



VACATION DAYS *are Happy Days*

Muskie
Pike
and
Bass
Fishing
Boating
Bathing
Water
Sports
Golf
Tennis
Shuffle
Board
Dancing
Saddle
Horses

DRAWING BY ROY J. JORGENSEN.
REPRODUCTION PROHIBITED.



HOW TO REACH *The Manitowish Waters*

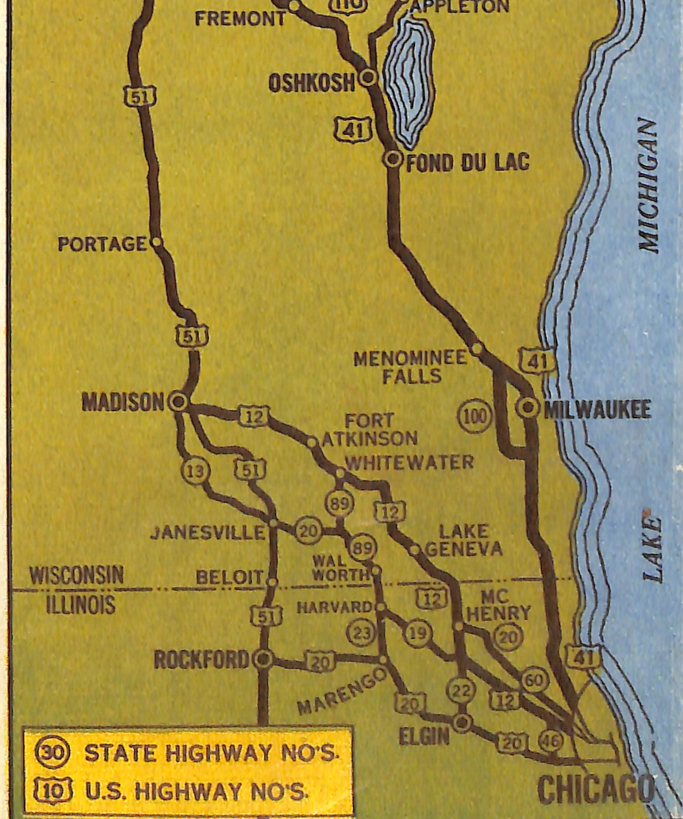
BY AUTO — The Manitowish Waters region is on U. S. 51 near Manitowish, just 360 miles north of Chicago with good roads all the way. The trip from Chicago can easily be made in one day. The signs of the various resorts appear on Route 51.

BY TRAIN — Take the C. & N.W. to Manitowish or the C., M. & ST. P. to Woodruff. Autos from the resorts will meet you by appointment.

BY PLANE — You can land at the Northern Lakes Airport located in the center of the Manitowish Waters region.

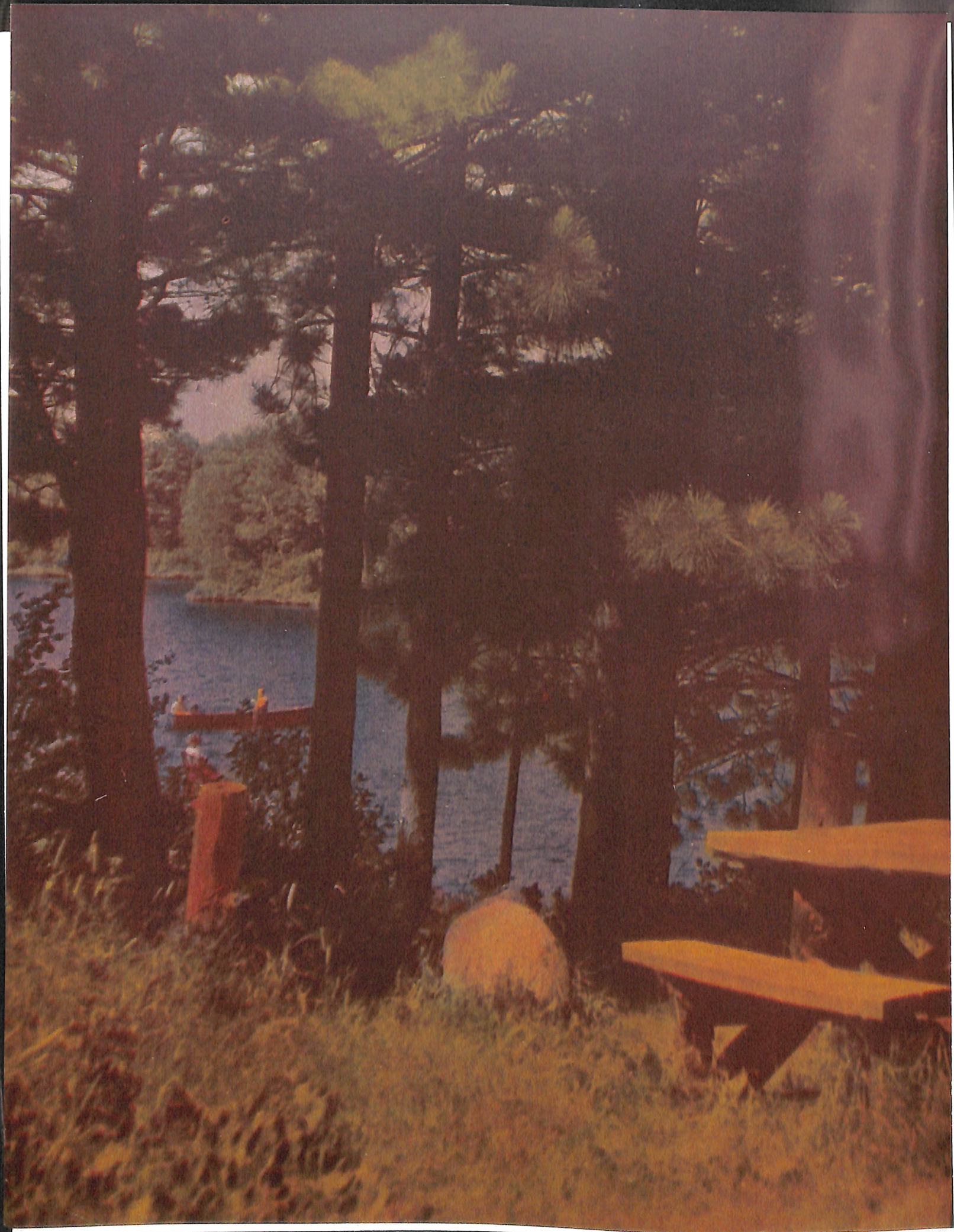
BY BUS — The Greyhound bus line offers service direct to the Manitowish Waters region. Route via Milwaukee or Madison from Chicago.

The scenery enroute is both interesting and beautiful. . . . There's a little of all the world in Wisconsin. ★ ★ ★ ★ ★











WELCOME to *Manitowish Waters*

We extend a sincere invitation to all vacationists to visit the Manitowish Waters Region. Here you will find accommodations to fit any purse . . . anything from a first class modern hotel to a rustic cabin.

Copies of this book will be sent free to anyone upon request. All information, rates, etc., pertaining to any certain resort must be obtained direct from that source.

In the pages toward the end of this book, you will find inquiry forms for your convenience. Please use these forms when writing to resorts. We'll be looking forward to your visit to our region this summer.

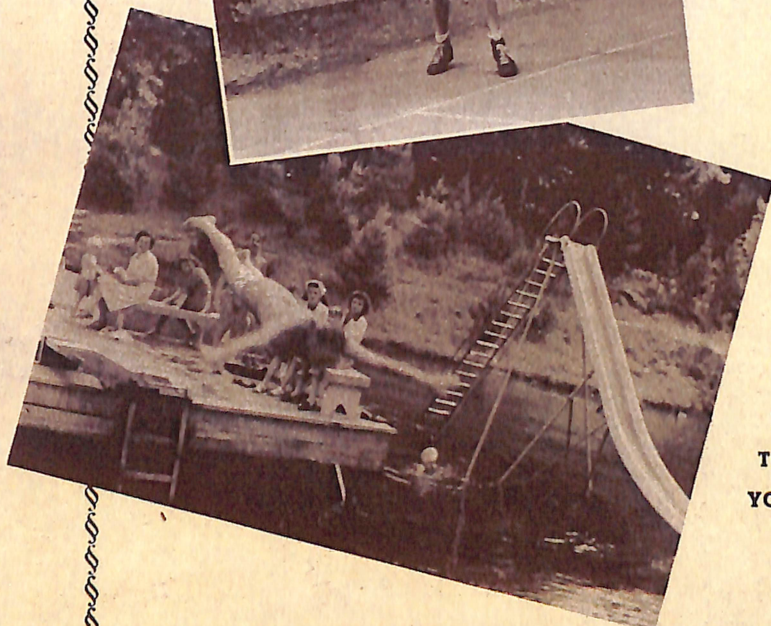
**MANITOWISH WATERS
CHAMBER OF COMMERCE**
POSTOFFICE . . . MANITOWISH, WISCONSIN

You'll Enjoy Your Vacation at Manitowish Waters



NO MATTER WHAT
YOUR VACATION
HOBBY HAPPENS
TO BE . . .

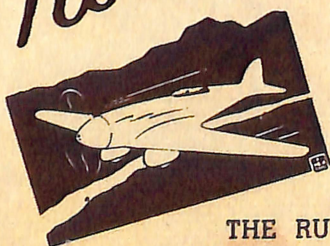
YOU'LL ENJOY IT
A THOUSAND ★
FOLD MORE IN
THIS LAND OF ★
WOODS AND ★
WATERS ★ ★



A
GOOD
PLACE
TO GO IF
YOU HAVE
HAY
FEVER



Now!

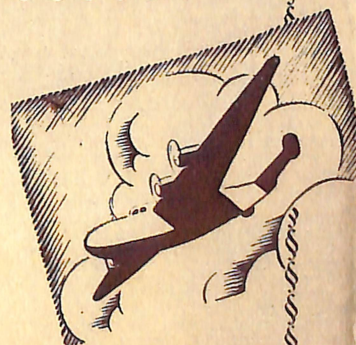


You can fly through the air
WITH THE GREATEST OF EASE!

AND LAND RIGHT IN THE HEART OF THE MANITOWISH
LAKES REGION ON THE NEW NORTHERN LAKES
★ ★ ★ AIRPORT ★ ★ ★

Come by plane for a long or short stay. Just a few hours from
Chicago and other large cities. Owners of planes can derive
untold pleasures while vacationing at Manitowish Waters. You
haven't seen the North Woods until you've seen it from the air.

THE RUNWAYS AT NORTHERN LAKES AIRPORT ARE 3300 FEET
EAST AND WEST AND 3000 FEET NORTHEAST AND SOUTHWEST



Marked in
Accordance with
Requirements

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

fishing... in the MANITOWISH WATERS REGION

The WISH in ManitoWISH

It's way up north of the heat belt,
In Wisconsin, on U. S. Fifty-one;
Where sport, relaxation and health,
Await both the old and the young.

