

A GUIDE TO FISHING, HUNTING
AND HEALTHFUL RECREATION

NORTHWARD TRAILS

IN



.1933.

WISCONSIN

IN THE CHIPPEWA TONGUE :

"The Land of Gathering Waters"

WISCONSIN WELCOMES YOU

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Wisconsin Welcomes You

THE citizens of Wisconsin extend to you a cordial invitation and a hearty welcome to come and share with them the advantages of her great out-of-doors, her attractions, interests and activities.

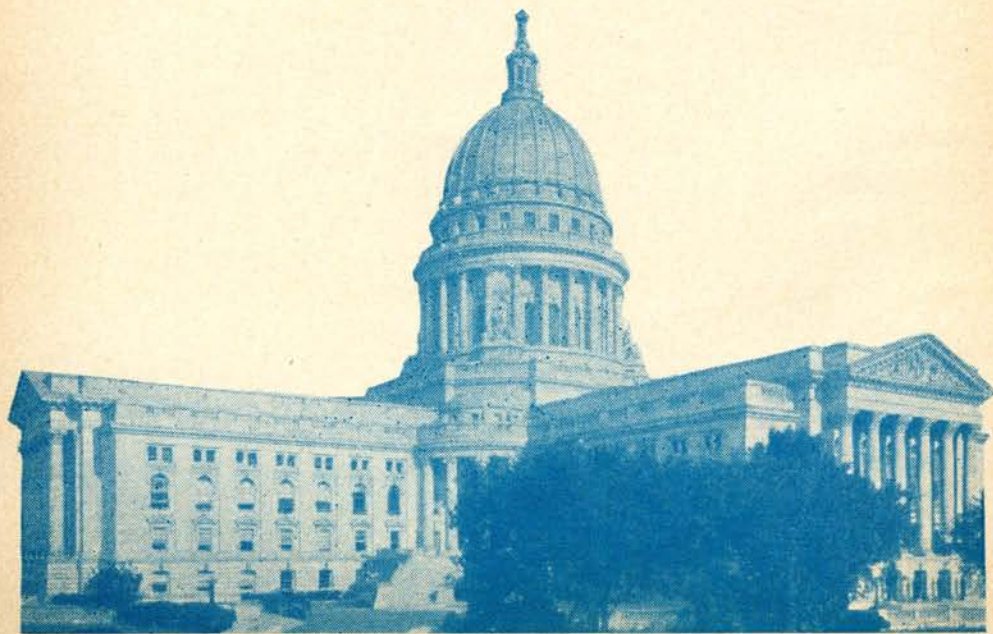
Visitors to "A Century of Progress" will be but a few hours train or automobile journey from this unusual commonwealth of vast recreational areas, thriving industrial cities and miles and miles of productive agricultural lands.

Wisconsin invites you to come and enjoy her great out-of-doors, her thousands of lakes and countless miles of streams and rivers, and her rolling hills and cool wooded lands abundant with wild life. All of Wisconsin's multiplicity of attractions are easily accessible by a vast system of over 80,000 miles of improved highways, each mile of which discloses entire changes of scenery in the beauties of nature and new pleasures which attract millions of visitors annually.

Wisconsin's welcome is sincere and is extended to all; to the tourist, to the casual visitor and to thousands of our former citizens who are returning, some to happy homecomings, and others to live and work with us.

A. J. Schmedeman

Governor of Wisconsin



"NORTHWARD TRAILS IN WISCONSIN"

By C. M. CHEADLE, Jr.

