

A black and white advertisement for Wally's Shooters' Supply. The entire page is framed by a border of small stars. At the top, a banner with a waving American flag contains the year '1776'. Above this banner is a small illustration of a Minuteman holding a rifle. Below the '1776' banner is another waving American flag banner containing the year '1976'. To the left of the '1976' banner is a detailed illustration of a Minuteman in 18th-century attire, holding a long rifle. To the right of the '1976' banner is an illustration of a modern archer in a plaid shirt, aiming a bow. Below the archer is a target with a bullseye and a deer head mounted on a stand. The text 'You've Come A Long Way America' is written in a large, serif font at the top. At the bottom, the store's name 'WALLY'S SHOOTERS' SUPPLY' is prominently displayed, followed by 'Archery and CB Center'. To the right, the address 'HWY. 70 WEST MINOCQUA' and phone number '356-2688' are listed. A line of text above the store name reads 'A store continuing 200 years of American tradition Fine Firearms and Archery Equipment'.

You've Come A
Long Way
America

1776

1976

A store continuing 200 years of American tradition
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WALLY'S SHOOTERS'
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HWY. 70 WEST
MINOCQUA
356-2688

Buswell is no more. . .

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intermittent forties from as far west as modern C.T.W., just south of Turtle Lake in Winchester township, to the lands south of Presque Isle Lake. It had its own logging railroad, complete with dinky locomotives and standard gauge cars, to link the woods with the mill in town.

Reminiscences of oldtimers give even more vividness to our knowledge of the town. A sizeable company store contained company offices, post office and barber shop as well. A small school, a boarding house of two or three stories, and a few fancier executive houses broke the pattern of small white clapboard houses arrayed on a hillside, their fronts on stilts, their backs at ground level, and all linked by board walks.

Personalities still recalled were the school mistresses, Gertrude Falconer (probably the first, 1906) and Daisy Martin (probably the last, 1909), company doctors Frankel and Hamilton, even a horse named Barney that worked the lumber trans (between the mill and drying piles) and knew the routine so well that he needed no driver and even found his own way back to his stall by himself at the quitting whistle.

Diversions were supplied by a band, a baseball team, the inevitable fishing and hunting, and visiting the camps by "speeder" via the company's private logging railroad. Kids loved the cook shack and cooks loved kids; so the combination always meant a big treat of cookies or doughnuts waiting!

The first week in the parched

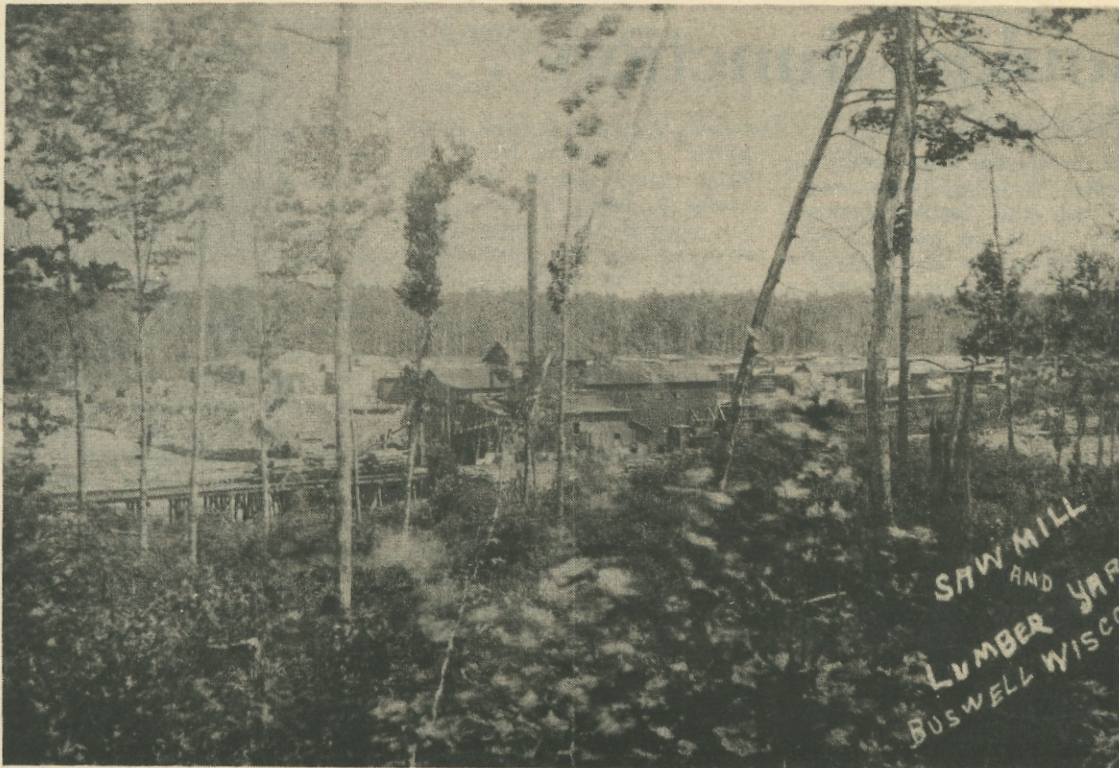
July of 1910 meant a diversion, however, that also signaled the premature end of Buswell, Wis.

While the mothers and children fired off the holiday fireworks collected for the forthcoming Independence Day a few days beforehand, on an island to which they had been evacuated, the fathers and breadwinners struggled on the mainland to contain a devastating fire that swept in from the west. They failed, however, and the fire left the mills (bandsaw, planing and lath-and-shingle) and much of the town in smoking ruins.