So why not come to Manitowish,
And enjoy a real vacation there,
Here your WISH to catch a big FISH
Comes true . . with plenty to spare.



Manitowish Waters

offers a good variety of fishing spots. Here you will find many lakes and rivers with flowages close by. It is possible to fish for weeks and months without fishing the same spot twice. Our region offers fine muskie, wall-eye pike and bass fishing.

Small fish are hatched and planted in our lakes every year. The Manitowish Waters consists of fifty lakes and rivers with a main chain of fourteen navigable lakes. Here, indeed, is a fisherman's paradise!

While record catches of muskie, wall-eye pike and bass are made here every season, there is also an abundance of all species of pan fish. Fishing is, as a rule, always good in the Manitowish Waters region. For the BEST fishing, we recommend either early or late in the season. At these times, the "big fellows" are full of pep and strike hard. Years ago fishermen endured hardships to fish this wonderful body of water. Today, you can have all the pleasure of fishing in the north woods with all the comforts of home.

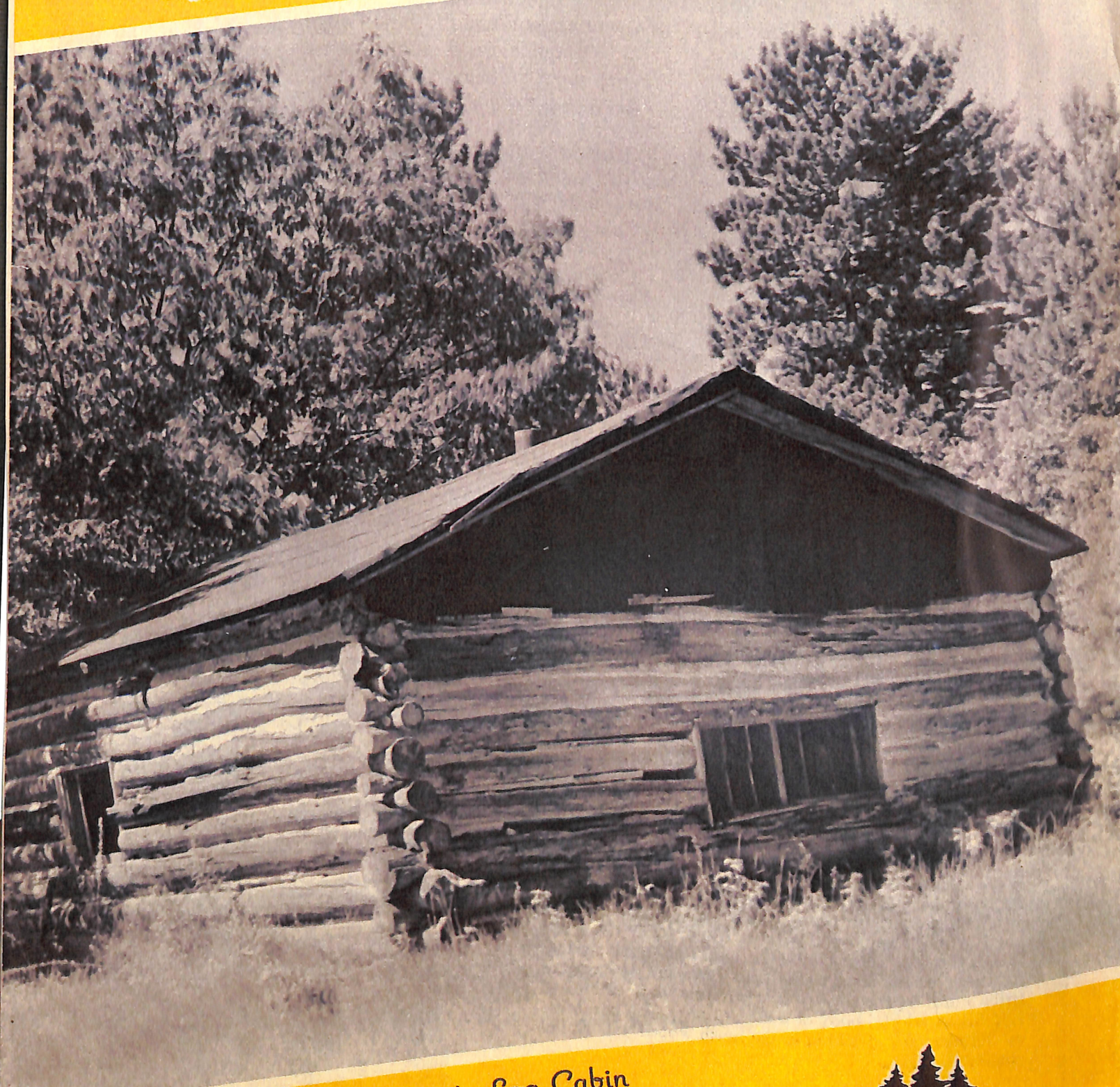
Competent and obliging guides can be secured at reasonable fees. These men are anxious to make all your fishing trips successful and leave pleasant memories to occupy your mind long after vacation is over.

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

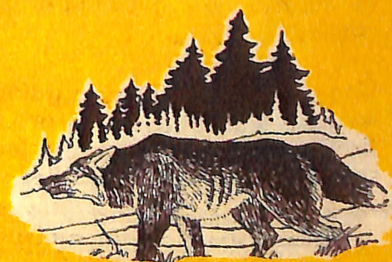




The First Building at Manitowish Waters



Peter Vance's Log Cabin



HISTORY..

had brought in the event his adventures would bring him to the great Orient, and frightened by the "Thunder" he carried in his hands when he fired two pistols.

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

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

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

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



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

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

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

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

Massachusetts, Connecticut and Virginia, with undefined Western boundaries, once claimed territory in Wisconsin, but ceded these claims when a congressional ordinance in 1787 provided for the governmental machinery of the Northwest Territory comprising the land northwest of the Ohio River. After being variously included in the territories of Indiana, Illinois and Michigan, Wisconsin territory was authorized in 1836 with boundaries including what is now Iowa, Minnesota and parts of the Dakotas.

Twelve years later, Wisconsin was admitted to the Union as a State and consisted of 29 counties. From time to time, new counties were created as the population shifted northward until 1901 when the total of 71 counties made up the present State of Wisconsin.

In unrecorded ages, primeval forests, endless and almost impenetrable, threaded with shiny rivers and lakes, covered the entire State of Wisconsin, with the Creator's blessings in that respect bestowed on the northern portion of Wisconsin most generously. Vilas County, in which the Manitowish Waters are located, has a total of 346 lakes which occupy 140 square miles or more than 15 per cent of the area of a county almost as large as the State of Rhode Island.

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

Nicolet had come to find the "People of the Sea," perhaps Asiatics, said to be living far beyond the last outpost of French discovery in Georgian Bay of Lake Huron. He found, however, the Winnebago Indians who were awed by the stranger in magnificent Chinese robes which he



Our Modern Hotel

*"If you want
the BEST"*

*ALL
Accommodations
Are Modern
at
Voss'
BIRCHWOOD LODGE*

On Spider Lake of the Manitowish Chain

Scene at Birchwood Lodge



★
18-ROOM HOTEL

★
12 GUEST COTTAGES
American Plan

★
7 HOUSEKEEPING
COTTAGES
with Bath, Hot and Cold
Water and Fireplaces

★
Private Long Distance
Telephone



View of Cottages



EXCELLENT MUSKIE, PIKE and
BASS FISHING . . . 18-HOLE
GOLF COURSE . . . SANDY
BATHING BEACH . . 12 RIDING
HORSES . . RECREATIONAL
HALL . . DANCING . . TENNIS

For further information, rates,
literature, etc., write

Voss'

BIRCHWOOD LODGE

MANITOWISH WATERS,
WISCONSIN

P. O. MANITOWISH, WIS.

Please mention Chamber of Commerce booklet
when writing to any resort or advertiser

Welcome . . to a Vacation of Happiness

JOE ILG'S LOG CABINS are located on beautiful Rest Lake on the Manitowish chain and a short distance from the Flambeau Flowage and Turtle Waters.

Rustic log cabins with three or more rooms. Equipped with electric lights, excellent beds and housekeeping facilities. We also have cabin accommodations with meals at Main



Lodge. We satisfy that "Northwoods appetite" with real home cooking.

Sandy bathing beach — perfectly safe for children. Diving raft and aquaplane. Tennis court on grounds — golf and riding horses nearby.

We'll tell you—Where to fish, How to fish and kind of bait to use.

Special rates for May, June and September after Labor Day. For further information, rates, literature, etc., write

JOE ILG'S LOG CABIN RESORT

Manitowish Waters, Wis. P. O. Manitowish, Wis.
Phone Manitowish 20



We Invite You to . . Red Feather Lodge

SITUATED ON REST LAKE . . among stately pines and birches . . surrounded with nature's beauty.

WELL EQUIPPED MODERN COTTAGES with baths . . hot and cold running water . . AMERICAN PLAN.



EXCELLENT SAND BEACH . . wooded trails for hiking . . muskie, wall-eye and bass fishing.

You'll enjoy our "COCK'S TAIL" LOUNGE with its quaint surroundings. Come to Red Feather Lodge for daytime recreation and peaceful night rest.

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

RED FEATHER LODGE

Mr. and Mrs. John Ziembra, Props.
P. O. MANITOWISH WISCONSIN

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



Jones' LAKEWOOD LODGE



HAS ANY TYPE OF ACCOMMODATIONS you desire.
American plan or housekeeping cottages, also guest
rooms in the lodge.

COTTAGES HAVE MODERN CONVENIENCES and range
in size to accommodate large or small parties. All build-
ings offer privacy in an appealing woodland setting.

MUSKIE . . WALLEYE . . and BASS fishing. STURGEON
weighing up to 150 pounds have been caught here in
season. Benson Lake and Manitowish River offer the finest
fly casting to be found anywhere.

We'll be glad to send you additional information and de-
scriptive literature explaining the advantages of Lakewood
Lodge as your vacation spot. Write:

Jones' Lakewood Lodge

Phone Manitowish 13

P. O. MANITOWISH, WIS.



"Not the BIGGEST but one of the BEST"

The GATEWAY to the . . Manitowish Waters

LA FAVE'S ISLAND LAKE RESORT offers cozy, com-
fortable and homelike cottages with baths and elec-
tric lights. You will enjoy restful sleep on innerspring
mattresses.

First class safe boats—fine muskie, pike and bass
fishing. Good fishermen know the Manitowish Waters
and our guides know the best spots in them.

Upper Wisconsin, with its beauty spots, offers noth-
ing more delightful than this section and LA FAVE'S
Island Lake Resort.

Housekeeping Cottages . . Excellent Meals

Write for folder

La Fave's RESORT

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



An Ideal Place for Rest and Relaxation

BELTER'S ISLAND RESORT is located on Stone
Lake in the heart of the famous Manitowish
Waters, among fragrant pines where health is
assured and hay fever is unknown.

