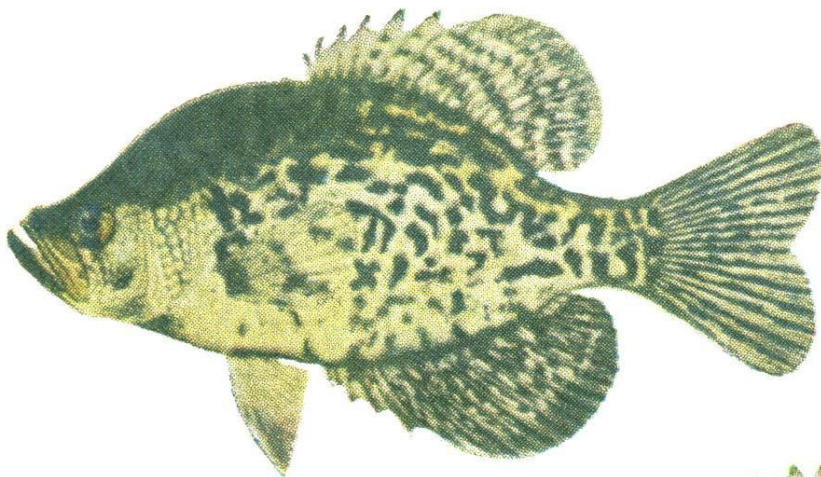
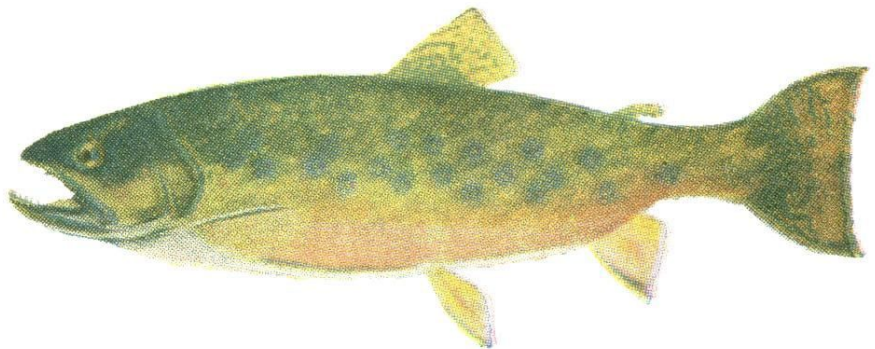
DESCRIPTION

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

BROOK TROUT

DESCRIPTION

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



CRAPPIES

DESCRIPTION

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

BLUEGILL

DESCRIPTION

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





RUDY'S REST HAVEN
The House of Good Food
MANITOWISH WATERS, WIS.



Rudy's Rest Haven

—ON REST LAKE—

"IN THE HEART OF MANITOWISH WATERS"
SHOPPING CENTER

"THE HOUSE OF FINE FOOD"

COCKTAIL BAR

MODERN HOUSEKEEPING COTTAGES

When writing for reservations, please specify number of people and correct dates.

RUDY and GARNET LIST
Manitowish Waters, Wisconsin

Rudy's Boat Ramp on Rest Lake for convenient access to the Manitowish Waters chain of Lakes.

Sinclair Products — Gas & Oils — Pier Service

OPEN FOR DEER SEASON





SNELL'S TACKLE BOX and GIFT SHOP

MANITOWISH WATERS, WISCONSIN

Right on Highway 51

—:—

Phone 9257

EVERYTHING FOR THE FISHERMAN AND HIS FAMILY

- BAIT
- TACKLE
- LICENSES
- GUIDE SERVICE
- GASOLINE
- SKI RENTAL
- FISH FREEZING
- ROD AND MOTOR RENTALS

GIFTS GALORE



TO WEAR OR TO TAKE HOME

- LAKE CHURCH MOCCASINS
- COMPLETE LINE OF DEERSKIN PRODUCTS
- TASTEFULLY CHOSEN JEWELRY
- TOYS AND GRAB BAG FOR THE KIDDIES

SNELL'S MARINE SALES AND SERVICE

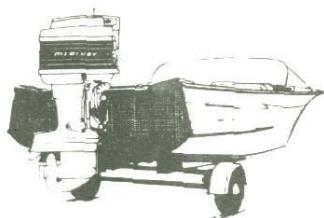
- MERCURY MOTORS
- SNOW GO TRAILERS
- HYDROSWIFT BOATS
- ALUMINUM BOATS

Division of Dolhun's Marine

We Finance Our Own

A CHIEF STATION

In Dolhun's Rent-A-Boat System



Minocqua *lumber* Company



*There is a Material
difference . . . in Service
too. Most modern exhibit.*

Highway 51 Largest stock in this area. Telephone 75

Ehlert's MARKET and Self Service GROCERY



• GROCERIES

• FRESH MEATS

• VEGETABLES

• BAKED GOODS

• BEER TO TAKE OUT

• MAGAZINES

• FROZEN FOODS

• NEWSPAPERS

Stop in when entering Manitowish Waters • On U. S. Highway 51

• ART and ANITA EHLERT

MANITOWISH WATERS, WIS.

PHONE 9484



IN SHOPPING CENTER

CARDS • WOODENWARE • GIFTS & TOYS
MILK GLASS • TRIVITS • COLORED GLASS
PRIMITIVE ANTIQUES

—DINE AT—

Allen's Pantry

Manitowish Waters, Wisconsin
Highway, 51 Near Airport

GOOD FOOD A TRADITION

Breakfast Luncheon Deluxe Sandwiches
Select Dinner Menu

• Soda Fountain •

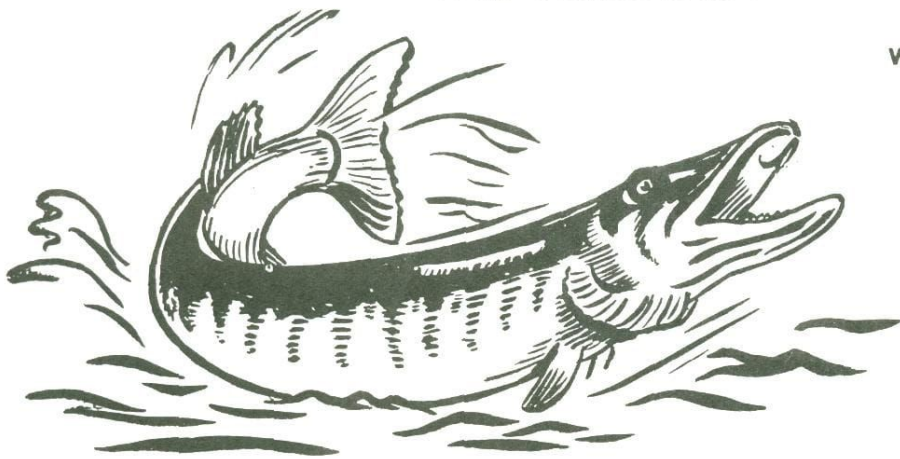
7:30 a.m. to 11:30 p.m.

PEARL and LEE ALLEN

WOODRUFF STATE BANK

At the Crossroads of the Northwoods

WOODRUFF, WISCONSIN



"Home of the Muskie Banks"

WE INVITE YOUR PATRONAGE

GENERAL BANKING

F.D.I.C. INSURED



The Rod 'N Reel

Fern and Henry Larson
FISHING TACKLE EXPERTS

Live Bait — Fishing Tackle
Free Fish Freezing — Archery Supplies

SHOPPING CENTER

Phone 648

Manitowish Waters, Wisconsin



GAY ROE

PHONE 816

BUILDER - GENERAL CONTRACTOR

MANITOWISH WATERS, WISCONSIN

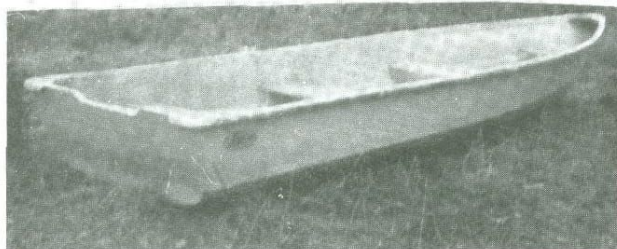


HOUSES

COMMERCIAL BUILDINGS

SUMMER COTTAGES

BOAT HOUSES



LYON INDUSTRIES

We Build

FIBERGLASS BOATS & CANOES

At Factory Prices



Repairs of All Kinds

Custom Laminates



Call Ken Lyon

Phone 528

Manitowish Waters, Wisconsin

The Portage House

"Fine Gifts and Antiques"

MANITOWISH WATERS, WISCONSIN
In The Village

OPEN 9:00 A. M. - 9:00 P. M.