*A Convenient
Guide to
Wisconsin's
Great Outdoors*



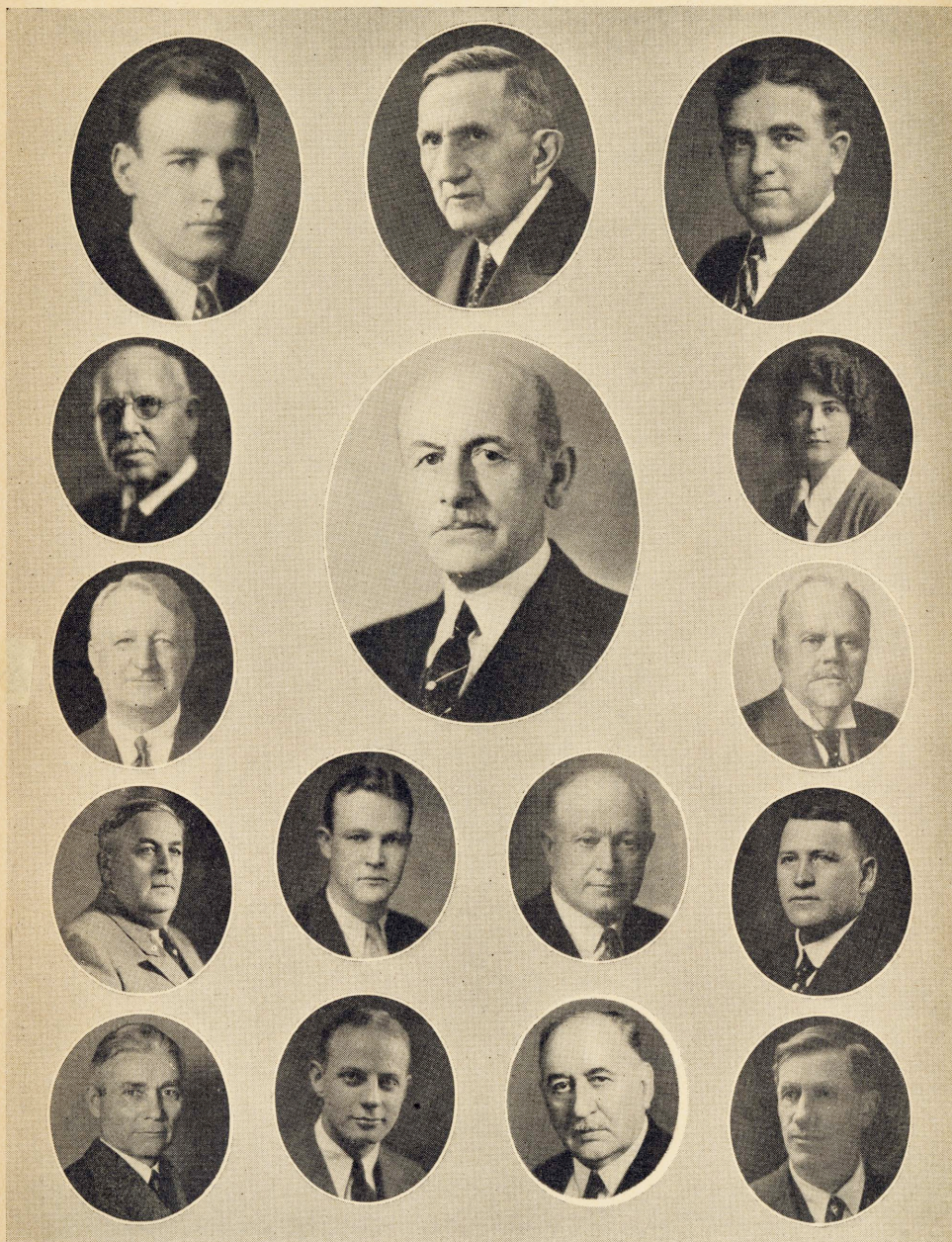
Trail—Mason Lake—Price County

Courtesy Wisconsin Conservation Department

AUTHORIZED BY
WISCONSIN-CHICAGO CENTENNIAL
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"Northward Trails"

dedicated to the true sportsman

THIS guide to Wisconsin's lakes and streams, its woods and wild life, its vast store of romance and adventure, is dedicated to everyone who likes to get out-of-doors to find keen pleasure in exploring out-of-the-way corners of our great north woods . . . It is dedicated to the fisherman who likes to fish, not alone for the sake of catching fish, but for the breathtaking thrill of a Muskie strike or the gamy Bass in its mad rush at a well placed lure . . . It is inscribed to those folks who can appreciate Wisconsin's playground for the sheer beauty of it, and leave it as unspoiled as they find it . . . to the angler who is content with less than "the limit".

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TROUT LAKE
Northern State Forest

Courtesy Wisconsin
Conservation Department

WISCONSIN . . .

*A Land of
Romance and
Adventure*



Over 5,000 lakes and hundreds of miles of trout waters—
15,000,000 acres of border and wild country—
Five Indian Reservations with thousands of Indians—
State parks and forests, and hundreds of miles of Lake
Michigan and Lake Superior Coast Line—
Fish, game, and outdoor recreation for everyone—

COUPLE these things with scores of thriving industrial cities and towns, vast and varied agricultural resources, and universities and colleges of world renown, and you have a state-wide community with the resources necessary to make your visit one of lasting enjoyment.

The tourist may find in Wisconsin any variety of scenery he may wish to see . . . The Kettle-Moraine country of southeastern Wisconsin with its rounded hills and numerous lakes, gives you striking evidence of the power of those prehistoric glaciers that were such a mighty moulding force in the state's geological development . . . In the southwestern and western part of the state is the Coulee region or driftless area, untouched by the glaciers of unrecorded ages. There are wooded hills and fertile valleys, and travelers have compared the bluffs along the Mississippi with the Rhine and the Hudson . . . Northward from the Coulee country, one travels through alpine meadow land, under the bluffs of the Mississippi, through wooded foothill country, and beside the mountain-like streams and rushing torrents in the St. Croix river and Dalles



region. Your drive will take you around the sandy beached lakes of Barron and Sawyer counties and through miles and miles of beautiful drives in the pine forests of Douglas and Bayfield counties, to the startling coast line of Chequamegon Bay and the Apostle Islands in Lake Superior. Northwestern Wisconsin is truly a paradox in scenery . . .

Northern Wisconsin is a glorious wilderness of woods and waters. Lakes that are infinite in number are sprinkled like stars across the top of the state, criss-crossed with many streams—some creeping lazily along their pine-bordered way—others, rushing torrents and cataracts like the Flambeau, the Brule and the Chippewa.

The famed Wolf river country of Northeastern Wisconsin will interest even the most exacting tourist. Through the heart of the Menominee Indian Reservation, the Wolf tumbles and rushes on its way through forests of virgin pine, hemlock and birch. The Wolf, the Peshtigo, the Pine, the two Brules and many other streams have made Northern Wisconsin famous wherever trout fishermen gather.

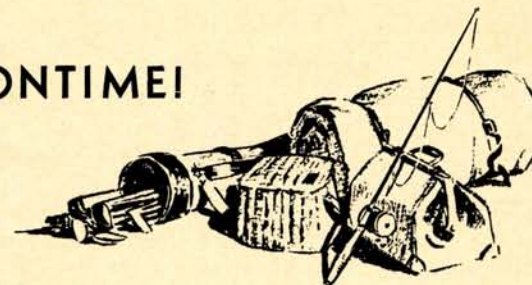
To the east, that long arm of Wisconsin, the Door County peninsula, divides Green Bay from Lake Michigan. This region is famed as the cherryland of the United States, and with its rugged coast line, beautiful bays and state parks, it will always be a place of enchantment.

One cannot describe Wisconsin in this brief space—the dunes along Lake Michigan; Lake Winnebago, the largest inland lake entirely within the borders of a single state; Madison, the capital city, with its four jewel-like lakes; Milwaukee, Racine, Kenosha and many other famed industrial cities; the paper manufacturing cities of the Wisconsin and Fox Valleys, and endless miles of dairy and agricultural lands.

Come to Wisconsin—enjoy Wisconsin—learn to love Wisconsin.



VACATIONTIME!



VACATIONTIME! What satisfaction the thought of it brings to millions of us who for fifty weeks each year are caught in the turbulent current of this workaday world. It is the time when one can forget about business, go places, fish, play golf to his heart's content, and get out of doors away from the hustle and bustle that frays nerves and ruins dispositions. . . . It is the time when mother and the youngsters can forget about school and the things that will make home life become drab if allowed to go on without interruption . . .

Plan to take a vacation this year . . . Come to Wisconsin where all outdoors invites you. You will find in endless variety the things that you like to do. You will find scenery as beautiful and picturesque as anywhere in the land. You will find rest and healthful recreation . . .

To paraphrase the verse of a Wisconsin Trail Club—

*Our forests are made for weary men
That they might find their souls again,
And rustling leaves are hung on trees
To whisper of old memories;
Our waters with mirrored shadows black
Are placed there just to lead men back
Beyond the pitfalls of success
To boyhood peace and happiness.*

HOW TO PLAN YOUR TRIP



YOU will know when you can leave and when you must be back. Also, you will have decided whether you will travel by train or automobile, and whether your stay in the north will be at a resort with hotel accommodations, in a light housekeeping cottage, or in a more primitive tent camp. All of these things will have a bearing upon your final plans, but here are a few suggestions to make your trip more enjoyable.