- ★ DANCING ★ SUN BATHING PARK
- ★ FINE MUSKIE, PIKE and BASS FISHING
- ★ WE SEE THAT YOU GET NECESSARY
SUPPLIES
- ★ WILL MEET TRAIN OR BUS

For further information, rates, etc., write to
MR. AND MRS. BEN BELTER

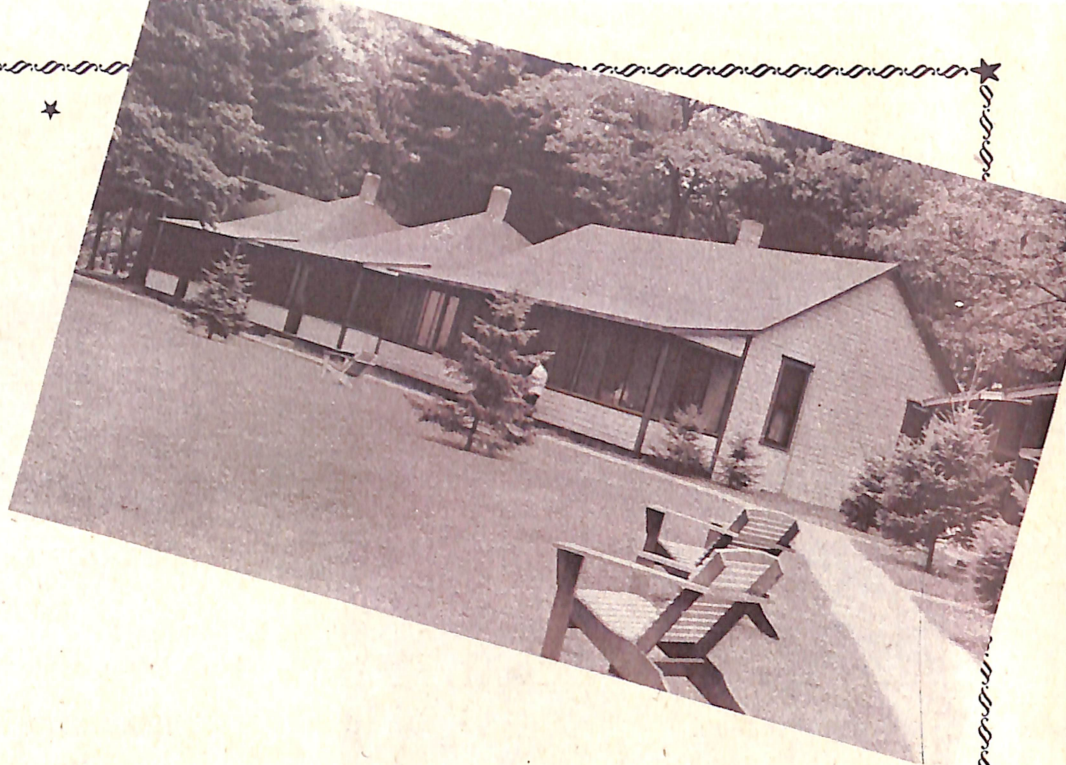
Belter's Island Resort

Manitowish Waters P. O. Manitowish, Wis.

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

... Try
Koerner's
SPIDER
LAKE
RESORT

On U. S. Highway 51
IN THE HEART OF
THE MANITOWISH
★ WATERS ★



AN UP-TO-DATE RESORT WITH ALL FACILITIES
FOR A HAPPY, COMFORTABLE VACATION . . .

★ *Featuring Good Food* ★



Your inquiry will have my prompt, personal attention, giving you rates, folders, and complete information on "Fun for the Family".

Alvin Koerner

Koerner's SPIDER LAKE RESORT

★ ★ ★ TWO MILES FROM NORTHERN LAKES AIRPORT ★ ★

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

All ROOMS
and
COTTAGES
with BATH

Postoffice and
Telegraph:
MANITOWISH
WISCONSIN

★
Also Operating
Koerner's
COFFEE SHOP

"Eat Overlooking
the Lake"

Fountain
Tasty Sandwiches
Hot Meals
At All Hours

★
Novelties - Souvenirs
Fishing Tackle and
Toilet Necessities

★
HAVE FUN
at our
LAKEVIEW
COCKTAIL BAR

★
Telephone
Manitowish, Wis. 52

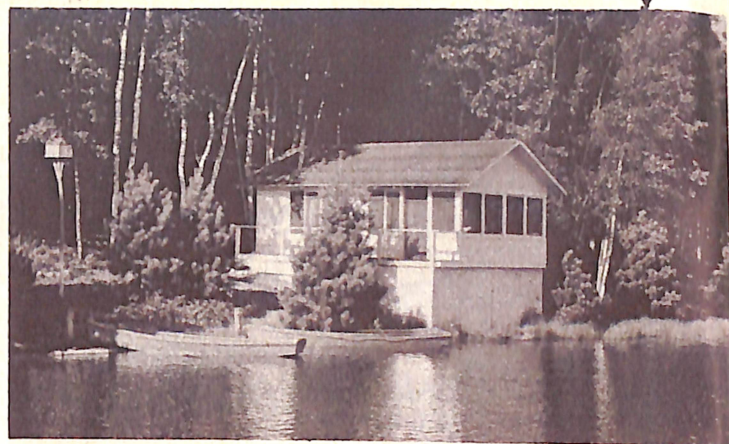
★ 100 ACRES OF WOODLAND ... PLENTY OF DEER AND WILD LIFE ★

Modern Housekeeping Cottages Tastily and Completely Furnished

LOCATED ON STAR LAKE of Manitowish chain, among beautiful pine and birch trees, private entrance on highway No. 51, 1000 feet of lake frontage.

COTTAGES equipped with electric refrigerators, inside toilets, running water, gas stoves, coil springs and inner spring mattresses.

Large screened porches. Plenty of space for privacy between cottages. Each has its own pier and sand beach, safe for children. Good safe boats.



OUTDOOR FIREPLACE

for evening gatherings. Hiking trails through our woods.

GOOD FISHING ?

YES!

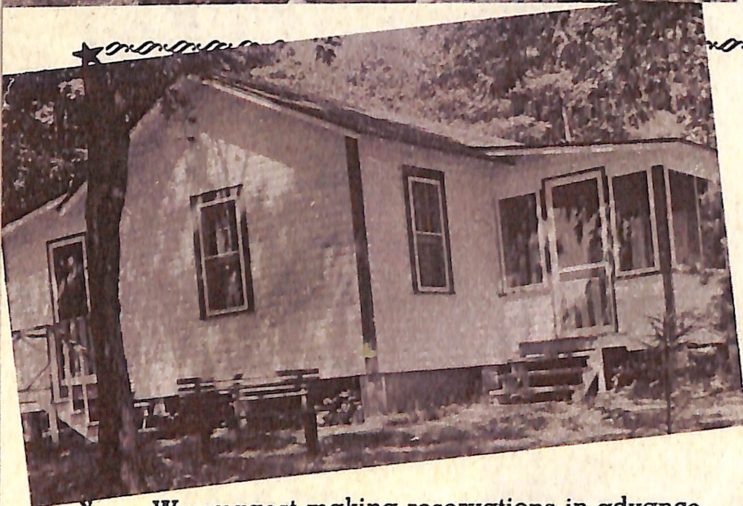
IDEAL SPOT FOR HAY FEVER SUFFERERS.

Special rates for May, June and September after Labor Day. Long Distance telephone, Manitowish, Wis. No. 91

MANITO LODGE

MANITOWISH

WISCONSIN



We suggest making reservations in advance to avoid disappointment. Reservations should be accompanied by a nominal deposit for your protection as well as our own.

Located just 500 feet off U. S. Highway 51, on County Trunk "W" on beautiful Rest Lake. We invite your inspection.

For further information, rates, etc., write:

Gus Heidmann Phone 104

Oakgrove Cottages

Manitowish Waters, Wis.

P. O. Manitowish, Wis.

Please mention Chamber of Commerce booklet when writing to any resort or advertiser

All the Comforts of Home .. in the North Woods

MODERN HOUSEKEEPING COTTAGES with electric refrigerators, hot and cold running water, shower baths and electric lights. Fine sand bathing beach.

Muskie, Bass and Pike Fishing



SKY Lodge

on Clear Lake

A NEW MODERNIZED RESORT IN
THE MANITOWISH WATERS REGION
OFFERING DESIRABLE ACCOMMO-
DATIONS TO THE VACATIONING
★ PUBLIC ★

- ★ ★ AMERICAN PLAN . . Restricted ★ ★
★ MUSKIE - WALLEYE - and BASS FISHING ★

Located among pine . . birch . . oak and
maple timber . . affording a splendid overall
view of the lake

SAND BATHING BEACH

SKY Lodge

P. O. MANITOWISH

WISCONSIN

"For a Happy Vacation"



. . restricted clientele . .

Stone Lake Cottages

OUR COTTAGES are located on the shore of beautiful Stone Lake, the center of the Manitowish Chain. Famous for Muskie, Pike and Bass fishing.

Various size cottages . . with screened and glazed porches . . comfortably furnished for housekeeping, with gas stoves, electric lights, innerspring mattresses, etc. Supplies delivered.

GRADUALLY SLOPING BEACH . . SAFE FOR
CHILDREN

Stone Lake Cottages

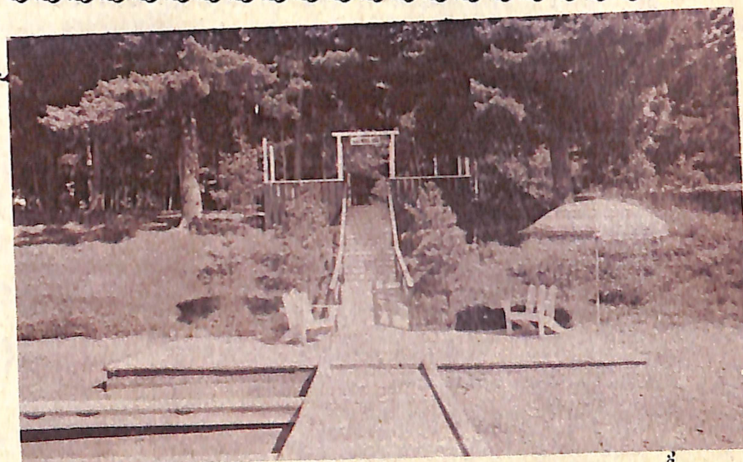
Charles and Peter Williamson

P. O. MANITOWISH

WISCONSIN

Northwood Lodge with its stately pines and birches is a spot of beauty. It is located on Star Lake with entrance on U. S. Highway 51. The grounds are high and level. We have a fine sand beach with gradual slope, no holes or drop offs. Water is crystal clear.

NORTHWOOD LODGE offers a perfect vacation for children and adults alike. Come here for rest, swimming, boating, fishing or other outdoor activities. Cozy Lodge for evening gatherings.



MODERN and SEMI - MODERN HOUSEKEEPING COTTAGES

OUR COTTAGES are completely built and therefore comfortable in all kinds of weather. All have electric lights, refrigeration, running water, coil springs and spring mattresses. Modern cottages have inside toilets. All cottages face the lake.