Ruth and Ray Brehmer, Props

Phone 642



La Porte's Super Market

By Rest Lake Dam

MANITOWISH WATERS MOST COMPLETE FOOD STORE

MEMBER: VALLEY QUEEN STORES COOPERATIVE ASSOCIATION

SHOPPING CENTER

MANITOWISH WATERS, WISCONSIN

PHONE 631

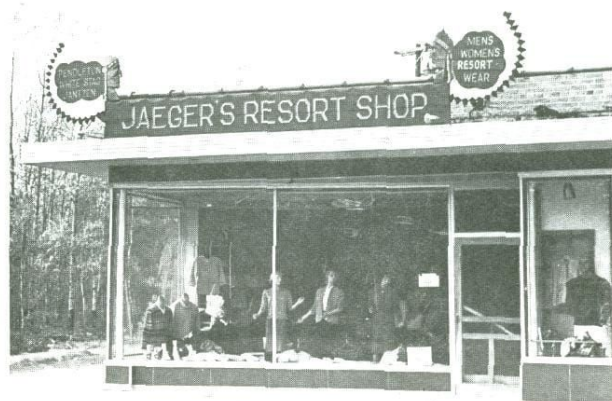
La Porte's LAUNDROMAT

Dry cleaning pick-up service

25c WASH

10c DRY

LAPORTE BUILDING
SHOPPING CENTER
MANITOWISH WATERS, WISCONSIN
PHONE 631



Jaeger's RESORT
SHOP

Manitowish Waters, Wisc.

TOWN AND COUNTRY WEAR

for Men and Women

Laporte Building

Shopping Center

Phone Manitowish Waters 620



VILLAGE CLOTHING SHOP

WORK AND SPORT CLOTHING

For Men and Women

●—SHOPPING CENTER—●

MANITOWISH WATERS, WISCONSIN

BENNETT FLOORS

Dependable Quality for Real Economy

- DRAPES
- CARPETS
- FORMICA
- TILE

MANITOWISH WATERS, WISCONSIN

Hanson's V&S Hardware

PLUMBING
SUPPLIES

BUILDERS
SUPPLIES

HARDWARE
SUPPLIES

SPORTING GOODS



HOUSEWARES

V & S PAINTS

ELECTRICAL
SUPPLIES

LAWN & GARDEN
SUPPLIES

BOTTLE GAS

YOUR VACATION SUPPLY HEADQUARTERS

Manitowish Waters

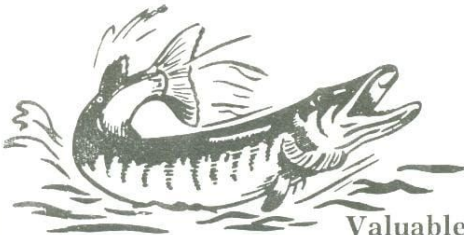
Wisconsin



Harry's Super Market . . .

CHOICE MEATS CUT TO ORDER
BETTER FOODS FEATURED
RURAL DRUG SUPPLY - TOYS - SUNDRIES - NEWSPAPERS

Harry's Sport Shop . . .



—FREE FISH FREEZING—

Live Bait and Tackle of all Kinds.

Valuable Grand Prizes for The Season, of Largest Fish Registered.

HARRY'S SUPER MARKET and SPORT SHOP

Phone: Manitowish Waters 481

CONSOLIDATED DAIRIES, INC.

Home of BLUE RIBBON DAIRY PRODUCTS

Free Home Delivery

Milk : Cream : Ice Cream : Cottage Cheese

Butter : Eggs



GRADE A DAIRY PRODUCTS

FOR YOUR VACATION
IN YOUR NEIGHBORHOOD STORES



BESSEMER 2511

300 E. LEAD

IRONWOOD 549-W

BESSEMER, MICHIGAN



BOB MALETZKE'S

BARBER
SHOP

"GET CLIPPED HERE"



OPEN THE YEAR AROUND

8:30 to 11:45 A. M.

12:30 to 6:00 P. M.



LAPORTE BUILDING

SHOPPING CENTER

MANITOWISH WATERS, WISCONSIN



LITTLE STAR GARAGE

"EVERYTHING FOR THE CAR"



● MOBILGAS PRODUCTS ●

● ROAD SERVICE ●

Outboard Motor Repairs and Rentals

Complete Engine Service

Highway 51

Phone 9255



FOR COURTEOUS SERVICE, go to . . .

TONI and CHELLO'S VARIETY STORE

MOBIL GAS AND OILS

SEIDLITZ "MULTITINT" PAINTS and VARNISHES

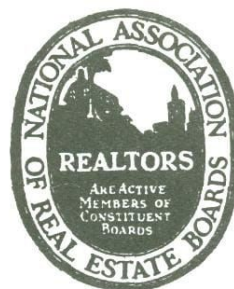
Toys : Souvenirs : Fishing Tackle

Notions : Clothing : Greeting Cards

Phone 641

Shopping Center

Manitowish Waters, Wis.



We specialize
in all types of

**NORTHERN WISCONSIN and
RECREATIONAL PROPERTIES**



Broker Manager
MALCOLM D. LAWRIE
Manitowish Waters, Wisconsin
Phone 634 or 382

Main Office
MINOCQUA, WISCONSIN
Phone 58-J

Vacationland's Favorite



TABBERT ELECTRIC CO.

—ELECTRICAL WIRING—

Springstead Rte, PARK FALLS, WISCONSIN
9 Miles South of Manitowish, Hwy. 182 —:— Phone Mercer 84-F6

Compliments of
J. R. SATRAN & SONS
Publishers of the
VILAS COUNTY NEWS REVIEW
Offset Lithography — Letter Press Printing
Eagle River, Wisconsin

"WE WELCOME EVERYBODY"

Mercer Hardware Co.

Ed and Ray

SPORTING GOODS MAUTZ PAINT PLUMBING SUPPLIES
SERVICE AND QUALITY

APPLIANCES
ELECTRICAL SUPPLIES

Phone 45

Mercer, Wisconsin

WALLPAPER
RED JACKET PUMPS



CONSULT OUR ADVERTISERS
WHEN IN NEED OF
INFORMATION - GOODS - SERVICES
THEY ARE HERE TO SERVE YOU.

PETERSON'S PRODUCE

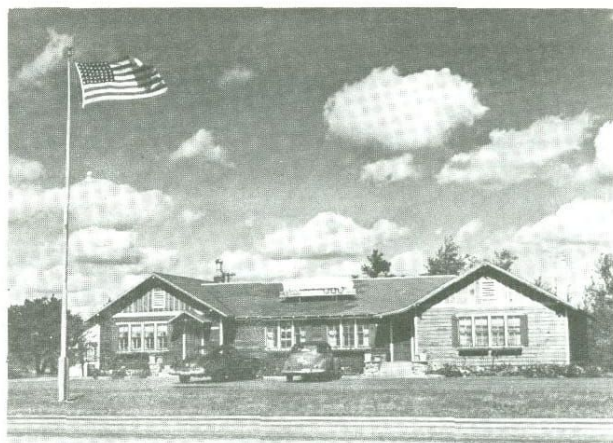
*Finest Variety of Fresh Fruits
Vegetables - Produce*



Exclusive Distributors of Berwind Charcoal
Plants and Bedding Flowers in Season

Phone: Ironwood 782 - Hurley 2467

HURLEY, WISCONSIN



JIM AND JERRY'S

Rustic Manor

The Finest in Food * Cocktail Lounge

—MOTEL—

Manitowish Waters, Wisconsin

On U. S. Highway 51

Phone 9480

LAKELAND REALTY COMPANY



U. S. Highway 51 (south)

MANITOWISH WATERS, WISCONSIN

Telephone 36

Superior BOTTLED GASCO.

CLEAN, DEPENDABLE LP GAS

Phone Manitowish Waters 910
SERVICE WITH US IS NO SIDELINE!