Plan to enjoy your trip. Do not make it a tiresome task. Plan to time your start so that you will arrive during daylight hours. If it is imperative that you arrive late at night, you should notify your host in advance.

Plan to arrive home at least one day before you must be back at work. You will probably find that last day a busy one at home.

If it is important that you keep in touch with your business while away, you will find efficient long distance telephone and telegraph accommodations in the North Country. Also, daily mail service—it is just an over night run from Chicago—means that you are *really* not so far away after all.

WHAT TO TAKE WITH YOU

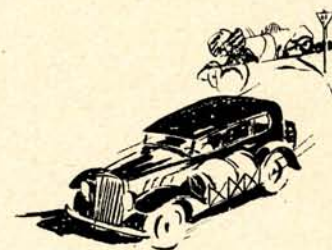
You will know better than anyone else what you will need for a week, two weeks or a month's trip. Again, whether you plan to stay at a resort, live in a cottage, or camp out, will determine many points regarding linens, cooking utensils and other equipment.

But above all be sure that you *really* need everything that is shown on your final list. Many an up North trip has been spoiled because of the inconvenience of lugging unnecessary equipment.

Try this plan a week or two before you leave. Make a list of every item that you believe you should take with you. When you are ready to pack, go over this list and cross out everything that you can possibly get along without. Then go ahead and pack. Take the final list with you for "checking out," when you are ready for the return trip. Here are a few things that your final list should include—

- | | |
|--|--|
| 1 Complete change of clothing (for you may be forced to spend a day out of doors in the rain.) | 1 Light weight rain coat, if you have one. |
| 1 Warm sweater or jacket. | Necessary toilet articles. |
| | Flashlight, camera and films. |
| | Your fishing tackle, of course. |

WISCONSIN'S HIGHWAYS



Make it Easy for You to Travel

FEDERAL, State and County Highway Commissions have combined to make Wisconsin's vacationland accessible to every motorist . . . There are thousands of miles of concrete—and, in the north country where cement roads seem out of place—the finest all-weather highways to be found anywhere. Carefully maintained and plainly marked, you need have no fears regardless of weather conditions.

It is easy to travel in Wisconsin. Mark the route on your highway map and follow the signs. That is all there is to it—no lost time and no chance to go wrong. Easy-to-read signs showing Federal, State and County routes are generously placed to keep you on your course, and warning signs plainly mark the approach to every danger point.



Here are pictured the three types of main trunk highway markers—Federal, State and County. All trunk line intersections are plainly marked and large "directory" signs indicate cities and distances to them in all directions.

Mark your map and follow the signs—you will get there without trouble.

SCENIC and HISTORIC TRIPS



ROMANTIC, adventurous, scenic, historic, Wisconsin offers in almost endless variety everything that one might want for summertime rest and outdoor recreation. . . .

So that you might reap the greatest enjoyment from your Wisconsin trip let us review a few of the points of scenic and historic interest—

INTERSTATE PARK—(Polk County)

Oldest Wisconsin State Park. 580 acres in Wisconsin—150 in Minnesota. Magnificent river and bluff scenery in the famous Dalles of the St. Croix region. Excellent camping facilities and one of the largest trout hatcheries in the world . . . Reached by U. S. Highway 8 and State Highways 35 and 87.

PENINSULA STATE PARK—(Door County)

A beautiful spot—3400 acres with rugged bluffs overlooking Green Bay. Heavily wooded with virgin pine, hemlock, balsam and hardwoods. Excellent roads, and foot and bridal paths. Also bathing, boating and fishing. Camping facilities, an eighteen hole golf course, and a state game farm add to the unusual interest of this famous park . . . Reached by State Highway 42.

DEVIL'S LAKE STATE PARK—(Sauk County)

Known to millions of people and a mecca for geologists, biologists and students. A jewel-like lake amid quartzite bluffs 600 feet high, in the center of the Baraboo range. Camping and hotel accommodations, a public golf course, and all forms of outdoor recreation. For further information refer to page 44 . . . Reached by U. S. Highway 12 and State Highways 13, 33 and 113 to Baraboo, then 3 miles to the lake on State Highway 159.

CUSHING MEMORIAL STATE PARK—(Waukesha County)

An imposing granite shaft is erected here to the memory of the "Three Wisconsin Cushings" who won unusual distinction for bravery during the Civil War. Contains eight acres on site of old Cushing homestead . . . Reached on State Highway 30 one half mile west of Delafield.

NELSON DEWEY STATE PARK—(Grant County)

Contains 1651 acres and named after the first governor of Wis-

consin. Located at confluence of the Mississippi and Wisconsin rivers and from top of mountainous bluff a majestic view spreads out below. Crest of Sentinel Ridge is 530 feet above river level. Rich in historic interest. Old military road ran through park area. Unusual group of Indian mounds. Natural beauty preserved and excellent camping facilities . . . Reached by County Trunks P and Z from State Highway 35.

PERROT STATE PARK—(Trempealeau County)

Much of historic interest and great natural beauty. Contains 910 acres along bluffs of the Mississippi. Site of Trempealeau Mountain, first seen by Father Louis Hennepin in 1680 and by Nicholas Perrot in 1685. Old French fort built in 1731. Good camping and fishing. . . . Reached by U. S. Highway 53 and State Highway 167—also, County Trunk K from Galesville.

PATTISON STATE PARK—(Douglas County)

660 acres and the site of Big Manitou Falls of the Black River—165 feet high and highest waterfall in Wisconsin. Park is well timbered and good camping accommodations. A beautiful place—a gift to the State by the late Martin Pattison of Superior . . . Reached by State Highway 35.

TOWER HILL STATE PARK—(Iowa County)

Tower Hill marks the site of the old shot tower for the making of lead bullets used in early Wisconsin times. Shaft cut through solid rock and melted ore was dropped through holes to be chilled when striking water below. On Wisconsin River and river valley view from top of hill is imposing sight . . . Reached by State Highway 11.

FIRST CAPITOL STATE PARK—(Lafayette County)

Site of first territorial capitol building. Two acres and of interest because of historical value. First territorial legislature met in 1836. Building restored in 1924 . . . Reached by County Trunks B and G from U. S. Highway 118.