NORTHWOOD LODGE is a moderate sized resort. Special rates for May, June and September after Labor Day. Reasonable rates always.

For further information, rates, literature, etc., write V. BALATY

Northwood Lodge

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

Please mention Chamber of Commerce booklet
when writing to any resort or advertiser



WESTIN'S *Holiday* LODGE

MODERN COTTAGES IN THE FAMOUS

★★ MANITOWISH WATERS REGION ★

Housekeeping . . or American Plan

YOU'LL LIKE OUR COTTAGES! Equipped with running water - gas stoves - comfortable beds with spring mattresses - built-in cupboards - electric lights - inside toilets.

MAKE YOUR VACATION YOUR HOLIDAY AT

Westin's HOLIDAY LODGE

Phone 103 P. O. MANITOWISH, WISCONSIN

"JUST THE PLACE
YOU'RE LOOKING
FOR"

Modern Housekeeping Cottages

ON
BEAUTIFUL SPIDER
LAKE

On Chain of 14 Lakes

A moderate size resort under congenial management, offering fine cottages equipped with electric lights and refrigeration - bottle gas stoves - hot and cold running water - modern bathrooms and comfortable beds.

Muskie . . Walleye . . and
Bass fishing

★

Good Boats

★

Shuffle Board

★

Riding Horses . . Golf and
Tennis nearby

★
For further information . .
rates, etc., write:

Knopp's Cottages

P. O. Manitowish, Wis.

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ZIGRAY'S NORTHERN LIGHTS RESORT

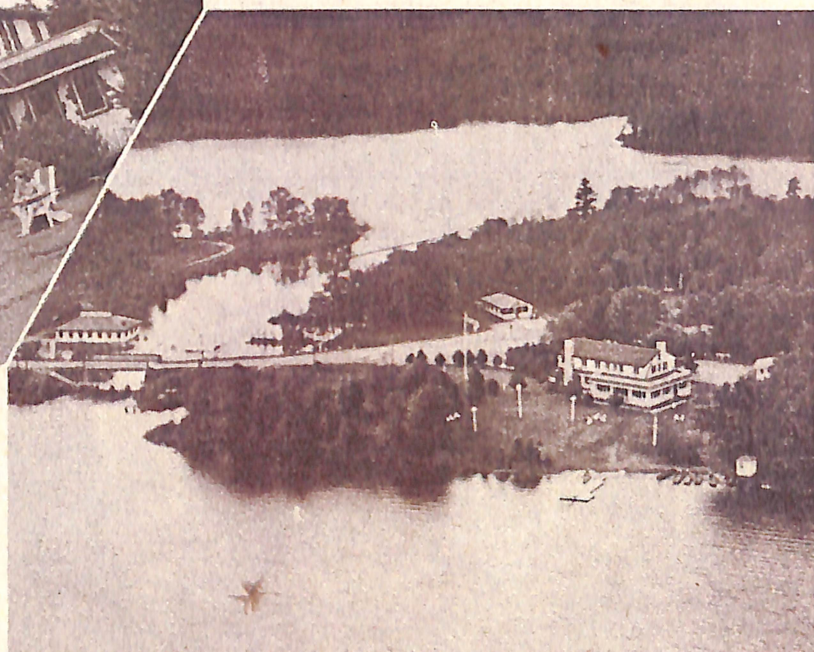
MANITOWISH, WISCONSIN

*an ideal LOCATION..
for an ideal VACATION*

Convenience . . comfort . . and even luxury . . in a setting of wilderness beauty, characterize this vacation resort. A modern fireproof hotel, beautifully appointed, with a group of lovely cottages adjacent, all situated in a grove of pines and white birch, the entire grounds commanding a suburb vista of Rest Lake . . *isn't this exactly what you have been looking for?*



AMERICAN PLAN RESORT



The Management and personnel of the NORTHERN LIGHTS RESORT . . experienced in satisfying the requirements of those accustomed to the best, feels that it is equipped to offer a superior version of "the abundant life."

HOT and COLD RUNNING WATER
IN EVERY ROOM

MODERN COTTAGES WITH
SHOWER OR BATH . . HOT
WATER AT ALL TIMES
INNER SPRING BEDS

SANDY BATHING BEACH
SAFE FOR CHILDREN

MODERN COCKTAIL LOUNGE
Across the road from hotel

RESTRICTED CLIENTELE

EXCELLENT FISHING
Capable guides available

18-HOLE GOLF COURSE NEARBY
SADDLE HORSES AVAILABLE

GAMES OF ALL KINDS

Located on U. S. Highway 51 at Rest Lake . . 284 miles from Milwaukee and 387 miles from Chicago.
An enjoyable day's drive.

Chicago & Northwestern runs overnight Pullmans to this region. Also daylight trips. Trains will be met by appointment.

Zigray's NORTHERN LIGHTS RESORT

MANITOWISH WATERS, WISCONSIN

P. O. MANITOWISH, WISCONSIN

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... You'll feel right at home
here!

AN IDEAL SPOT FOR
YOUR VACATION

Outboard
Motors for
Rent

FURNISHED COTTAGES for housekeeping on Spider Lake, in the center of Manitowish Waters. Famous for excellent muskie, pike and bass fishing.

Clean, comfortable cottages with one, two or three bedrooms and large screened porches overlooking the lake. New, comfortable beds. Electric lights.

Fifteen minutes drive to 18 hole golf course. Fine sand bathing beach. Riding horses available nearby. An ideal spot to spend your vacation.

For further information, rates, etc., write:

Manitowish Waters Resort

E. MADER

Manitowish Waters, Wisconsin

P. O. Manitowish, Wisconsin



Moody's BIG LAKE RESORT

TEN COTTAGES, EACH INDIVIDUALLY MODERN and accommodating two to six persons . . with electric lights . . gas cooking stoves . . hot water . . oil heaters . . and furnished complete for housekeeping.

Restricted
Clientele

FINE SAND BEACH ★ GOOD BOATS
OUR PLAYGROUND WILL PLEASE YOU
★ PRIVATE PICNIC POINT ★

★★★

Write:

Ken Moody

Moody's BIG LAKE RESORT

P. O. MANITOWISH - WISCONSIN

Please mention Chamber of Commerce booklet
when writing to any resort or advertiser





You'll Like . . LYDIA'S Housekeeping Cottages

★ ★ LOCATED on LAKE MANITOWISH . .
where you can fish several lakes and rivers
without the use of an outboard motor.

★ ★ LAKE MANITOWISH is part of the Man-
itowish Chain of 14 lakes. Good MUSKIE . .
PIKE . . and BASS FISHING.

★ ★ ELECTRIC LIGHTS . . GAS RANGES
for cooking.

★ ★ A QUIET, MODERATE-SIZE RESORT . .
where the entire family can enjoy their vaca-
tion. Rates are reasonable.

★ ★ For further information write:
LYDIA HUTTER

Lydia's Cottages

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



★ ★ "SERVICE WITH A SMILE" ★ ★

.. The Win - Mar ..

THE IDEAL RESORT FOR CONGENIALITY . .
FUN . . RELAXATION . . and CONVENIENCE.
MEALS . . STORES . . GAS . . ETC. ALL WITHIN
★ SHORT DISTANCE OF THE CABINS. ★

Located at Rest and Vance Lakes,
known for Muskies, Pike and Bass
fishing. Good boats.

★ Clean, comfortable, home-like
cabins for housekeeping, located
right on the lake. Electricity, gas
stoves, good beds.

For more than 20 years . .

THE WIN-MAR HAS SERVED THE
VACATIONING PUBLIC.

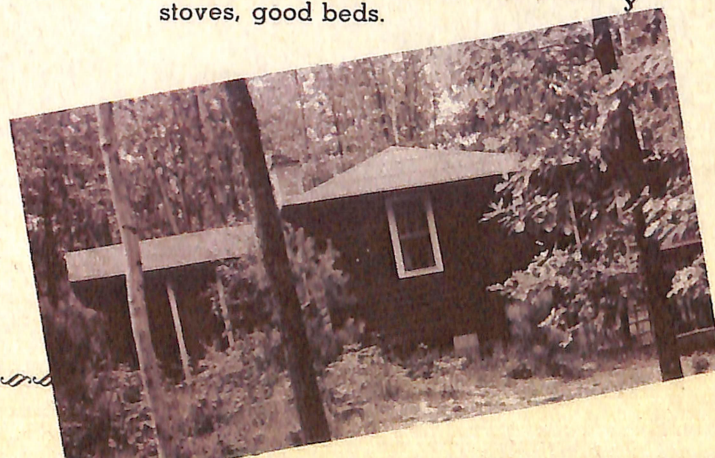
THE WIN-MAR will not only fit in
with your vacation plans . . but also
your purse.

★

The Win-Mar

Phone 28 P. O. MANITOWISH, WIS.

Please mention Chamber of Commerce booklet
when writing to any resort or advertiser





★ ★ ★ ★ ★ Welch's ALPINE LODGE

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

★ ★ ★ ★ ★

"Try Alpine Lodge This Summer"

AMERICAN PLAN

- ★ GOOD BEDS
- ★ GOOD FOOD
- ★ FRIENDLY SERVICE
- ★ BEAUTIFUL SURROUNDINGS

For further particulars and rates, write to:

A. M. WELCH

Alpine Lodge

P. O. MANITOWISH, WISCONSIN



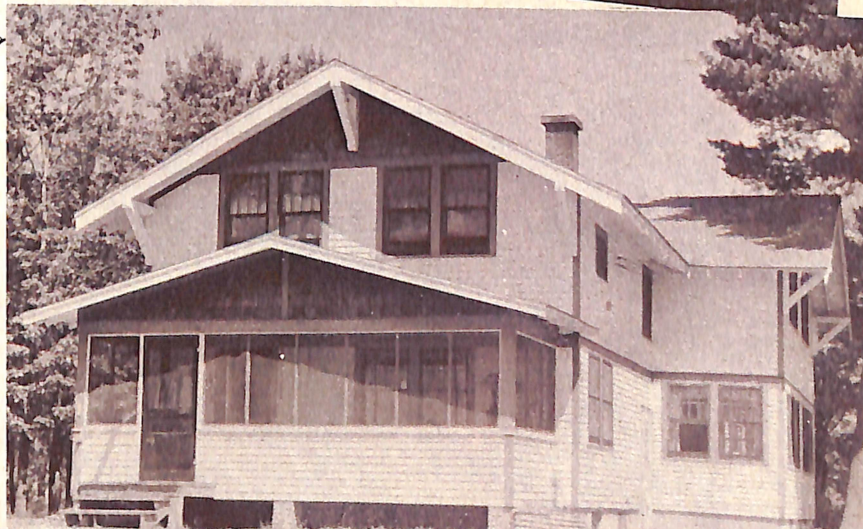
Bart's REST LAKE RESORT

AMERICAN PLAN HOTEL AND COTTAGES

... also ...

COMPLETELY FURNISHED
HOUSEKEEPING CABINS..