PHONES: Mercer Office 60, Ironwood, Mich 339

Plants at: IRONWOOD, MICH. and MANITOWISH, WIS.

MERCER NEWSTAND & VARIETY STORE

Gifts — Souvenirs Papers — Magazines

Mercer, Wisconsin

WE NEVER CLOSE

Jimmy Francis' EL CAPITAN

U.S. Choice Steaks—\$1.25 to \$4.75

Largest Spaghetti Dinner in the World, \$1.50

BAR COCKTAILS

Between Mercer and Hurley on U.S. 51

JESSE BUILDERS SUPPLY

Phone Mercer 4

MERCER, WISCONSIN

CORNER INN

Specializing in Sea Food
Also, Chicken, Steak and Chops

Manitowish Waters

Wisconsin

WAMPUM SHOP

"Shop for Everything"



Licenses — Fishing Tackle — Souvenirs

—Clothing—



Mercer, Wisconsin

Townsend Pharmacy



YOUR NORTHLAND
PRESCRIPTION
DRUG STORE

Phone 21-J

MERCER, WIS.

....Mercer Lumber Company....

COAL : LUMBER : BUILDING MATERIAL : PAINT

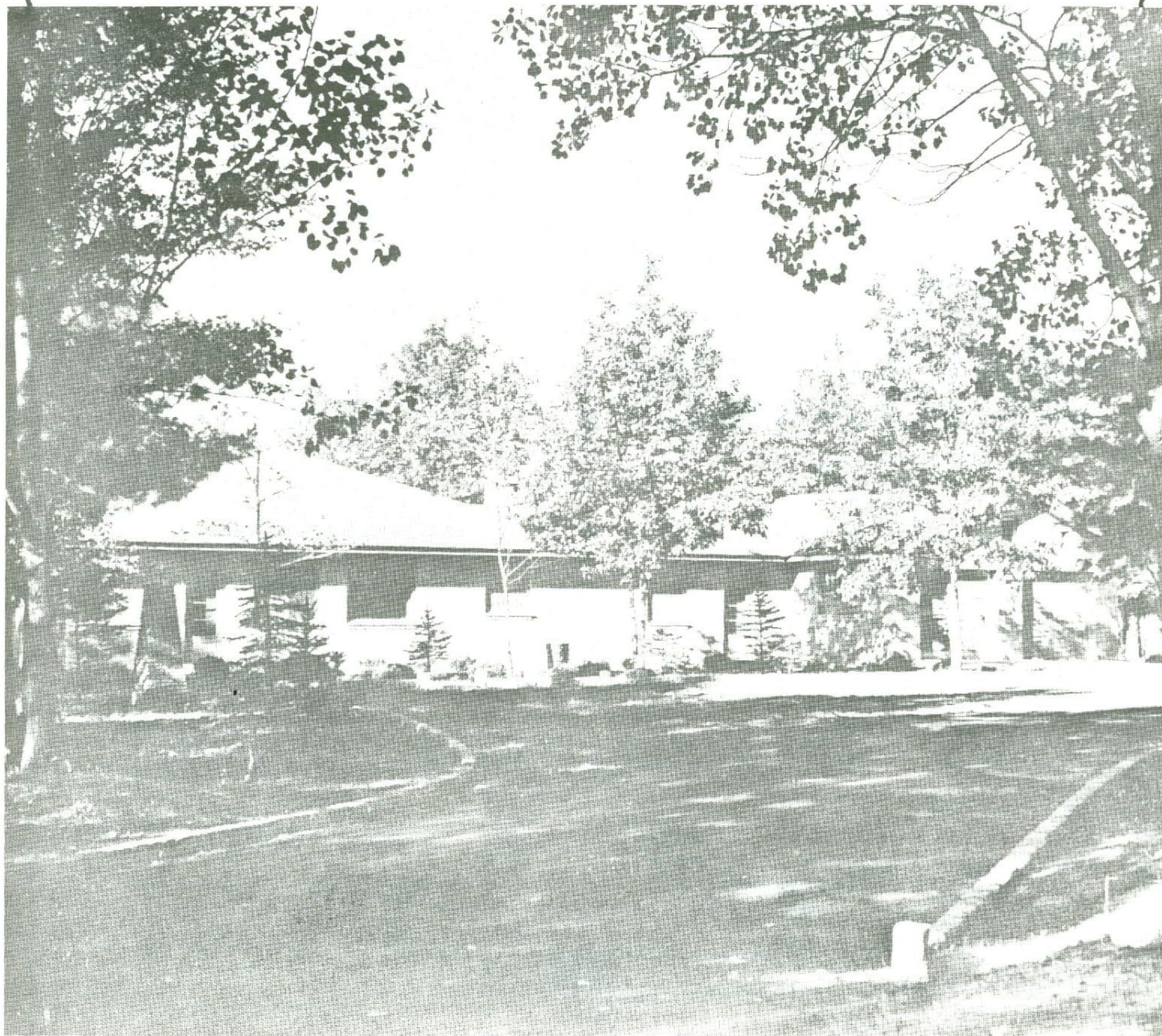
On U. S. Highway 51



PHONE 41

NORTHWOODS BUILDING HEADQUARTERS

MERCER, WISCONSIN



PUKALL LUMBER COMPANY

RETAIL LUMBER — BUILDING MATERIALS — SUPPLIES

ARBOR VITAE, WISCONSIN

On Hwy. 70 — 1/2 mile north of Hwy. 51

P. O. Woodruff, Wisconsin

Phone
240

Phone
240

HAZLEWOOD Insurance

FORMERLY HAZLEWOOD-JOSSART



GENERAL INSURANCE

WHEN YOU NEED IT BADLY, YOU NEED IT GOOD



Phones:

OFFICE 295 :: RESIDENCE 480

BOX 666 :: MINOCQUA, WISCONSIN

AHLBORN PRINTING

LETTERPRESS

OFFSET

STRIVING DAILY TO SERVE YOU BEST

Resort Advertising A Specialty

MINOCQUA, WISCONSIN

Phone 368



Located in the Shopping Center of the Northwoods Resorts.

Where Tourists Receive Prompt, Courteous Attention

Where Accounts of Seasonal Residents are Always Welcomed

MEMBER
FEDERAL RESERVE SYSTEM
FEDERAL DEPOSIT INSURANCE CORP.



YOUR FULL SERVICE
COMMERCIAL BANK



FOR RESORT
HOME and INDUSTRY

LAKES PROPANE GAS CO.

Phone 395-R

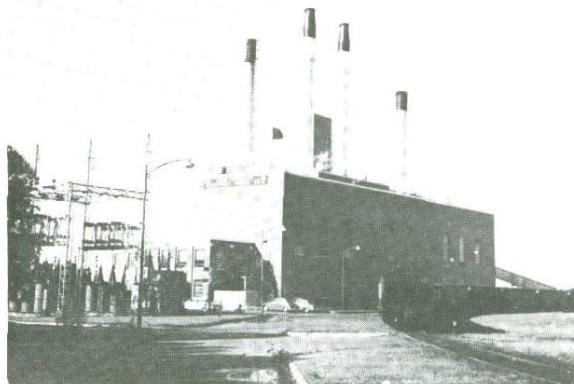
Night 350-M or 34-F4

Area Distributors

Hanson's Hardware
Manitowish Waters, Wis.

LAKES PROPANE GAS CO.
Minocqua, Wisconsin

ENJOY A
WONDERFUL VACATION
IN NORTHERN WISCONSIN



Bay Front Steam Generating Plant
Ashland, Wisconsin

PLENTY OF DEPENDABLE ELECTRIC POWER
THROUGHOUT THE RESORT AREA

THIS AREA WELCOMES BOTH TOURISTS
AND INDUSTRY

LAKE SUPERIOR DISTRICT POWER COMPANY

LAKELAND AGENCY

Insurance

Jesse J. Johnson, Agent

INSURE TO BE SURE

P. O. Box 396

Phone 85

U.S. Highway 51 - Half Mile North
MINOCQUA, WISCONSIN

HOWARD HARDIE

REALTOR

Have Recreation and Business listings in Northern
Wisconsin and Upper Michigan

Let me know type of property
you are interested in.