RIB MOUNTAIN STATE PARK—(Marathon County)

Highest point in Wisconsin—1940 feet above sea level. Beautiful view of Wausau and Wisconsin River valley. 280 acres. Road to top of Mountain and parking and picnicking areas . . . Reached by U. S. Highway 51, State Highway 29 and County Trunk N.

POTAWATOMI STATE PARK—(Door County)

1100 acres of beautiful timbered land on Government Bluff overlooking Sturgeon Bay and Green Bay. Purchased from U. S. War Department in 1928. Scenic drives and camping facilities. 75 foot lookout tower erected for visitors . . . Easily reached from city of Sturgeon Bay on new highway.

TERRY ANDRAE STATE PARK (Formerly Pine Dunes)—(Sheboygan County)

An unusual area on Lake Michigan with a marvelous sand beach, picturesque sand dunes with interesting botanical growths, and a large pine forest. Portion of park devoted to students and scientists. Camping facilities are excellent . . . Easily reached by U. S. Highway 141.

COPPER FALLS STATE PARK—(Ashland County)

An area of 520 acres with Copper Falls of the Bad River and the falls of Tylers Fork as the leading attractions. High cliffs, beautiful forests and deep gorges combine with the falls to make this one of the most picturesque of all Wisconsin parks. Easily accessible with roads and trails and good camping areas . . . Reached by State Highways 13 and 77 and County Trunk K.

MERRICK STATE PARK—(Buffalo County)

Newest of Wisconsin Parks—several hundred acres of wooded bottomland on Fountain City Bay of the Mississippi. Most popular as camping and picnicking area with fine swimming and all water sports . . . Easily reached from Fountain City.

BRULE FOREST—(Douglas County)

Extends for seven miles along the Brule Valley, famous trout stream and summer home of President Coolidge in 1928. This area gives you a true taste of northern wild country . . . Easily reached by U. S. Highways 2 and 53.

NORTHERN STATE FOREST—(Vilas County)

This is a veritable paradise of the great outdoors—105,000 acres of hills and valleys, with big woods, a hundred or more lakes, two hundred miles of trout water, and all varieties of native fish and game. Many of the lakes and streams are described elsewhere in this book. Trout Lake (for further information refer to page 126) is the largest lake in the area, and one of the deepest in the state, and is the site of the forestry headquarters of the district and headquarters of the superintendent. You will find a herd of Elk and more likely than not will see deer, bear and other wild life through the region. Good tourist and vacation accommodations are available . . . Easily reached by U. S. Highway 51.

AMERICAN LEGION MEMORIAL FOREST—(Oneida County)

35,000 acres of forest preserve—a cooperative venture in forest administration between the State and the American Legion. This area contains many lakes and streams with all of the principal game fish. Deer, partridge and other game will be seen frequently by visitors. A great place for the lover of nature who likes to "rough it" . . . Reached by State Highway 47.

(Continued on page 136)

WISCONSIN FORESTS . . .



A HUNDRED years ago Wisconsin was a vast area of forest land. Every variety of tree native to the region grew in abundance—towering pines, spruce, balsam, cedars, hemlock, white and yellow birch, maple, oak and elm and a score of others. . . . Civilization progressed, settlers came, the lumber industry grew, and our forests gradually gave way to this new force that could not be stopped. . . . But Wisconsin is still a forest state. Many stands of virgin forests have been saved. Nature has done her part and the scenes of countless former logging operations are now covered with well advanced second growth. We have learned to practice conservation and much progress is being made to restore our forests and preserve those vast areas that are now well timbered.

Four areas have been set aside as State Forests—Brule, Northern, American Legion Memorial and the Flambeau River. Three large areas, Moquah Forest in Bayfield County, Flambeau Forest in Price County and the Argonne Forest in Forest, Vilas and Oneida Counties, are under Federal control and combined are known as Nicolet National Forest. The State operates two forest nurseries—one in Northern State Forest at Trout Lake and another near Wisconsin Rapids in Wood County. Each year millions of young trees are transplanted from these nurseries. Wisconsin's forests are here for you to enjoy. We only ask that you help us take care of them.

PREVENT FOREST FIRES!

"Everybody Loses When Forests Burn"

- 1—Be sure your match is out. Break it in two before you throw it away.
- 2—Be sure that pipe ashes and cigar and cigarette stubs are dead before you throw them away. Never throw them in brush, leaves, or pine needles.
- 3—Before building a fire, scrape away all inflammable material from a spot five feet in diameter. Dig a hole in the center and in it build your campfire.
- 4—Never break camp until your fire is out—dead out. Stir the coals while soaking them with water. Wet the ground around the fire. Be sure the last spark is dead.

*"Carelessness with fire in the woods
marks the tenderfoot"*



WISCONSIN INDIANS . .



"TED was plenty scared of Indians until last summer, when we camped out up on the Flambeau Indian Reservation in Vilas County, Wisconsin," said Mr. Beaver, of Indiana. "But after he got acquainted with those 'teen age Indian boys up there, he found them quite as interesting companions as any group of boys he ever met." Indians are just folks, as many a tourist to Wisconsin has discovered. They live in the great northern playground of our nation, up around ten thousand lakes, where they make the finest kind of fishing and hunting guides. They know their home land intimately and have uncanny powers of reasoning where fish and game are concerned.