GOOD BEDS - EXCELLENT MEALS
FRIENDLY ATMOSPHERE
BEAUTIFUL SURROUNDINGS



Opposite NORTHERN LAKES AIRPORT
on U. S. Highway 51 and Rest Lake.

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Rest Lake RESORT

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ISLAND LAKE LOG CABINS

ON ISLAND LAKE of the
MANITOWISH CHAIN



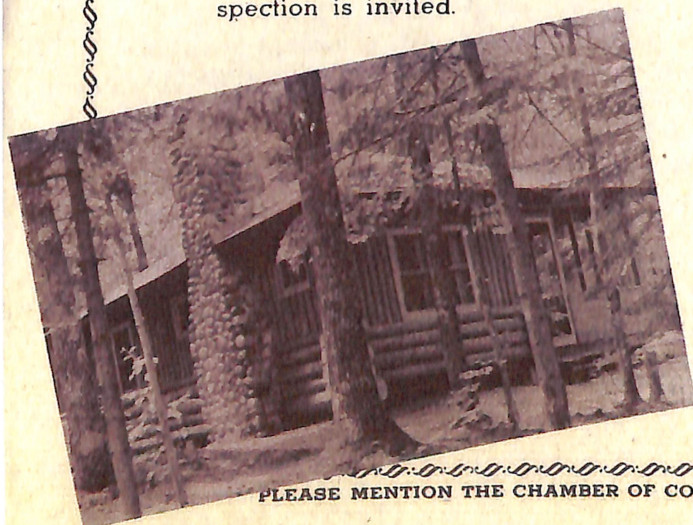
Island Lake Log Cabins

are equipped with gas stoves, hot and cold running water, modern bathrooms, showers, comfortable beds, natural rock fireplaces, electric refrigerators and telephone.

Spacious screened porches . . Outside charcoal broilers . . Every cabin is furnished with all facilities for modern housekeeping.

All china, glassware, utensils and furnishings are of excellent quality and new. Linens furnished if desired.

ISLAND LAKE LOG CABINS ARE DESIGNED FOR LIVING THE MODERN WAY AND INSURE A PERFECT VACATION. NOWHERE IN THE GREAT NORTHWOODS VACATION AREA ARE RUSTIC SIMPLICITY AND WOODLAND BEAUTY SO FLAWLESSLY COMBINED WITH THE COMFORTS OF HOME. Your inspection is invited.



110 A. C. current for appliances



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Richard Sleight, Manager

P. O. MANITOWISH

WISCONSIN

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Point-O-Pines

Offers
You

MODERN HOUSEKEEPING CABINS
completely furnished with . . BATH,
ELECTRIC LIGHT, and good BEDS
with INNER-SPRING MATTRESSES



Ideally Located

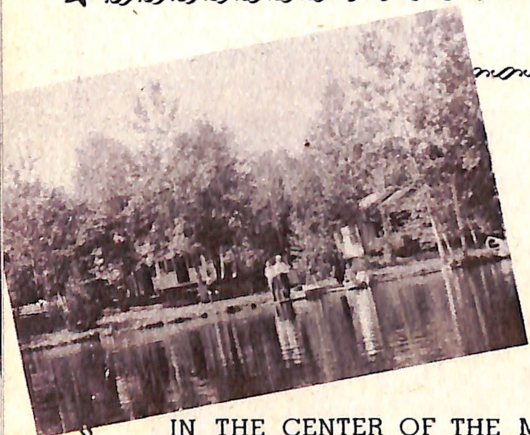
.. ON A

20-ACRE PINE COVERED PENINSULA IN THE CENTER OF SPIDER LAKE
HAVING OVER 2000 FEET OF WONDERFUL SAND BEACH . .
GOOD BOATS . . ETC. . FOR A COMPLETE VACATION

Spider Lake

For further information . . write:
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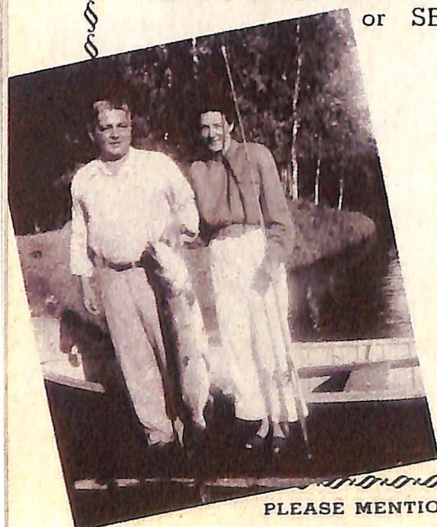
Point-O-Pines
MANITOWISH, WIS.



6

Up to Date
House-
keeping
COTTAGES

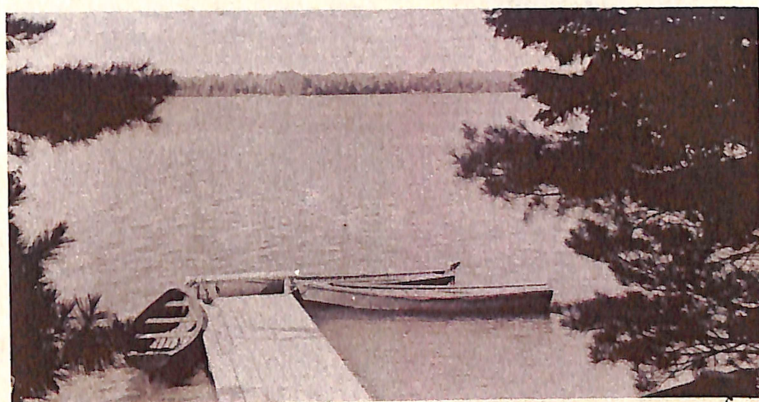
IN THE CENTER OF THE MANITOWISH
WATERS REGION — NEAR U. S. 51
REASONABLE RATES BY WEEK . . MONTH
or SEASON



- ★ Boat Livery
- ★ Licensed Guide
- Long Distance
Telephone
Manitowish 31

Bazso's
Hillcrest
LODGE

P. O. Manitowish, Wis.



"A Place to Bring the Whole Family"

★★ ALDER LAKE RESORT is located in virgin forest, on beautiful Alder Lake, offering fine MUSKIE, PIKE and BASS fishing, as well as PAN FISH.

★★ COTTAGES are completely furnished for housekeeping with screened porches, bottle gas stoves, electric lights.

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Excellent Meals-Wine-Beer-Liquors

Just the Place to Relax and
Enjoy Your Vacation
Excellent MUSKIE, PIKE and BASS
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CABINS — ELECTRIC LIGHTS
Reasonable Rates

SILVERDALE CAFE

Highway "51"
Famous Manitowish Waters Region
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**MANITOWISH
WATERS**

.. AGENCY ..



Palmer C. Hanson

Phone 17

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***We specialize in GOOD FOOD
the kind that makes eating
A REAL PLEASURE***

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COTTAGE GUEST ROOMS
AMERICAN PLAN RESORT UNDER CONGENIAL
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"Cocktail Bar"

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Rudy's RESTHAVEN

GREYHOUND BUS STOP

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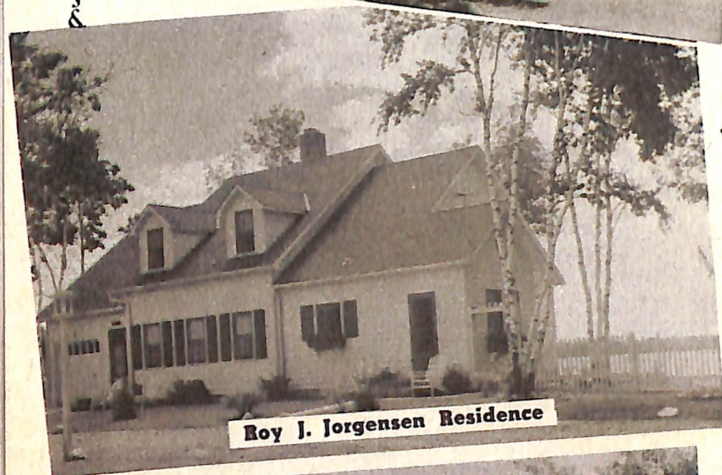
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C. E. Webb Residence



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Interior . . Dr. Wm. Gehl Residence

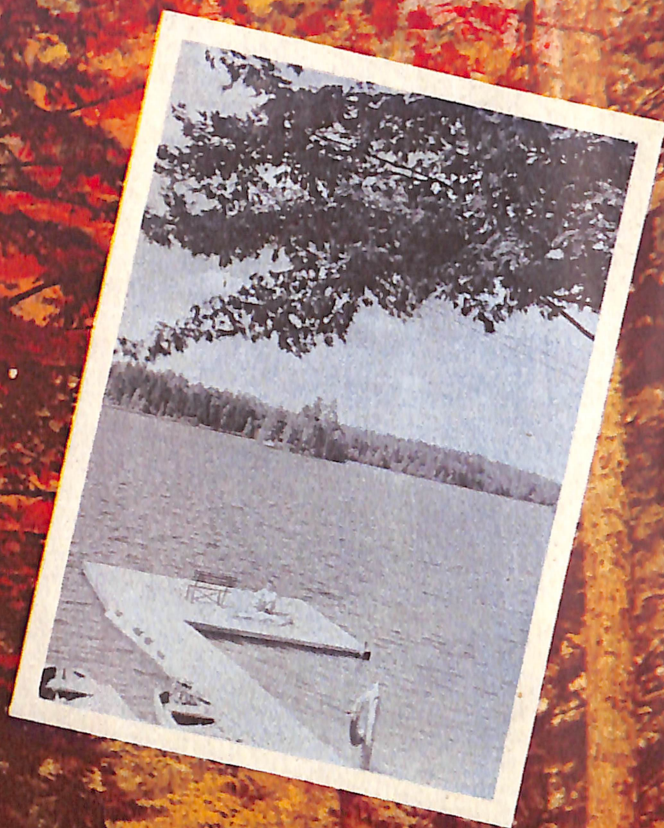


Chas. Nash Residence

★ ★ ★ ★ The above homes are a few of many in the Manitowish Waters Region ★ ★ ★ ★