318 Silver St.

HURLEY, WISCONSIN

Phone 3901

Your Assurance of

COMFORT - STYLE - BEAUTY

... A FUR BY

NEWMAN'S FURS

225 East Aurora St.

Ironwood, Michigan

ERSPAMER LUMBER COMPANY

DEPENDABLE DEALERS IN

COAL - LUMBER - BUILDING MATERIALS

INSULATION, PAINT AND FUEL OIL

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

HURLEY, WISCONSIN
PHONE 92

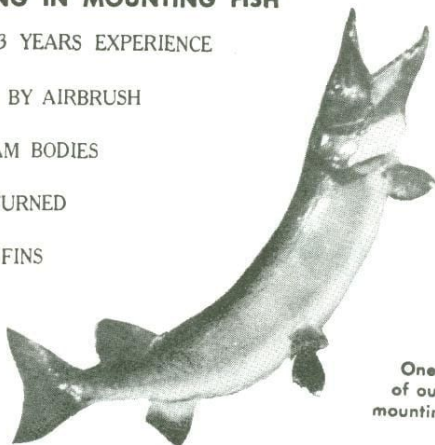
MARCHINO TAXIDERMY STUDIO and WILDLIFE MUSEUM

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

SPECIALIZING IN MOUNTING FISH

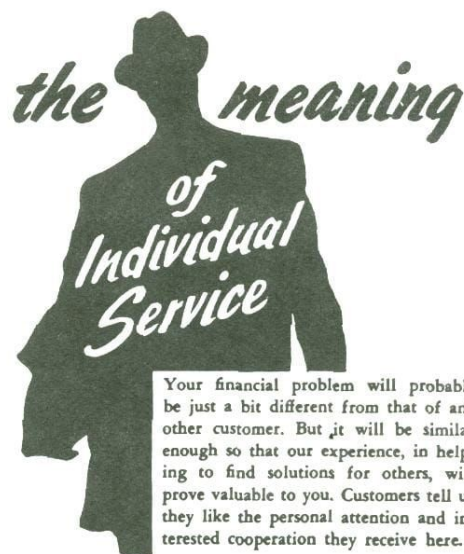
33 YEARS EXPERIENCE

- COLORING BY AIRBRUSH
- STYROFOAM BODIES
- MEAT RETURNED
- FLEXIBLE FINS



One
of our
mountings

VISIT OUR MUSEUM AND SEE
Mounted Wildlife in their Natural Habitat
Fish Mounted in Under Water Scenes
Special Mountings for the Children



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 78th YEAR
OF

COMPLETE BANKING SERVICE TO THE
GOGEBIC RANGE AND RESORT COMMUNITIES

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

WE INVITE ALL TOURISTS AND RESORTERS TO CALL ON US
WHEN IN TOWN

NATIONAL METALS BANK OF IRONWOOD

"The Bank of Service"

Member F.D.I.C.

IRONWOOD, MICHIGAN

Phone 595



THE OLDEST BOTTLING WORKS
ON THE GOGEBIC RANGE
SINCE 1886

SQUIRT -

PEPSI-COLA BOTTLING CO.

Hurley, Wisconsin

Phone 1054-M

Mfgs. of Soda Water Beverages
Steve & Lloyd Baima
Owners



SMITH BROS. MARINE

BOATS — TRAILERS — BOAT HOISTS
MARINE ACCESSORIES

Johnson Seahorse Outboard Motors

Lawn Boy Power Motors

McCulloch Chain Saws

Corner U.S. Highway 51 and Wisconsin 70
MINOCQUA, WISCONSIN — PHONE 374

Complete Line of
Greeting Cards

Personalized
Imprinting

Bead Craft and
Artists Supplies

Gifts of Distinction



At the Sign of the Palette

Driftwood by
Mercedes

Gift Specialties

Personal and
Business Stationary
Machine Rentals

SALES and SERVICE ON ALL TYPES OF MACHINES

Phone 232-R

Hwy 51 between WOODRUFF AND MINOCQUA

Walter Meyer's Sausage Company

"High Grade Sausage our Specialty"

HURLEY, WISCONSIN

Phone 219

IRONWOOD, MICHIGAN

Phone 500



PRENDERVILLE INSURANCE AGENCY

Phone 1112

312 Silver Street

Hurley, Wisconsin



AIRPORT RENT-A-CAR SYSTEM

Lakeland Rent-A-Car Co.

Burnett's Standard Service

Woodruff, Wisconsin

Phone 204

T N T PLUMBING AND HEATING

Plumbing —:— ANTONE LUDGATIS —:— Heating

SHERWIN WILLIAMS PAINT

Phone 299

WOODRUFF, WISCONSIN

WALCH HARDWARE

HARDWARE, PAINT, SPORTING GOODS, SOUVENIRS

Phone 87

MINOCQUA, WISCONSIN

WOODRUFF MOTORS

DODGE, DODGE DART and CHRYSLER

Specialize in Automatic Transmission and General Repair

Phone 105

P. O. Box 29, WOODRUFF, WISCONSIN

CARLS DRUG STORE

The Rexall Store

AT THE CROSS TRAILS OF THE NORTH

WOODRUFF, WISCONSIN

CRANBERRIES
EAGLE RIVER PRODUCTS
 and
OCEAN SPRAY

MANITOWISH WATERS
CRANBERRIES GROWERS

Growers

Manitowish Cranberry Company
 Leasure-Koller Cranberry Company
 Folsom Cranberry Company
 Alder Lake Cranberry Company
 Weber Cranberry Company
 Cardinal Cranberry Company
 J. E. McFarland Cranberry Company

Manitowish Waters

Wisconsin

Security State Bank

MINOCQUA, WISCONSIN

**SAFETY DEPOSIT
BOXES**

NITE DEPOSITORY



Accounts insured

up to \$10,000 by Federal Deposit Insurance

The Bootery

SMART SHOES

FOR THE ENTIRE FAMILY

Such Names as

Red Cross — Heydays — Citation — Etc.

105 E. Aurora

Ironwood, Michigan

E. FARRELL KRAUSE AGENCY



**GENERAL
INSURANCE**

Phone: 71

U.S. 51 — 1/4 mile South of Minocqua, Wis.

LOVELY THINGS FOR WOMEN
 PERSONALIZED SERVICE
 in a
 DELIGHTFUL ATMOSPHERE
 COMPLETELY AIR-CONDITIONED

EVA WURL

"Youthful Feminine Apparel"

Across from the Ironwood Theater

Phone 634

Ironwood, Michigan

McKevitt - Kershner - Patrick COMPANY, Inc.