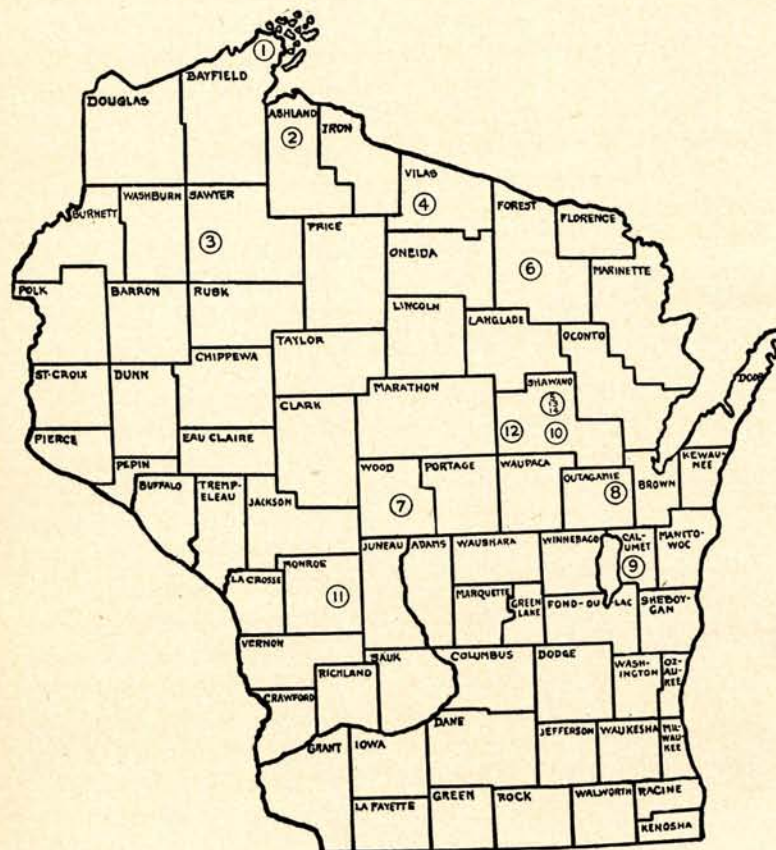
Wisconsin has twenty thousand Indians, as the last Congressional investigating committee discovered. Their reservations are delightful tracts of primeval forest. There are six main tribes. The largest tribe in numbers is the Ojibway (Chippewa), with reservations at Odanah (La Pointe), in Iron County, Lac Du Flambeau, in Vilas County, Lac Court Oreilles, in Sawyer County, and Red Cliff, in Bayfield County. The Menominee Indians occupy a large portion of Shawano County. The Forest Potawatomi live around Laona and Crandon, in Forest County. The Winnebago are found around Wisconsin Rapids and Pittsville, in Wood County and the Oneida Indians around Oneida, ten miles west of Green Bay. The Stockbridge and Brothertown Indians live on the east shore of Lake Winnebago in Calumet County and at Gresham in Shawano County. Indian schools are maintained at Tomah, in Monroe County, and Wittenberg, Keshena and Neopit, in Shawano County.

There is always something doing in the summer season around the Indian reservations in Wisconsin. Dream dances are almost a daily occurrence, and his white brother is always a welcome visitor. Dream dances are free. The white man is not however, allowed to see their medicine lodge ceremony which occurs twice a year, in the spring when the buds on the trees burst into foliage, and in the autumn when the leaves fall. But the reverberating boom of the huge dream dance drum is a strident announcement to all within a radius of five miles, and dream dances are more interesting to see than medicine dances. There is a primitive grace about the dancers as they re-enact the stories of their skill in the chase, or their prowess and cunning in war, that grips the spectator and starts him to wondering if this is really our vaunted twentieth century civilization.

Summer time finds Wisconsin Indians gone native again. Gone is the tiresome winter, when they have to live in white men's houses. Up goes the aboriginal wigwam and here again are the delights of camping out where ever they may wish to roam. You may be fortunate enough to find a wild rice camp in the middle of August around some shallow lake where this most valuable grass abounds. Then you may see the ceremony of thanksgiving to their deity,—Match-Hāwātuk, and witness the crudest type of agricultural harvesting to be found upon the North American continent. The hundred per cent American is well worth visiting, and no one who gets within two hundred miles should forego this opportunity.



WISCONSIN INDIANS



TRIBE	RESERVATION	AREA
1—Ojibway (Chippewa)	Red Cliff	14,166 acres
2—Ojibway (Chippewa)	La Pointe	123,750 acres
3—Ojibway (Chippewa)	Lac Court Oreilles	68,914 acres
4—Ojibway (Chippewa)	Lac du Flambeau	77,233 acres
5—Menominee	Menominee	231,680 acres
6—Forest Potawatomi	Allotted Lands	-----
7—Winnebago	Allotted Lands	-----
8—Oneida	Allotted Lands	-----
9—Stockbridge and Brotherton	Allotted Lands	-----
10—Stockbridge and Brotherton	Allotted Lands	-----
Total Indian Population in State—20,000		
City	INDIAN SCHOOLS	County
11—Tomah		Monroe
12—Wittenberg		Shawano
13—Keshena		Shawano
14—Neopit		Shawano



WISCONSIN FISHING WATERS

IN THE following pages a representative group of Wisconsin lakes are mapped and described.

Lakes and fishing waters in every section of the state are included so that you may plan a long or short trip as you prefer. Obviously, however, it has been impossible to include all of the thousands of lakes for which Wisconsin is famous.

Also, it has been impossible to give you complete information about resort and hotel accommodations at the lakes that are described. It may be said that accommodations are available in every region to suit everyone's desire—modern hotels, hotel resorts, cottages, cabins, and camp sites.

After you have selected the lake or region that appeals to you, a letter to the town clerk at the Post Office address listed, telling of the kind of accommodations that you want, will bring you complete information.

"DO'S AND DON'T'S"

Take care of yourself. Be considerate of others. . . . Here are a few things that every outdoor man should know.

DON'T overload your boat. Be especially careful on large bodies of water where sudden squalls might bring trouble.

DON'T stand up in the boat to fish. If you are not afraid, be considerate of your partner. It may seem safe enough but it is dangerous.

DON'T cast your bait the old "side-swipe" way if others are with you. You might put a hook in the other fellow, and besides you will do a better job if you learn to cast over-arm. It will improve your accuracy.

DON'T get "buck fever" and become careless when you hook a big one. This malady has been known to bring disaster.

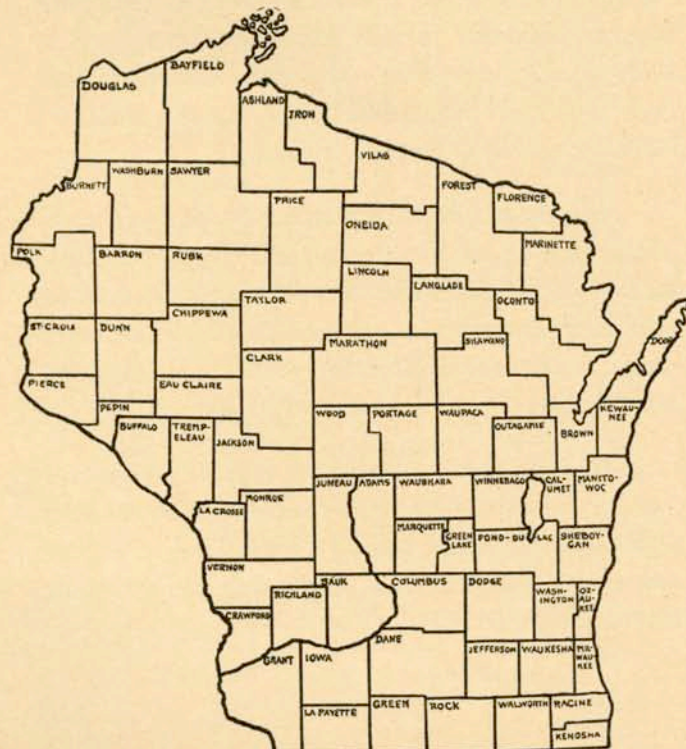
DON'T try to ride out a storm if it looks like a bad one. Head for the nearest shore or sheltered bay.