Come to MANITOWISH WATERS

In the Beautiful
WISCONSIN
Northwoods

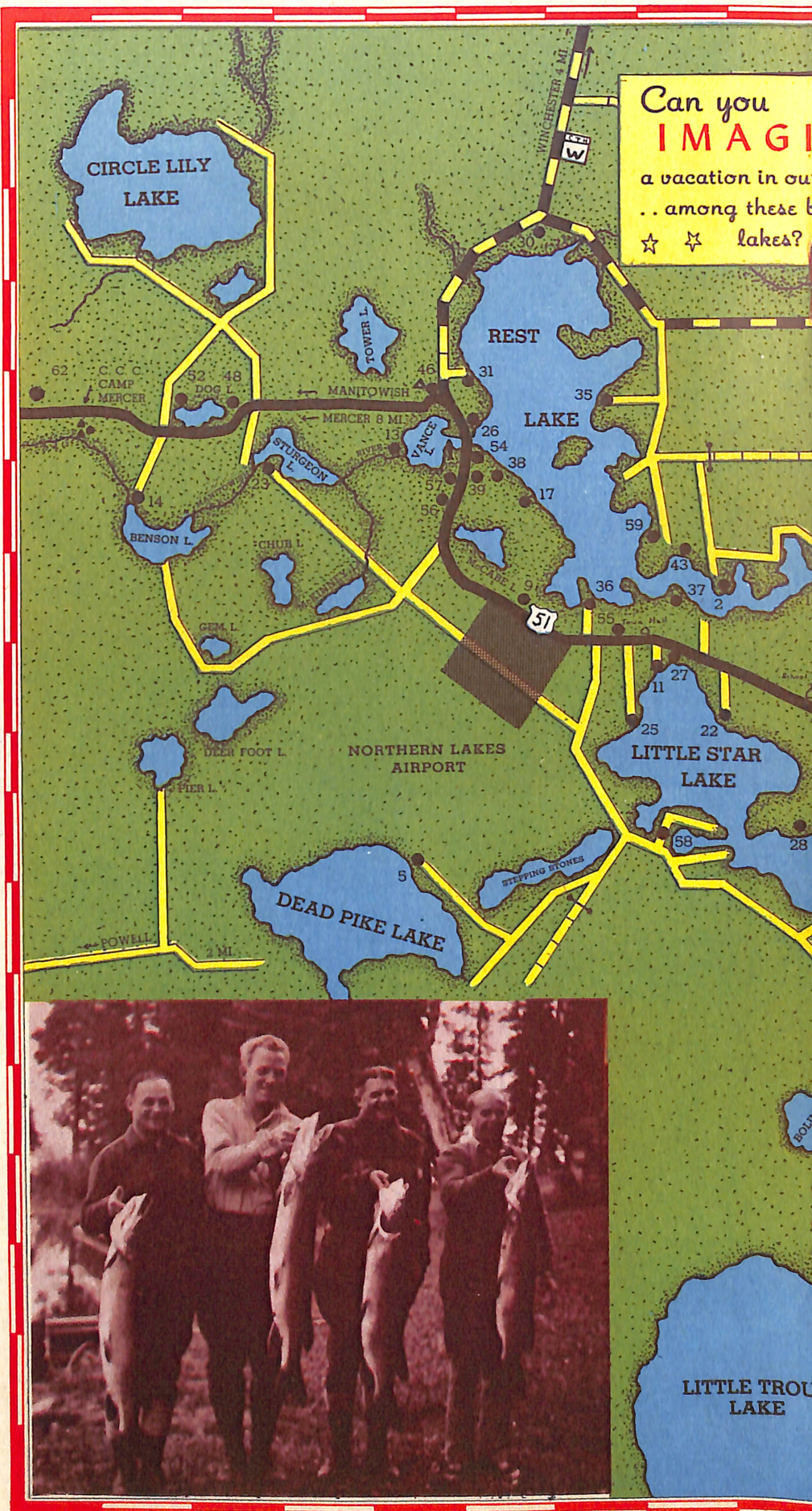


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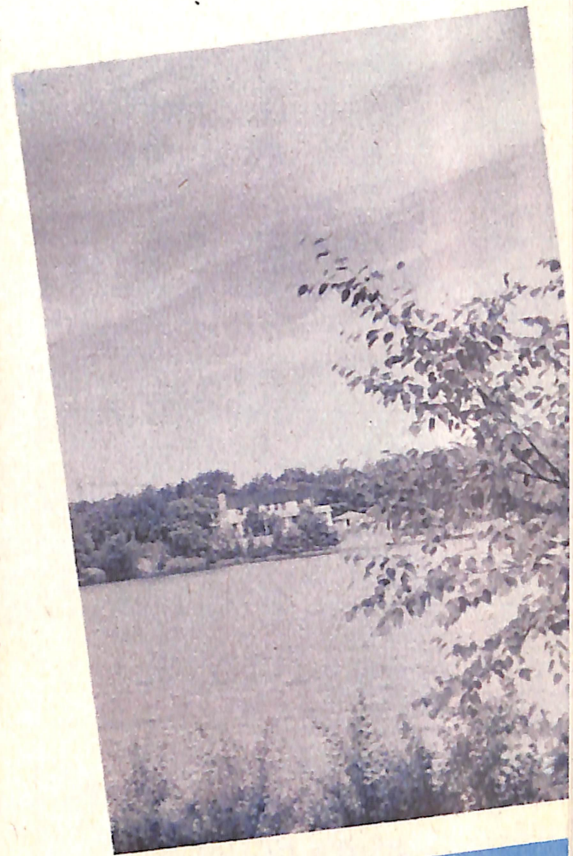
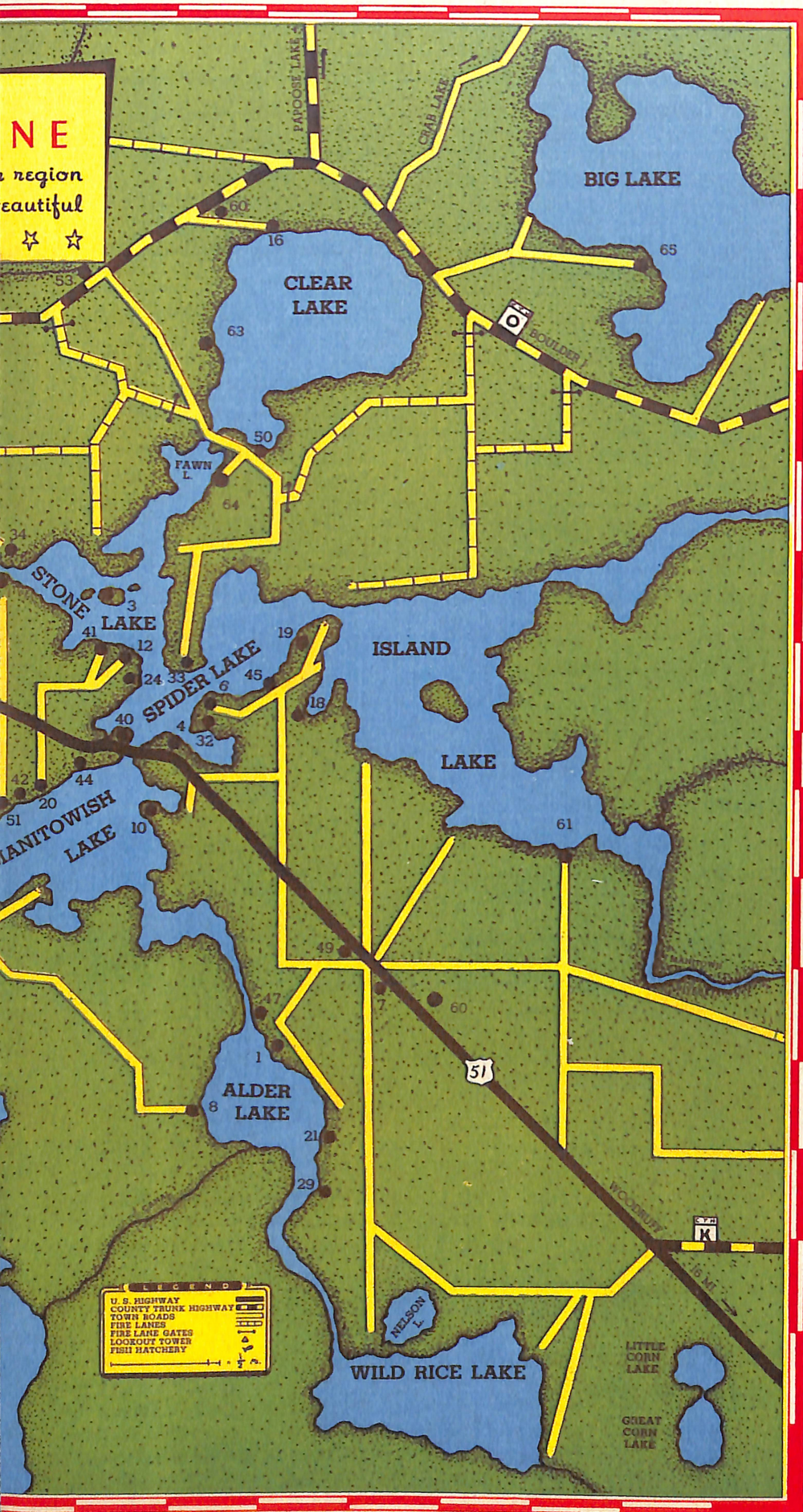
WRITE TO ANY RESORT LISTED IN THIS BOOKLET. ★ POSTOFFICE: MANITOWISH, WISCONSIN



The Famous Manitowish
☆☆ Chain of 14 Lakes



Come Once . . And



Wisconsin's Outstanding
Muskie Waters ☆ ☆



You'll Come Often!

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8. ALDERWOOD LODGE F. W. Scotten APR	20. LANGE'S COTTAGES Mrs. Jos. Lange HC	30. OASIS, THE John Brikowski HC-B
ALPINE LODGE M. E. Welch APR	57. LA PORTE'S GROCERY & MARKET Groceries, Meats. Live Bait	31. OAKGROVE COTTAGES Gus Heidmann MHC
27. BADGER SPORTSMAN, THE Monthly Paper Devoted to Conservation	14. LANZ, COLEN G. Amusement devices. Promoter of organization fund raising	59. PERKINS, MRS. E. R. Real Estate
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4. BIRCHWOOD LODGE H. A. Voss APH-GC-MHC-B-R	23. LOCKED HORN LODGE Myrtle Startz HC	36. REST LAKE RESORT Jas. Bart APR-HC
6. BREEZY POINT COTTAGES Lloyd Voss MHC	49. LOVELESS LUMBER COMPANY Lumber Mill	56. ROE, IRWIN Carpenter Contractor
53. CHOPP'S POULTRY RANCH Poultry and Eggs	51. LYDIA'S COTTAGES Lydia Hutter HC	39. RUDY'S RESTHAVEN Rudy List APR-GC-B-R
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10. DEER PARK LODGE M. Holzman APH-GC-B	56. MANITOWISH WATERS AGENCY Insurance	63. SKY LODGE C. C. Lange APR-GR
11. DEER TRAIL COTTAGES O. C. Nehring HC	58. MANITOWISH WATERS BAIT CO. Jens Larson Live Bait - Guide	40. SPIDER LAKE RESORT Alvin Koerner APR-GC-MHC-B-R
56. Hanson Hardware & Sporting Goods Hardware, Sporting Goods, Souvenirs, Novelties Sports Wear. Real Estate	40. MANITOWISH WATERS TELEPHONE COMPANY. Local & Long Distance	41. STONE LAKE COTTAGES Chas. & Peter Williamson HC
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15. HILLCREST LODGE George Bazzo HC	MEINEL'S RESORT Theodore Benson APH-GC-GR-B P. O. Winchester, Vilas Co., Wis.	KEY TO ACCOMMODATION SYMBOLS ★ APH American Plan Hotel APR American Plan Resort MHC Modern Housekeeping Cottages HC Housekeeping Cottages ONC Overnight Cottages GC Guest Cottages GR Guest Rooms R Restaurant FM Food Market CS Camp Sites B Bar PLEASE MENTION THE CHAMBER OF COMMERCE BOOKLET WHEN WRITING TO ANY RESORT OR ADVERTISER ★ ★
52. HOLIDAY LODGE George Westin APR-MHC	49. MARTY CAIN'S RESORT Marty Cain HC-ONC-CS-B	
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61. LA FAVE'S RESORT John La Fave APR-HC	27. NORTHWOOD LODGE Vincent Balaty MHC-HC	