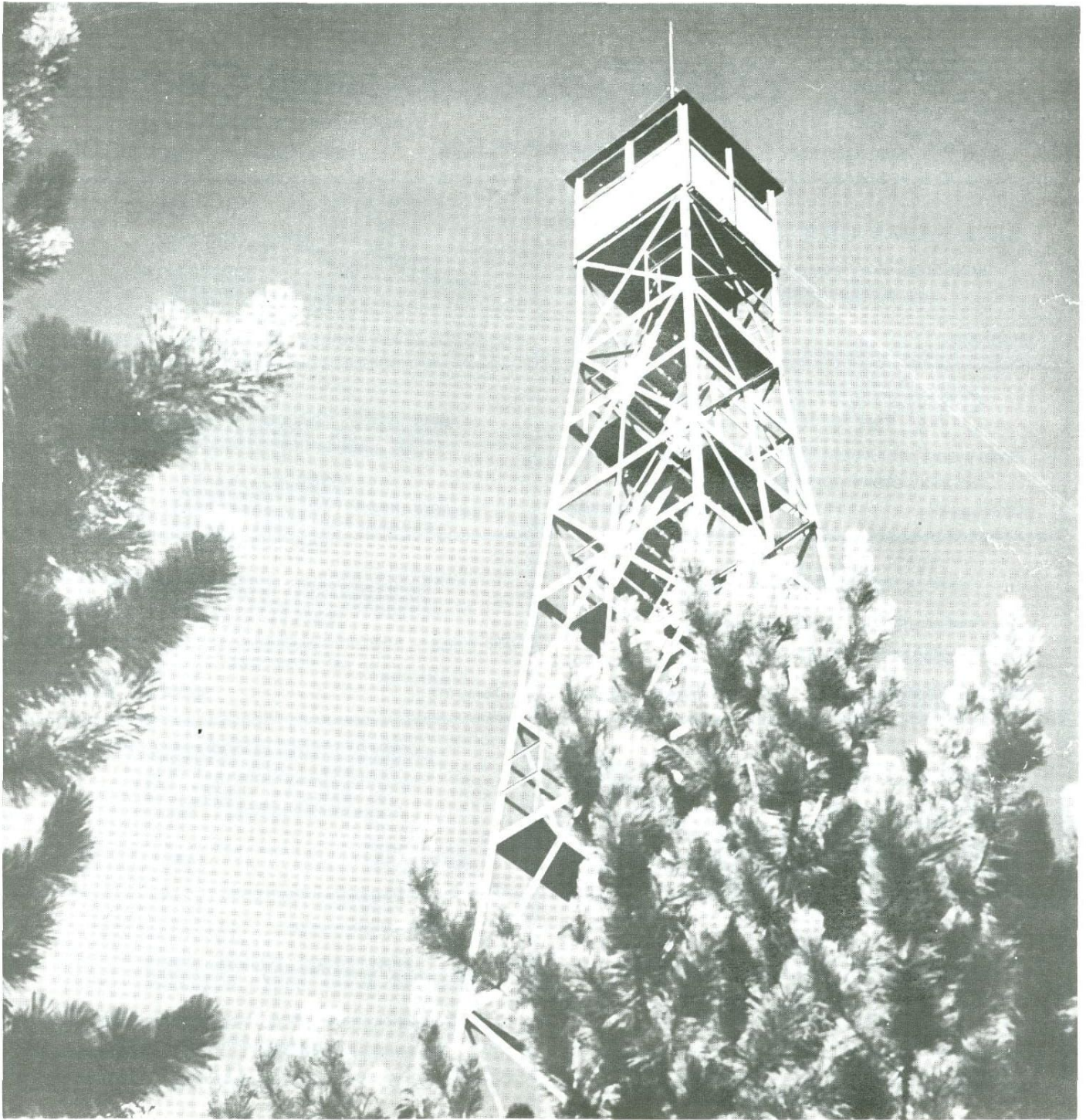
FURNITURE — BEDDING — CARPETING

Complete Furnishings for Cabins, Cottages
and Resorts

212-14-16 South Suffolk Street

IRONWOOD, MICHIGAN

Phone 425



Estabrook's
INCORPORATED
Insurance

RHINELANDER

**Telephone
FO2-2444**

LARGEST INSURORS OF SUMMER PROPERTY IN WISCONSIN

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



JOHN ALBERT
Jeweler
Kresge Building
IRONWOOD, MICHIGAN

BETH PERRY GIFT AND YARN SHOP

IRONWOOD'S MOST COMPLETE KNITTING CENTER

—Also Features Extensive Line of Gifts—

IRONWOOD

MICHIGAN

STERN & FIELD

Ironwood's Largest Men's and Boy's Store

THE MEN'S STORE WHERE WOMEN LIKE TO SHOP

IRONWOOD

MICHIGAN

NEW STYLE SHOP

"A Store Functioning Exclusively for the Woman Who Likes Nice Things"

NEXT TO THE IRONWOOD THEATRE

109 E. AURORA STREET

IRONWOOD, MICHIGAN

Sally's Shoe Shop

HOME OF BETTER SHOES FOR
MEN, WOMEN, AND CHILDREN

JOSEPH H. ROSEN
PROPRIETOR

Phone 1934



110 AURORA STREET
IRONWOOD, MICH.

Compliments of

THE FIRST NATIONAL BANK OF

RHINELANDER, WISCONSIN

"WHERE THOUSANDS SAVE MILLIONS"

O. K. AUTO PARTS

INC.



Ironwood, Michigan

Setterlund Cleaners

Your "Custom Care" Cleaner

Phone 2659

211 E. McLeod Ave., IRONWOOD, MICHIGAN

COMPLETE SOFT DRINK SERVICE

Coca-Cola *Sprite* & **SUN-RISE**
BEVERAGES

Canada Dry Products

COCA-COLA Bottling Co. Inc., Rhineland, Wis.

THE MERCHANTS STATE BANK

RHINELANDER, WISCONSIN

Member of F. D. I. C.

4 PER CENT INTEREST ON 12 MONTHS SAVING CERTIFICATES

BERGGUIST AMUSEMENTS

MUSIK HUT

JEEP BOXES — BOWLING MACHINES — MONO and STEREO ALBUMS

—:— ALL MUSIC SUPPLIES —:—

Phone 871

IRONWOOD, MICHIGAN

PAUL'S STORE IN HURLEY

PHONE 749

The Range's Largest Department Store

A Complete Line of Clothing For Every Member of the Family

302 - 306 SILVER STREET

HURLEY, WISCONSIN

JOHNSON MUSIC STORE

A TRUSTED NAME WITH TRUSTED SERVICE SINCE 1896

YOUR APPLIANCE HEADQUARTERS

IRONWOOD, MICHIGAN

FOR EXTRA SAVINGS SHOP AT

SEARS in Ironwood

IT'S A CONVENIENT, ECONOMICAL

"ONE-STOP" SHOPPING SERVICE



EVERYTHING FOR THE HOME

RESORT - FARM - AUTOMOBILE

CHAS. M. GIBSON AGENCY

ALL FORMS OF

INSURANCE**RHINELANDER****F0rest 2-2020****J. C. Penney Co., Inc.****Department Store**While in Ironwood make our store your
HEADQUARTERSWE CARRY A COMPLETE LINE OF CLOTHING,
SPORTS APPAREL & HOUSEHOLD FURNISHINGS**at BUDGET PRICES****IRONWOOD****MICHIGAN****LAKELAND PRINTING CO.**

Publishers of the

LAKELAND TIMES*Commercial Printing*

MINOCQUA, WISCONSIN

Phone 356-5100

Jesse Food Products, Inc.

Rhineland, Wisconsin

FROZEN FOODS INSTITUTIONAL CANNED GOODS

HIGHWAY 17 NORTH

PHONE F0rest 2-4195

**Aluma-Craft and Larson Boats
Evinrude Outboard Motors
Service and Repair**

Daily delivery to Manitowish Waters

See us for resort prices on
Boats, Fishing Tackle and Repair**Ray Smeeth Sporting Goods**Manitowish River and 214 McLeod Ave.,
IRONWOOD, MICHIGAN**RHINELANDER
SAVINGS & LOAN
ASSOCIATION**

4 S. Brown St.

Rhineland, Wis.

The Area's Leading Lender

HOME LOANS

gas

BULK

&

BOTTLE

Pyrofax
TRADE MARK**"QUALITY CONTROLLED"****TOWN & COUNTRY GAS SERVICE**

108 E. Davenport St.

F0rest 2-5400

RHINELANDER, WISCONSIN

JACK BRUNNER

WERNER BRUNNER



Minocqua Marine Mart, Inc.

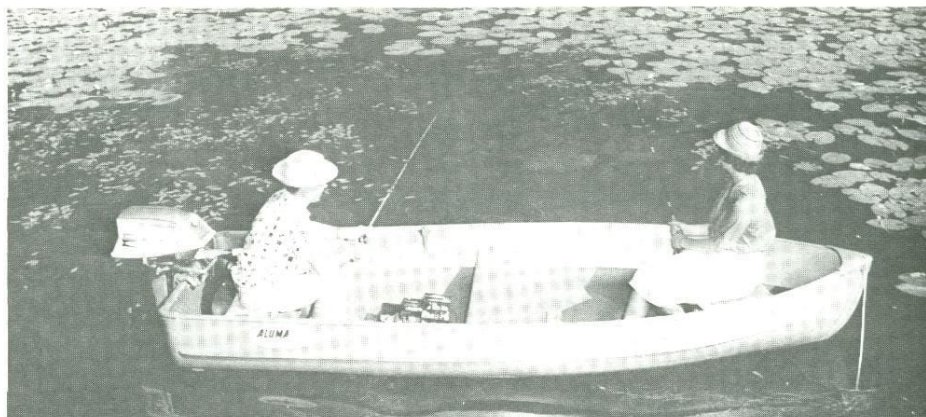
C. P. McCauley



Phone 356-3455



MINOCQUA, WISCONSIN



— SALES AND SERVICE —

Evinrude

Aluma-Craft

Century Boats

Gift Shop

Open All Year

Storage

All Sizes and Styles of Boats and Motors in Stock

RENT A CANOE

BY THE DAY OR WEEK

For a Real Vacation



On The Lake

THRALL BOAT & CANOE SHOP

GENERAL BOAT REPAIR

—SALES AND SERVICE—

Old Town Canoes & Tomahawk Boats

—SCUBA AIR AND SUPPLIES—

Arnold Thrall

Phone 366-5367

WOODRUFF, WISCONSIN

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

FOR ALL YOUR GAS NEEDS

PHONE

The **ONIGAS** *Co.*

Woodruff, Wisconsin

Phone 356-5313

BOB DIETZ'

(Carol and Bob)

STANDARD STATION

CLEAN REST ROOMS

• • •

COMPLETE AUTO SERVICE

— LUBRICATION —



In Shopping Center, County "W"

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



ON-THE-SPOT TRAVEL SERVICE AT STANDARD OIL DEALERS

Ask the men who *know* . . . Standard and American Oil Dealers. They're specially trained to help you choose places to eat and sleep . . . to help you find local addresses and points of interest. At their Information Centers you'll find a unique kind of local directory, authoritative national guidebooks and up-to-date maps. The "As You Travel" sign also means *clean* rest rooms and car care by men who *do* care!