DON'T be the boss of the party. The other fellow may also know something about fishing. Courtesy and consideration will bring you lasting friends.

DON'T play with fire. Be careful with cigarettes, cigars and camp fires. One careless moment may bring disaster to a vast region of timber land.

DON'T take unnecessary chances in the woods in unfamiliar country. A compass will come in handy many times. If you become lost, keep your head—sit down and face the facts squarely. You will probably hit upon the right thing to do.

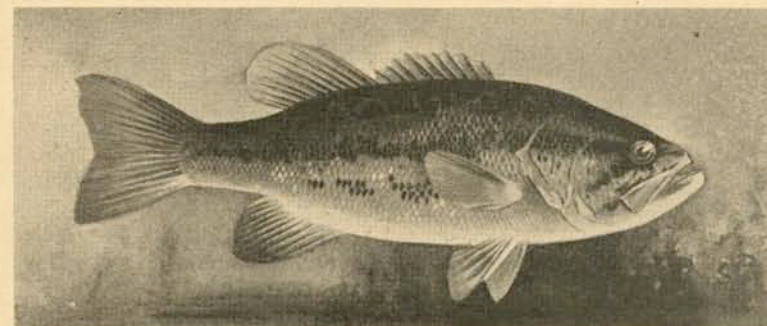
DON'T take chances in marshy and swamp land. If the footing isn't firm, take the longer way.



This county map of Wisconsin will assist you in determining approximate location of lakes that are described on following pages

BASS WATERS

PROBABLY no species of fresh water fish offers greater sport for the angler than the Black Bass. It strikes savagely at surface and near surface baits and hits invariably from the side. The vicious strike, the heavy lunging run, and a system of fighting tactics peculiarly his own, will give the fisherman some busy minutes until the bass is safely in the bag.



LARGE MOUTH BLACK BASS

Local Names—Big Mouth Bass—Green Bass—Lake Bass—Oswego Bass

Inhabits lakes, ponds, dammed waters and less frequently, streams. Prefers mud bottom, weeds, lily pads, rushes and snags. Natural food, crawfish and minnows. Distinguished from Small Mouth Bass by dark color of eye and much larger scales (only about ten rows on cheeks). Angle of mouth when closed extends farther back than eye. Maximum weight, 7 to 9 pounds.

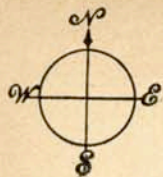
SMALL MOUTH BLACK BASS

Local Names—Red Eye—Yellow Bass

Inhabits streams, lakes, ponds. Favors rocky or gravel bottoms and bars near sheltering weed beds. Natural food—minnows, hellgramites, soft shelled crabs and flies. A sporting fighter, leaping high in air and especially vicious when nearing boat. Distinguished from Large Mouth by smaller scales (about 17 horizontal rows on cheeks) and brilliant red eyes. Angle of mouth does not reach back beyond eye. Maximum weight, 5 to 7 pounds.

For the bait caster most of the standard brands of surface and near surface baits will be found suitable for taking both large and small mouth bass. One may also fish at deeper levels with various natural food live baits, and to the fly caster the bass offers the finest sport in the land when rising to surface flies.

For digest of Wisconsin Fish Laws—legal size and legal daily bag limit—refer to page 135.



BASS WATERS

CHETEK LAKES

Barron County

CHETEK LAKE, Pokegama Lake, Lake Rusholt and Prairie Lake are the principal lakes of the Chetek chain, most famous as bass waters. But there are other fish, too—wall-eyed pike, northern pike, and various pan fish such as blue gills, perch and crappies. You will be pleased with the all around worth of the Chetek waters.

There are many things that you will like about the Chetek region—beautiful lakes, north woods atmosphere at its best, excellent bathing, golf and horseback riding. The region is famed for its Indian lore and will have a definite appeal to those who seek new and unusual things . . . Whether for a group of men "out after fish", or an ideal place for the whole family, the Chetek region will prove its worth.

NEARBY FISHING WATERS

Jackson Lake, Tabor Lake, Long, Round, Fish, and the Island Lake group in Rusk and Chippewa counties, just a half hour's drive from Chetek. Like a hundred other places in Wisconsin, it is a fisherman's paradise.