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

☆ ☆ THE POSTOFFICE ADDRESS FOR THE ABOVE IS . . MANITOWISH, WISCONSIN ☆ ☆

"Just an Old North Woods Custom"

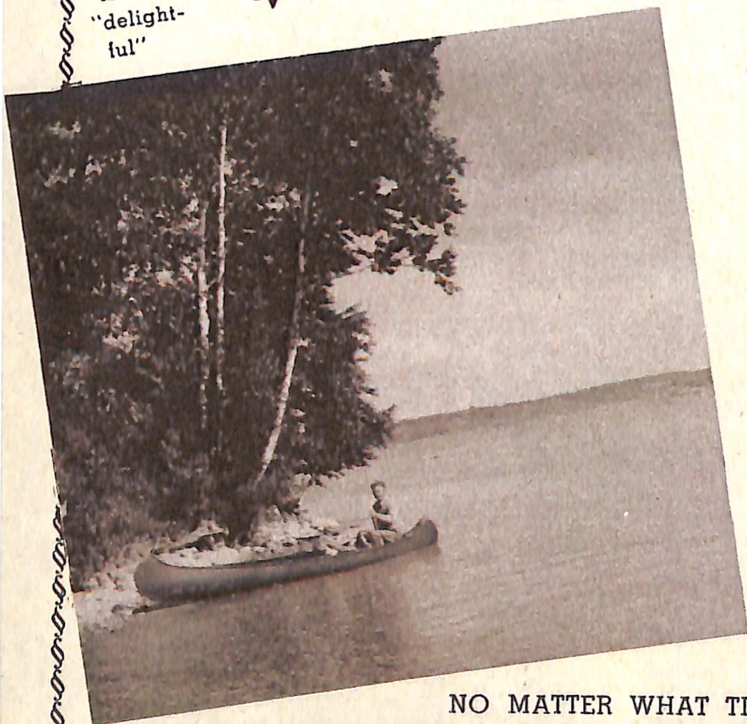
☆ MANY PEOPLE WILL TELL YOU THAT TAKING A VACATION HAS BECOME A "NORTH WOODS" CUSTOM. THERE IS SOMETHING ABOUT THE WISCONSIN NORTH WOODS THAT BRINGS THEM BACK YEAR AFTER YEAR. IN FACT, THERE ARE MANY WHO HAVE BEEN COMING HERE FOR THE PAST TEN, TWENTY, OR THIRTY YEARS.



Pet Fawn at MANITOWISH WATERS

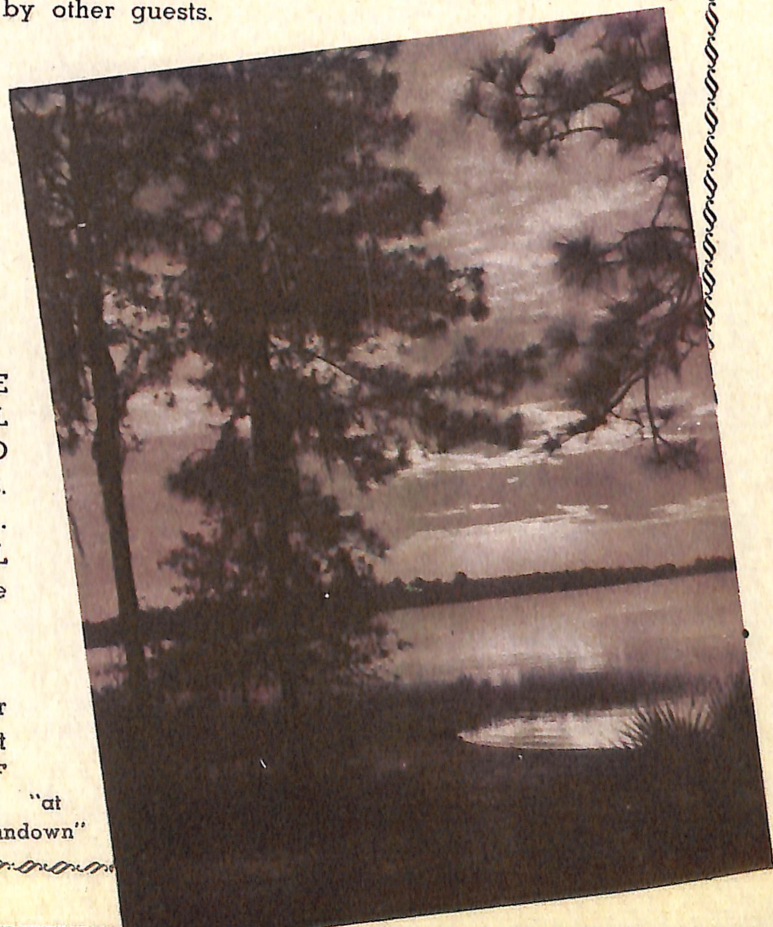
More than one reason lies behind this!

"Canoeing
is
"delight-
ful"



Not only is the Manitowish Waters a natural vacation spot, but the hospitality found at our resorts is of a lasting nature.

No better proof for this statement can be offered other than pointing to the fact that a large percentage of the new visitors to this region each year are those to whom the Manitowish Waters has been recommended by other guests.



NO MATTER WHAT TIME OF THE SEASON YOU COME, YOU WILL FIND NATURE AWAITING YOU IN GOOD MOOD . . . SPRING . . . with its natural freshness of growing things. SUMMER . . . with its cool, refreshing breezes. . . FALL . . . with the woods a riot of color. . . and at ANY AND ALL TIMES . . . animal life in a natural setting that only the WISCONSIN NORTH WOODS can offer.

★ ★ ★

COME TO MANITOWISH WATERS THIS YEAR on your vacation. You will leave with that contented feeling that goes with a well spent vacation in the "LAND OF WOODS AND WATERS."

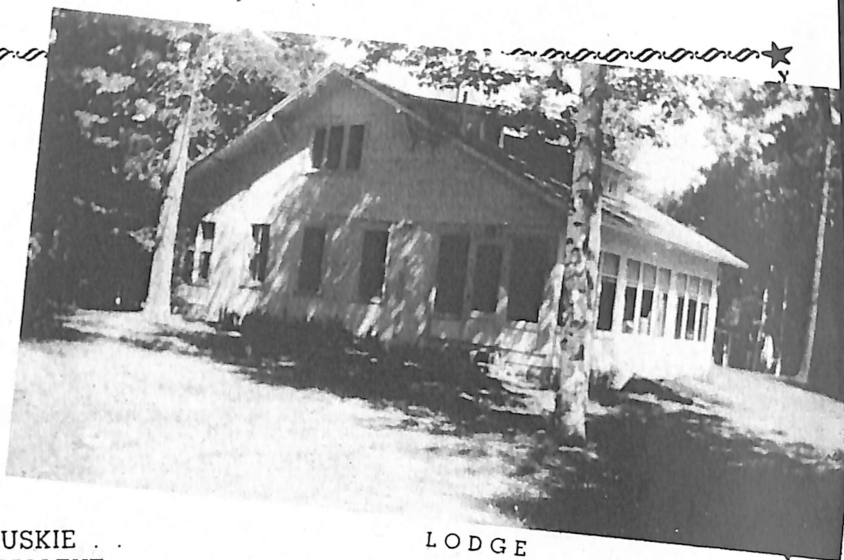
"at
sundown"

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For your vacation come to . .

.. WAUKEGAN Lodge

MODERN LODGE AND CABINS . . Running Water . . Baths . . Electricity. On beautiful FAWN LAKE . . Seven lakes within a few minutes by outboard motor.



LODGE

MUSKIE . .
WALLEYE . .
PANFISH and BASS
ARE PLENTIFUL IN ALL
OUR LAKES.



WAUKEGAN LODGE IS WITHIN SHORT DRIVING DISTANCE
TO GOLF COURSES . . SADDLE HORSES . . and AIRPORT

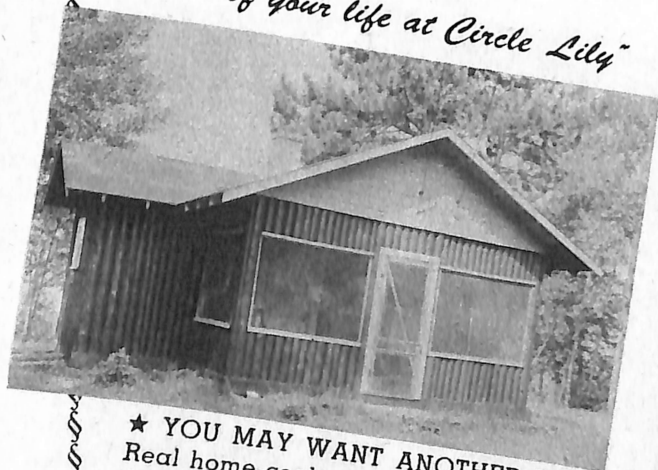
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De Woody's WAUKEGAN LODGE
P. O. MANITOWISH, WISCONSIN

52 Inch Muskie
Caught at
Waukegan Lodge



*"You'll have the time
of your life at Circle Lily"*

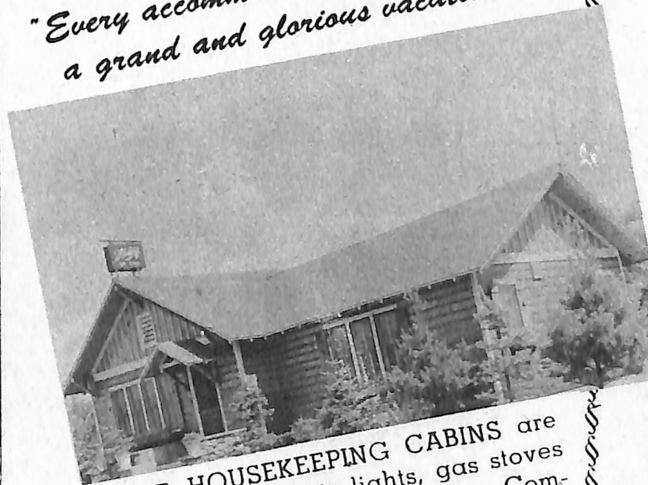


★ YOU MAY WANT ANOTHER PLAN.
Real home-cooked meals served in our
dining room. Here you get the kind of
meals that add to vacation pleasures.