AS YOU
TRAVEL
ASK US



You expect more from Standard and you get it!

STANDARD OIL DIVISION AMERICAN OIL COMPANY



FRITZ'S

CHAMPION MOTORS
Mechanical Repairing of All Kinds



Beauty Salon

P. O. WOODRUFF, WISCONSIN
U.S. Highway 51 and County Trunk "H"

ASSOCIATE MEMBERS

Seamen's Builders

Walter Meinel

Erwin E. Fritz

Ralph Seelman

Mrs. Kathleen Wallace

Mrs. Marie Pepowski

Joseph B. Walter

Harry C. Murphy

Lester S. Clemons

John E. Bradley

Harry Berning

Stanley Hennegan

Charles Childers

Lee Kulp

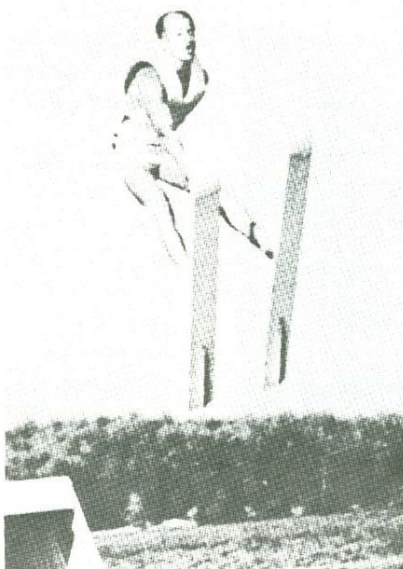
COLORAMA

Many people who know how beautiful our Manitowish waters area is in the summer—its high, dry climate, with its attendant freedom from most allergies—have never been up here during the fall season to see the marvellous colors Nature provides. It isn't always easy to predict the exact dates when the color will be at its height, but usually from about the 24th of September until the 15th of October is a period when the leaves are in their fullest color. Maples, Popple, Birch, Oak, all with their contrasting colors against the dark green of the Pines and the firs make it a paradise for the color photographer. Look out across our lakes, and watch the opposite shoreline, morning, noon, but especially at eventide, when the setting sun hits the trees and brings out the full panalopy of colors in our woods.



Fishing is usually good, too, with the game fish getting fattened up for winter, and striking at lures and baits that they might not bother during the lush summer days. Sturgeon are in season, and many fine ones have been taken from our Manitowish River, below the Dam on Rest Lake. Each year, the celebrations at Colorama time are bigger and better, with many of our neighboring towns participating. There are fish bakes, chicken barbeques, tours of colorful roadsides, tours of many lakes, tours of the 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 a weekend during the fall, give yourself a real treat.

THE MANITOWISH WATERS SKIING SKEETERS



In 1961, a new Ski Club was organized by the younger generation in the town, both summer residents and year round inhabitants. They all enjoy water sports, and decided to band together for more fun and knowledge. They are known as the Manitowish Waters Skiing Skeeters, and have been a very worthy successor group to an older organization that flourished some years ago. Each week they put on a water ski show that has to be seen to be believed, one of the finest in the nation. You will find a schedule of these shows and the location posted at business places and at your resort, be sure to gather the family and see them at least once during your stay with us.

The Manitowish Water's Skiing Skeeters will begin their third year of water ski shows and they have made plans in order that they may continue their programs.

After a very successful summer last year, the Skeeters find themselves proud owners of a new ski boat, a new lighting system, a new speaking system, and other ski equipment that was necessary for the fastly improving shows. These improvements along with the added talent acquired after the completion of last seasons tryouts, will help to further the progress of our young club.

The acts have been improved and many new acts have been added. The club will offer ballet, slalom, trick skiing, clowns, jumping, shoe skills, pyramid, doubles, saucer acts, back swan, Paul Bunyan skis, canoe paddle, ping-pong paddles, barefoot and other new acts that we hope will be firsts in water skiing. The Manitowish Water's Skiing Skeeters would like to invite you to come and share some of the fun that we have. We promise to do our best to please you and give you a better idea of the things that can be done on water and fun that you can have.

We would also like to ask you boat owners to give us a helping hand in promoting water safety and when boating on our chain of lakes, be courteous and follow the few restrictions that have been set up. Thank you and come to see us.

Booklet Photos—Courtesy of:

Malcolm Lawrie
Wisconsin Conservation Dept.

Voss' Birchwood Lodge
Bill Mehl
John Brunner
Richard Sleight, Jr.

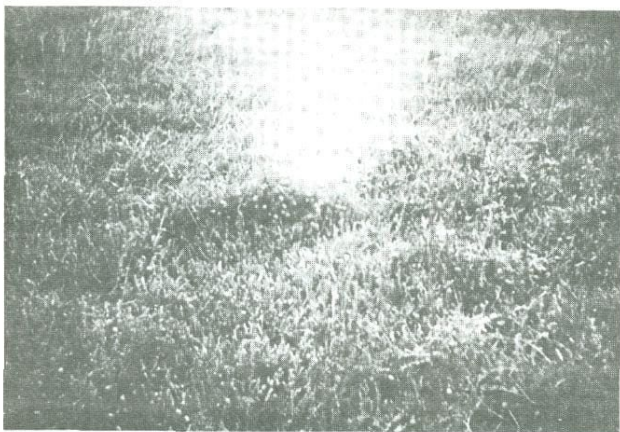
John McFarlane
Bud Michaelis
Leo Eckman
Chello Dalle Ave

CRANBERRY INDUSTRY IN MANITOWISH WATERS

In 1944, several interested men were looking for a location for the growing of cranberries, and after a thorough check of several locations, decided that Manitowish Waters offered an ideal situation for them.

In the growing of cranberries commercially, many problems had to be solved. Originally, they were a wild product, and were enjoyed by the Indians, our first harvesters. Later, to make a commercial venture feasible, sections of marsh were laid out, dikes built around the edges for easy access, and means of getting water in and out devised.

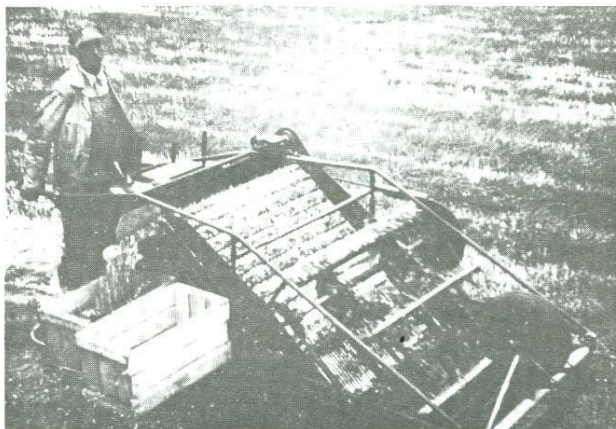
In 1944, John E. McFarland, Delbert Bartling, Herbert Indermeuhle, Howard Folsam, Vernon Goldsworth, Dr. Millard and Colonel Dowman each started a 10 acre marsh in the area around Little Trout Lake. Thru the years, these original "farms" have grown to the present size, and more marsh is being prepared each year. There are now about 270 acres of marsh operating, producing some of the finest cranberries in the United States, marketed all over, under the Ocean Spray Brand and under the Eagle River brand, some canned as well as fresh and frozen. Many berries are shipped directly to retail outlets during the harvest season, and at Thanksgiving and Christmas times.