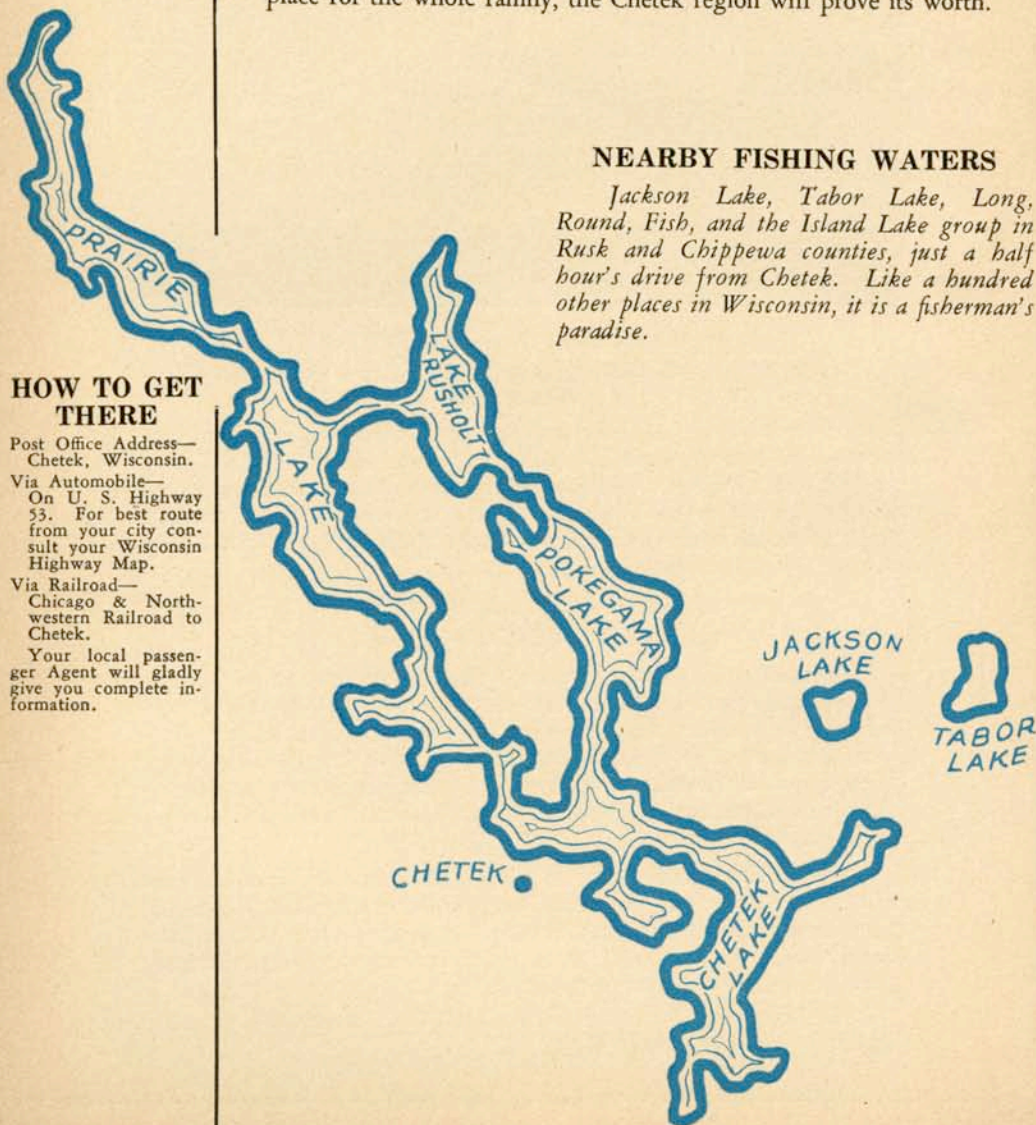
HOW TO GET THERE

Post Office Address—Chetek, Wisconsin.

Via Automobile—On U. S. Highway 53. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—Chicago & Northwestern Railroad to Chetek.

Your local passenger Agent will gladly give you complete information.



BASS WATERS

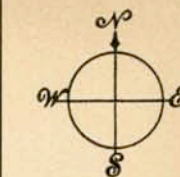
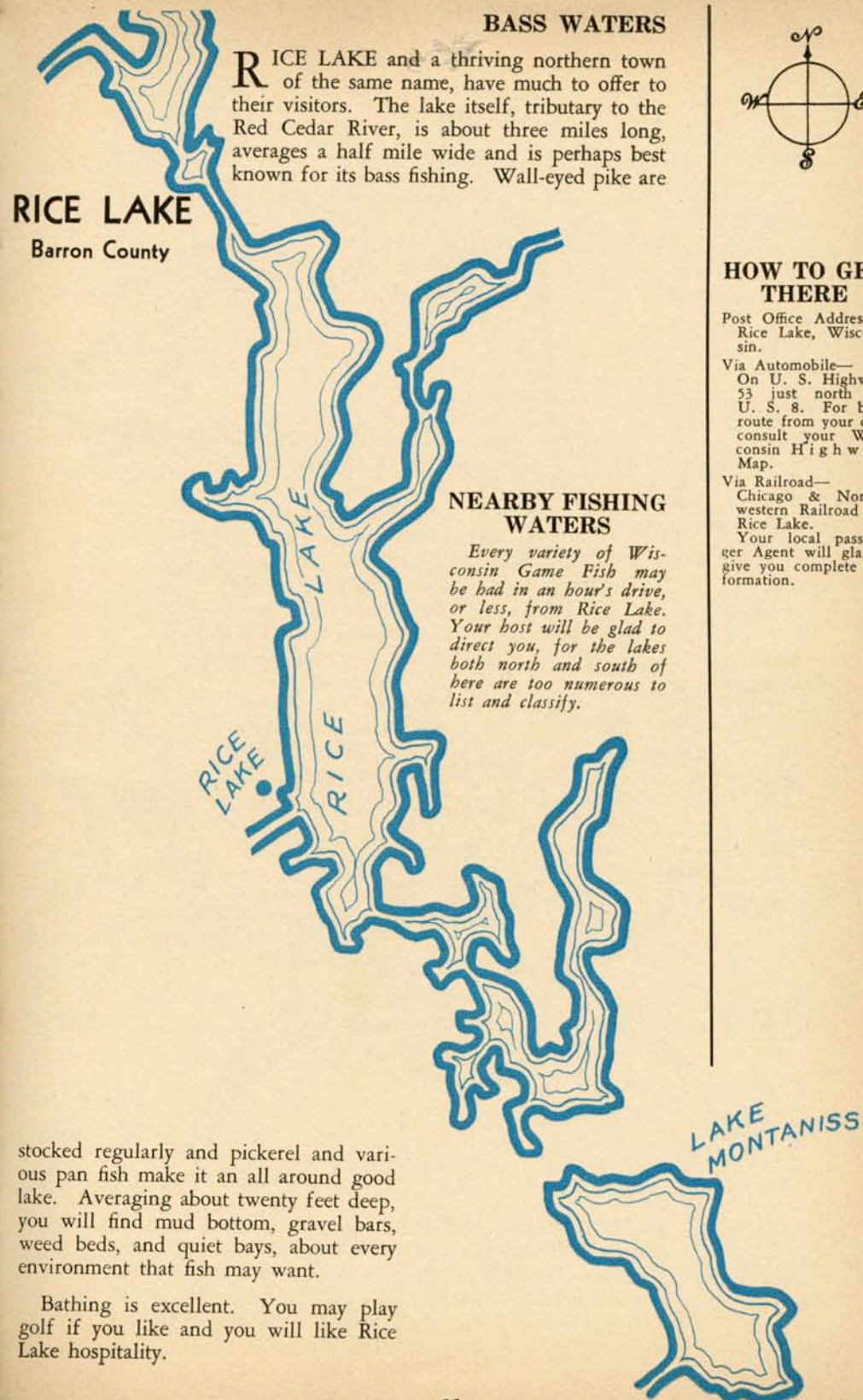
RICE LAKE and a thriving northern town of the same name, have much to offer to their visitors. The lake itself, tributary to the Red Cedar River, is about three miles long, averages a half mile wide and is perhaps best known for its bass fishing. Wall-eyed pike are

RICE LAKE

Barron County

NEARBY FISHING WATERS

Every variety of Wisconsin Game Fish may be had in an hour's drive, or less, from Rice Lake. Your host will be glad to direct you, for the lakes both north and south of here are too numerous to list and classify.