*Fine
Beach*

*"Every accommodation for
a grand and glorious vacation"*



★ OUR HOUSEKEEPING CABINS are
modern with electric lights, gas stoves
for cooking and fuel oil heaters. Com-
fortable beds with plenty of blankets.

★ ★ GOOD MUSKIE, PIKE AND BASS FISHING. Guides and motors available. We'll give you in-
formation on how to fish and where to catch the big ones. For further details, rates, etc., write to

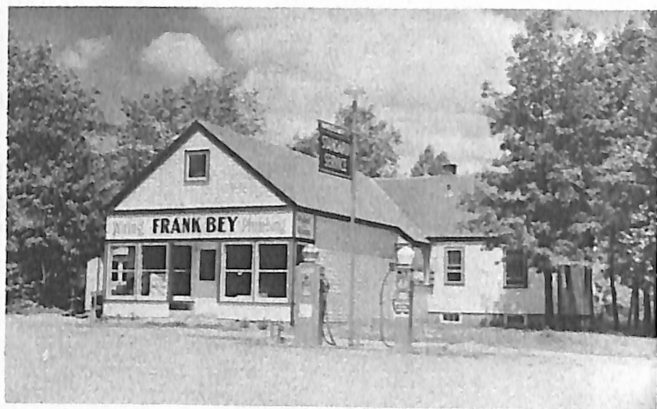
LOUIS
LAFFIN

CIRCLE LILY LODGE

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For further
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RESORT

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LOCATED AT U. S. HWY. 51 AND COUNTY TRUNK "W" ON VANCE LAKE IN THE FAMOUS
MANITOWISH WATERS REGION

PHONE 16

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MODERN COTTAGES AND ROOMS
BY DAY OR WEEK

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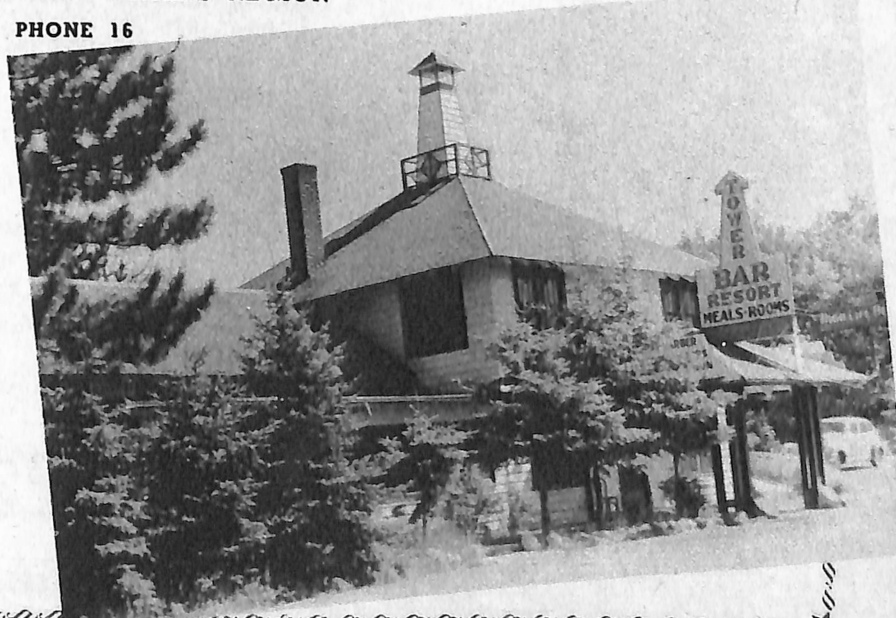
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Open the Year 'Round



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Where the
Big Muskies
Play !

★ MEINEL'S RESORT is centrally located on the Manitowish, Flambeau and Turtle Waters.

An American plan resort with eight well equipped cabins and main lodge with modern appointments.

NO HOUSEKEEPING CABINS

Situated in beautiful virgin timber.

**PERSONS SUFFERING FROM HAY FEVER WILL ENJOY
IMMEDIATE RELIEF HERE**

Excellent Muskie, Pike and Bass Fishing

In all fishing contests to date sponsored by the Chamber of Commerce, our guests have been awarded first Muskie prize among many others. The Muskie shown below received first prize in one contest. ★ ★ ★
Weight 41 lbs., 10½ oz.



WRITE FOR DESCRIPTIVE FOLDER AND LIST OF
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Located on South Turtle Lake, with each Cabin, Lodge and Dining Room offering a commanding view of the lake.

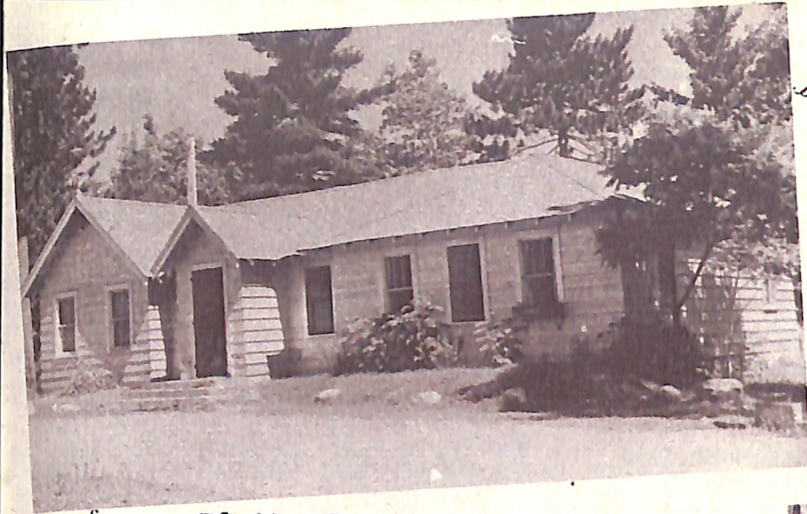
Electric lights . . Hot and cold running water . . Bath and showers
. . and real comfortable beds.

For further information, rates and Muskie list, write to
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Meinel's Resort

P. O. Winchester Vilas County Wisconsin

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Strum's CHATEAU

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

. . Cottages

SITUATED AMONG THE PINES ACCOMMO-
DATING TWO . . FOUR . . OR SIX PERSONS.

. . Fully Equipped

FOR HOUSEKEEPING . . with electric lights,
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REAL ESTATE BROKER

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CHOICE LOCATIONS ON THE
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SUMMER HOMES

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RESORTS

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Phone 17

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It's only a short drive from Manitowish Waters to **IRONWOOD** **MICHIGAN**

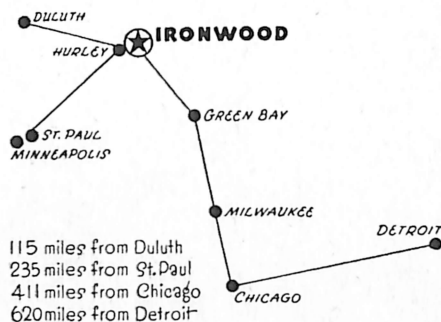
Your visit to the famous Manitowish Waters area of Northern Wisconsin will not be complete without visiting **IRONWOOD**, population 13,000, headquarters for Lake Superior deep sea fishing, golfing, bowling, hunting, skiing.

★ **LARGEST SHOPPING AREA
ADJACENT TO MANITOWISH
WATERS.**

★ **THEATRES HOSPITALS
BANKS.**

★ **CHURCHES . . . HOTELS . . .
LIBRARY.**

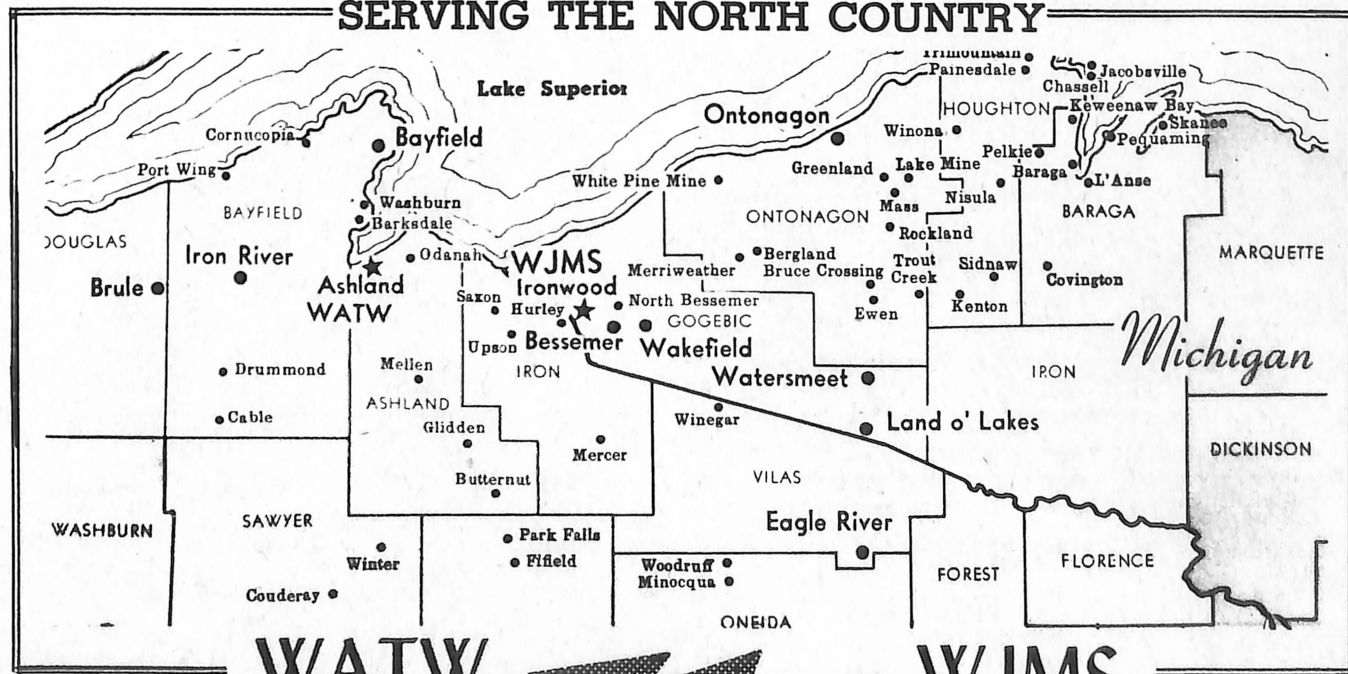
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. . VACATION AREA . .**



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HURLEY, WISCONSIN

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ASHLAND, WISCONSIN
1400 K. C.

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IRONWOOD MICHIGAN

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With an End Curl or Permanent
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BEAUTIFUL HAIR
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OUR SPECIALTY . . . COLD WAVES

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YOU ARE ASSURED OF COOL
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Power Company**

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ENJOYMENT AND COMFORT
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MANTOWISH WATERS REGION

**ELECTRIC
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Just Class

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'DEALING EXCLUSIVELY IN APPAREL FOR THE WOMAN WHO LIKES NICE THINGS'

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Style ★ Quality ★ Service

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FRESH MEATS - FEEDS & FLOUR - FRESH
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