The Growing of the berries is very closely watched. They cannot be allowed to freeze, and yet they only prosper and ripen when they are open to the sun. Because the bogs, or marshes, are low lands, the low temperatures are usually much lower than the surrounding areas. Freezing is prevented by flooding the marsh to cover the berries which are ripening on the plants. To flood and remove the water, each grower has high capacity pumps, driven

by either electric motors or diesel engines, which pump water from the adjoining lake over the bogs thru a system of canals. When the frost danger is past, the flow of water is reversed, and pumped back into the lake, where it is ready for the next need.

As the years have gone on, chemical aids to growth were developed to insure finer berries and to keep them disease free. Progress is still going—methods change, and all to improve the berry you enjoy so much.



Ingenious mechanical pickers have replaced the tedious hand raking of old, and improved handling methods have protected the berries from bruising.

The berries, after harvesting, go thru the processing plant each grower has on his property, where they are washed and thoroughly cleaned, sorted, inspected, graded and packed. Some are packed in the familiar one and two pound packages you see in your store, and others are packed in larger containers for shipment to another plant for making cranberry sauce, relish, jam, and a host of other products where the delicious flavor of Manitowish Waters Cranberries is enjoyed by so many.

The attendant at the Information booth will be happy to arrange a tour of the marshes for you, so that you can see just how carefully this once wild product is grown for you. During our Colorama season in the fall, there is, of course, more activity, since this comes during the harvest season, and one may see the different methods of picking and processing in operation. They are interesting, tho, at any time of the year.

Spend your honeymoon at Manitowish Waters



CONVENTIONS AND ORGANIZATION OUTINGS

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

Committees in charge of plans will be complimented by their organization for offering "something different" to the members. Whether it be large or small groups - American plan or cottage accommodations, we can take care of your group to the satisfaction of all.

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

It's an Idea!

WHAT DO YOU MAKE?

Are you engaged in any form of light manufacturing?

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

THERE ARE MANY ADVANTAGES

Unlimited supply of good water.

Very reasonable tax rate.

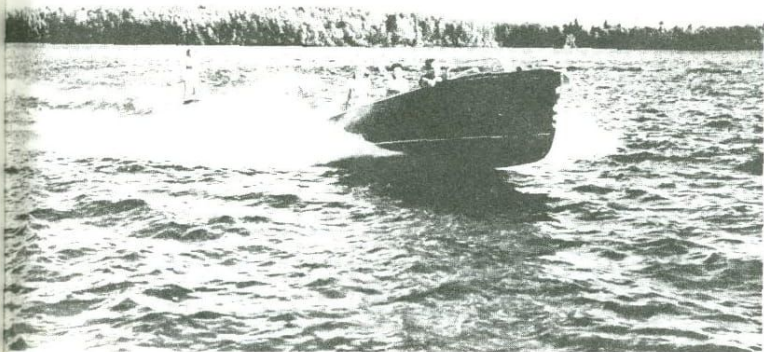
Help at fair rate of pay.

Located on two established truck lines and near two railroads for shipping.

Our own airport for executives who have planes.

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

PLEASE GIVE FULL INFORMATION ON FORMS



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, Sept, 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.

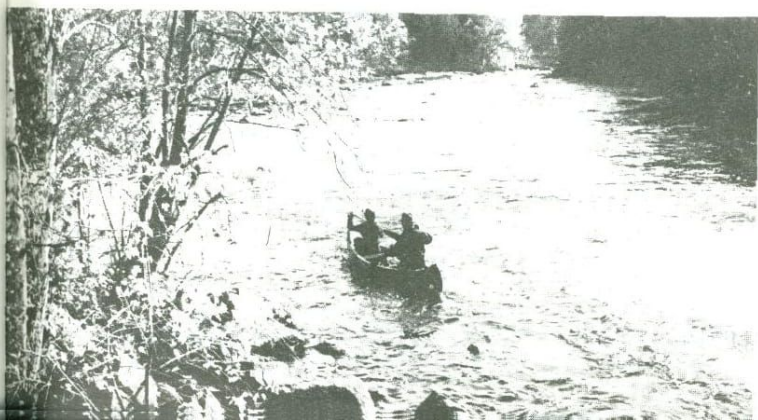
SEE THE NORTHWOODS IN COLOR — a sight that is worth the trip. Color camera enthusiasts will have a rare treat. About the middle of September the woods begin to show nature's colors that defy an artist's reproduction. Don't miss it! It has often been said that September, with its warm sunny days and cool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



LET'S GO FISHING



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

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

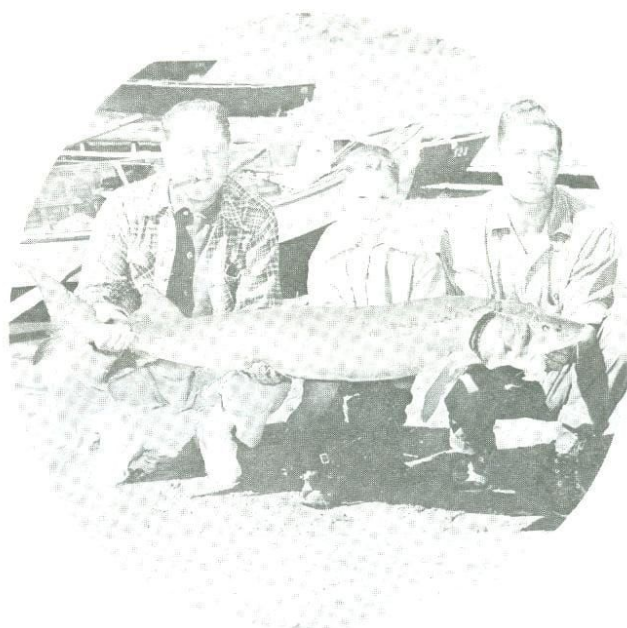
In addition to these famous tackle busters, you'll enjoy good Walleye Pike and Bass fishing. Panfish Too!

Should you prefer to engage a guide, we have a number of good experienced men in the area. These men will do everything possible to make your fishing trip successful. They'll show you where and how to fish, and how to handle the big ones.

Manitowish Waters is not only an ideal spot for fishermen, but the entire family as well.

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

Don't overlook the thrill of catching a Sturgeon. Write your favorite Resort about the opening dates of Sturgeon Fishing.



FISHING CONTESTS

Musky
Walleye
Small Mouth Bass
Sturgeon



Large Mouth Bass
Northern Pike
Cappie
Pan Fish

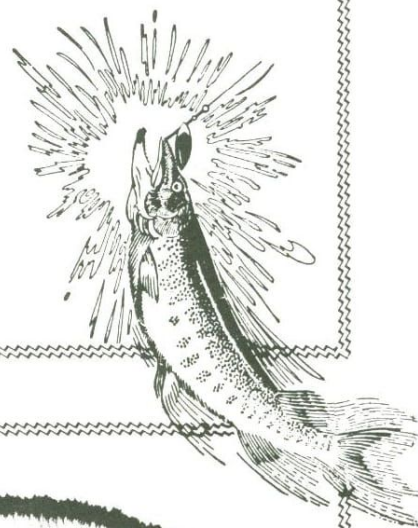
NO ENTRY FEE

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

Vilas County Spring Musky Contest — May 18 - June 30

Colorama Musky Tournament — September 28 - October 6

Get Information on Guide Service at Sport Shops and Resorts



Manitowish Waters
**MUSKY
MARATHON**



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

For a full and complete
description of the contest, please refer to the contest regulations
which are available at all resorts and sport shops in the area.

Manitowish Waters Chamber of Commerce

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

Complete information and registration at all resorts.

BE SURE TO ASK YOUR HOSTS.



The Waters Of Youth

Manitowish, an Indian name,
All old timers proudly acclaim,
Noted waters of health, sport and fun
In northern Wisconsin on route fifty one.
They attract summer guests from far and near,
Old and young coming year after year,
When all abandon toil and care
In outdoor life in pure pine air,
Safe on sand beaches and timbered lands,
Hosts of welcome extending warm hands.

When calls of play arouse you
And tell you vacation is here,
That you long to paddle your own canoe,
Exempt from your job and career,
Remember that here one is safe and free,
Secure and secluded by Nature's decree.