Almost at once Buswell began its transition to ghost town, as the mill workers, their jobs vanished with the mill smoke, drifted off to other towns.

The little mixed-freight/passenger train of the St. Paul still came a few times a week to bring in a few supplies and to take out logs that Buswell loggers could still cut in the unburned woods east toward Presque Isle Lake (and which went to Wausau for sawing). The boarding house-hotel stayed open a summer or two longer.

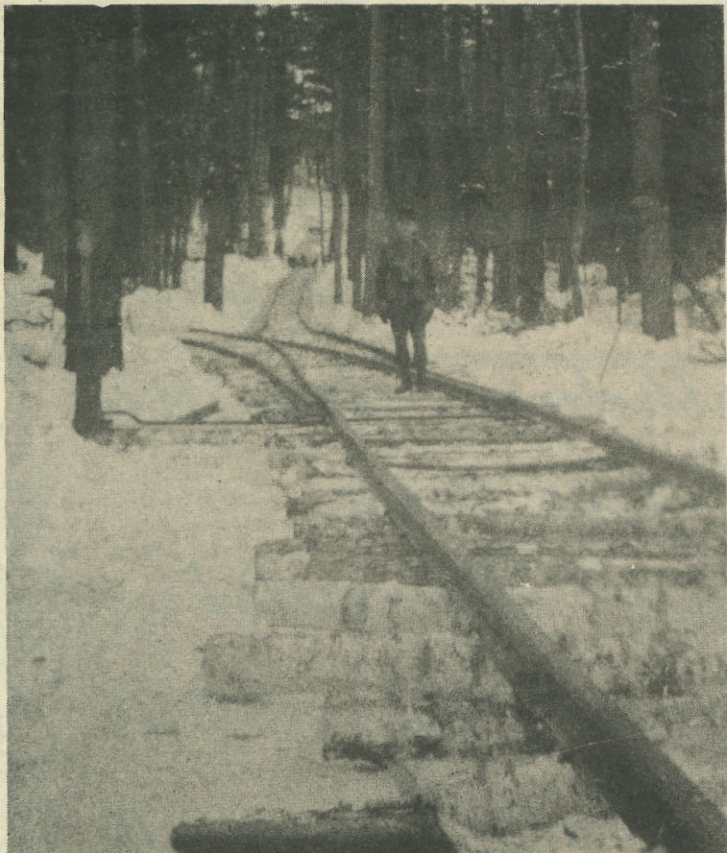
But early in 1914, the trains stopped their regular visits, the post office closed (reports are that toward the end it was located in the main logging camp east of town), and the company sold its land to a developer. Only sheep, and later pigs, which the developers tried to raise on the derelict townsite, remained as an ironic mockery of the promise of the neat little village of only a few years before!



TOWN OF BUSWELL . . . Above is one of the few pictures available of the sawmill and lumber yard at Buswell, taken in 1909. The town's boarding house and homes were to the right on top of the hill not shown in the picture.



OLD LOCOMOTIVE . . . Here's a picture of one of the old locomotives used during the early 1900's when logging was intense in such now-vanished communities such as Buswell.



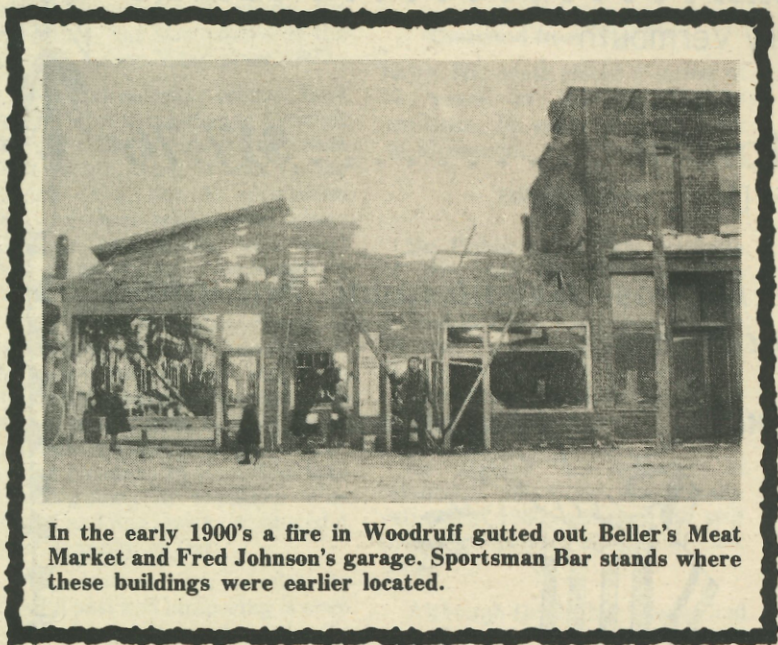
OLD RAILROAD BED . . . Birch trees were used for ties on the railroad bed at Stang's Camp near Island Lake in the Manitowish Waters area. The bed obviously had been laid after an early snowfall.



LOGGED-OVER SHORELINE . . . How did the Lakeland area landscape look during the intense logging days of the early 1900's? This picture vividly gives the description. By today's standards, not very attractive.



LUMBER CAMP SCENE . . . Some of the loggers posed for this picture at one of the logging camps during the early 1900's.



In the early 1900's a fire in Woodruff gutted out Beller's Meat Market and Fred Johnson's garage. Sportsman Bar stands where these buildings were earlier located.