Waters of famous Manitowish
Invoke your presence to play and fish,
Sure to gratify every wish.

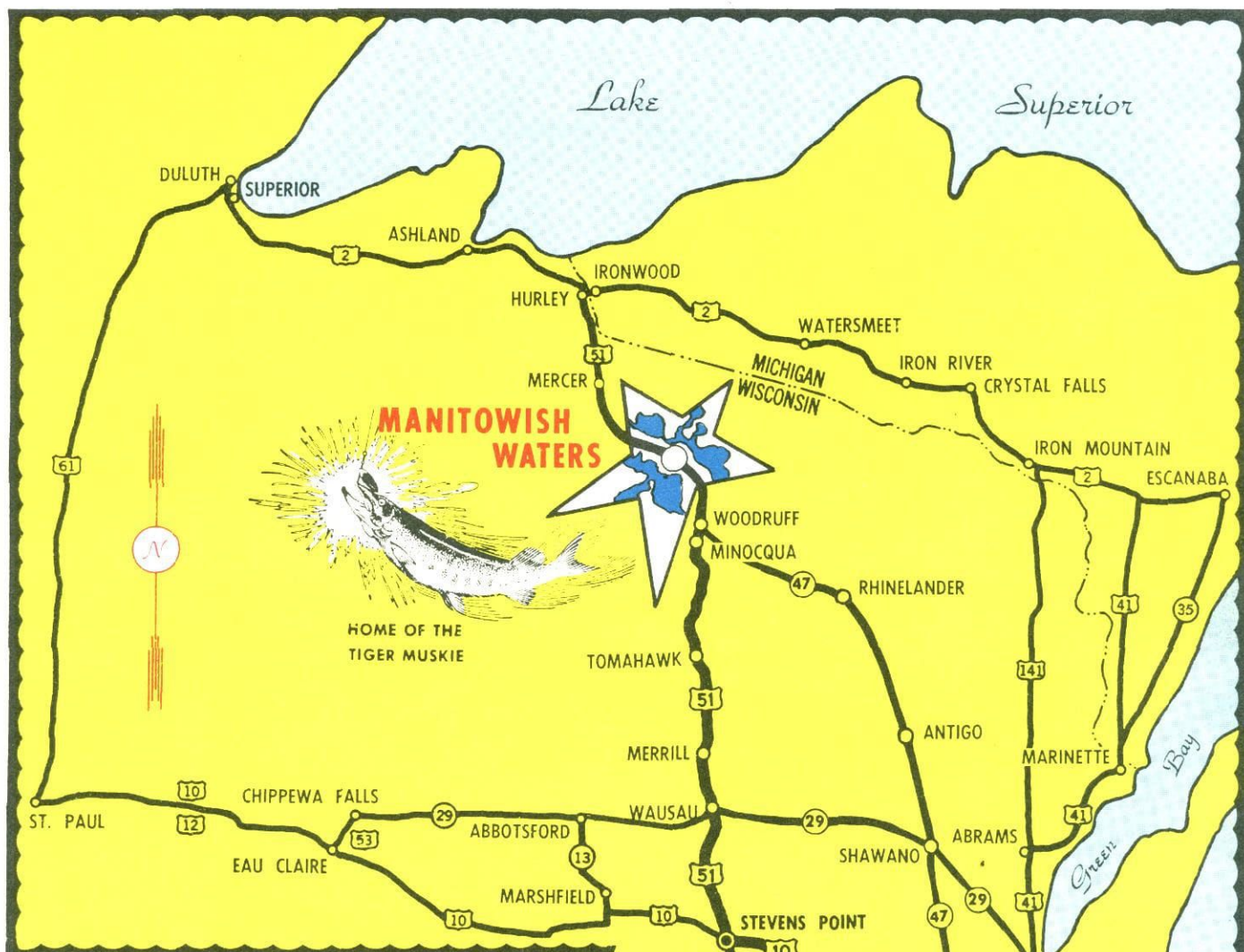
Now in nineteen sixty three,
 Our Chamber of Commerce for thirty years
 Has publicized most masterly -
 That here the joy of youth appears.

El Capitan



MANITOWISH WATERS CHAIN OF LAKES





..HOW TO REACH.. *The Manitowish Waters* A Chain of 14 Lakes

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

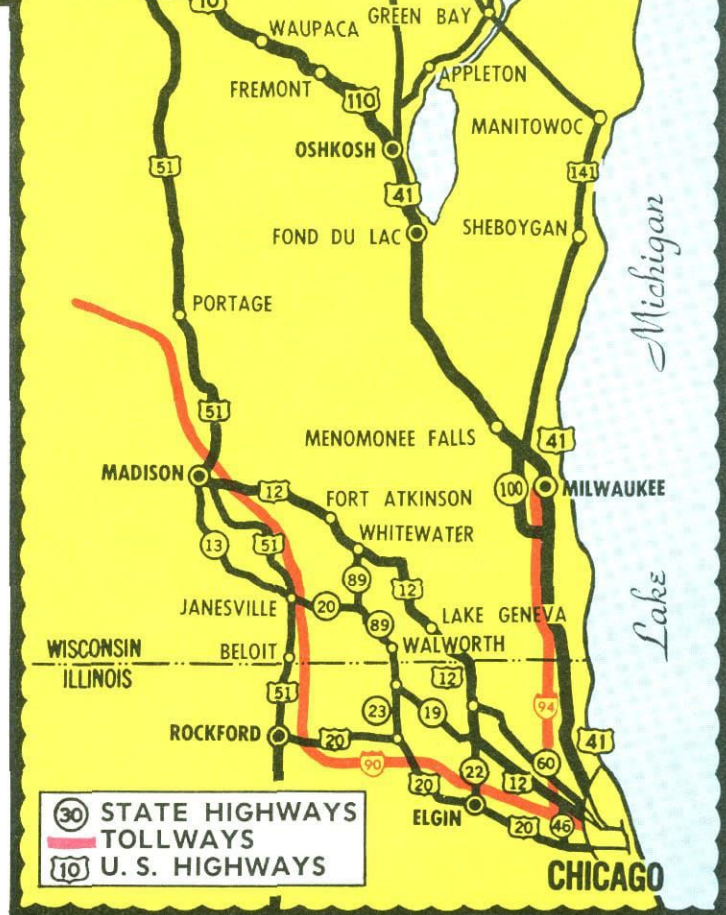
BY TRAIN — Take the C. & N. W. to Manitowish. Autos from the resorts will meet you by appointment.

BY PLANE — To Manitowish Waters airport by private or charter plane. Fly North Central Airlines to Ironwood, Mich. Your host will meet you at either airport.

BY BUS — The Greyhound bus line offers service direct to Manitowish Waters. Route via Milwaukee or Madison from Chicago. The scenery enroute is both interesting and beautiful. There's a little of all the world in Wisconsin.

MILEAGE — FROM MANITOWISH WATERS, WIS. - TO:

Antigo, Wis.	90	Monroe, Wis.	267	Evansville, Ind.	643
Appleton, Wis.	170	Oshkosh, Wis.	188	Fort Wayne, Ind.	521
Beloit, Wis.	285	Portage, Wis.	199	Indianapolis, Ind.	551
Eau Claire, Wis.	188	Racine, Wis.	293	Kansas City, Mo.	716
Green Bay, Wis.	179	Sheboygan, Wis.	243	Louisville, Ky.	664
Hudson, Wis.	249	Waupun, Wis.	220	Marion, Ind.	640
Janesville, Wis.	255	Wausau, Wis.	89	Minneapolis, Minn.	269
Kenosha, Wis.	307	Chicago, Ill.	360	Peoria, Ill.	433
LaCrosse, Wis.	225	Cincinnati, Ohio	661	Rockford, Ill.	302
Madison, Wis.	237	Columbus, Ohio	674	St. Louis, Mo.	595
Manitowoc, Wis.	215	Davenport, Iowa	408	South Bend, Ind.	454
Marshfield, Wis.	144	Des Moines, Iowa	511	Terre Haute, Ind.	533
Milwaukee, Wis.	267	Detroit, Mich.	633	Waukegan, Ill.	308
		Dubuque, Iowa	333		



30 STATE HIGHWAYS
TOLLWAYS
10 U. S. HIGHWAYS