HOW TO GET THERE

Post Office Address—Rice Lake, Wisconsin.

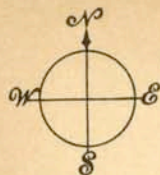
Via Automobile—On U. S. Highway 53 just north of U. S. 8. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—Chicago & Northwestern Railroad to Rice Lake.

Your local passenger Agent will gladly give you complete information.

stocked regularly and pickerel and various pan fish make it an all around good lake. Averaging about twenty feet deep, you will find mud bottom, gravel bars, weed beds, and quiet bays, about every environment that fish may want.

Bathing is excellent. You may play golf if you like and you will like Rice Lake hospitality.



BASS WATERS

BEAR LAKE

Barron County



NEARBY FISHING WATERS

From Bear Lake it is just a few minutes ride to Long Lake, east of Sarena, long famous for its bass and pike. Red Cedar Lake and Lake Chetek near Birchwood are a few miles east, and an hour's drive will take you to good muskie and bass water in the Court Oreilles Indian Reservation.



HAUGEN

HOW TO GET THERE

Post Office Address—
Haugen, Wisconsin.

Via Automobile—
On U. S. Highway 53 and County B.
For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
Chicago & Northwestern Railroad to Haugen.

Your local passenger Agent will gladly give you complete information.

HERE is another bass lake in country that will give you fish of every variety. Bear Lake, Haugen Lake, Lake Fenton and Long Lake, all afford good bass fishing, with enough wall-eyed pike, pickerel and pan fish to compensate for those days when Mr. Bass will not bite.

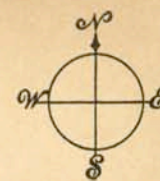
You are up in the north country now and can fish or tramp a different spot every day. You will like the Bear Lake and Haugen region.

LAKE SUPERIOR

(Apostle Islands)

Bayfield County

THE Bayfield Peninsula and the Apostle Island region is a most unusual place, perhaps even more famous for its scenic beauty, than for its fishing value. It has been classified as bass water for want of a better choice. Bass will be found in many of the bays along the rugged coast line and among this unusual group of islands. Deep fishing for lake trout is excellent, particularly in June. There are wall-eyed pike and large northern pike or pickerel. Near the mouth of



HOW TO GET THERE

Post Office Address—
Ashland, Wisconsin.
Washburn, Wisconsin.
Bayfield, Wisconsin.



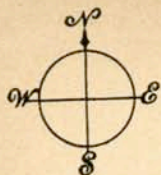
Via Automobile—
State Highway 13
from Ashland. For
best route from your
city consult your
Wisconsin Highway
Map.

Via Railroad—
Chicago & Northwestern Railroad to Ashland, Washburn and Bayfield. Soo Line to Ashland.
Your local passenger Agent will gladly give you complete information.

streams emptying into the big lake, speckled brook, rainbow, and brown trout are frequently taken.

The Red Cliff Indian Reservation occupies the point of the peninsula and Indians will be found on many of the islands. The primitive life of the Ojibways or Chippewas will appeal to young and old.

A startling coast line, woods, bluffs, sand beaches, many picturesque islands and Lake Superior, the largest body of fresh water in the world, combine to make this region one of outstanding beauty. If you are within a hundred miles of this region, plan to drive up for a day or two. You will enjoy it.



BASS WATERS

EAU CLAIRE LAKES

Bayfield and Douglas Counties

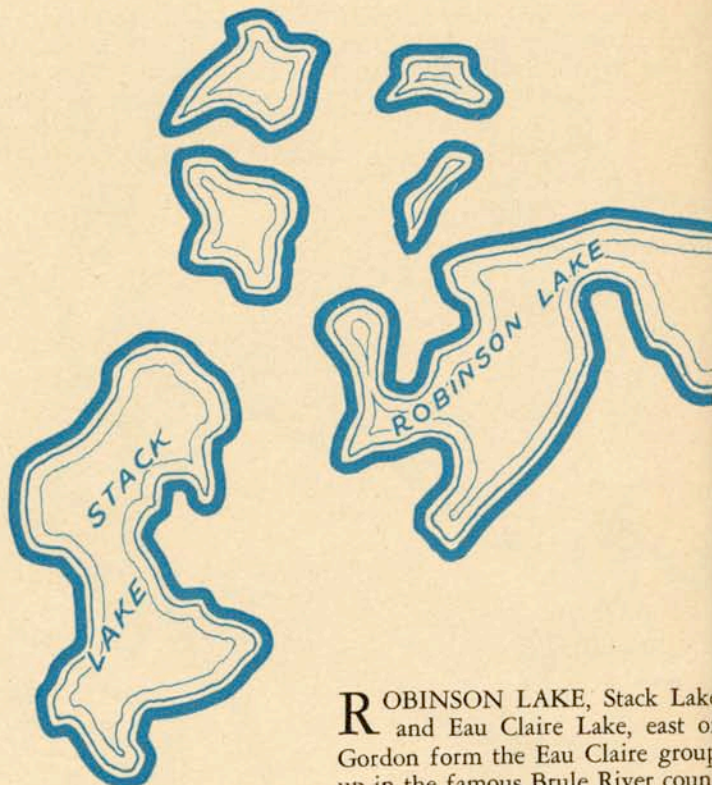
HOW TO GET THERE

Post Office Address—
Gordon, Wisconsin.

Via Automobile—
On U. S. Highway
53 to Gordon and
east on County
Trunk Y. For best
route from your city
consult your Wis-
consin Highway
Map.

Via Railroad—
Chicago & North-
western or Soo Line
to Gordon.

Your local passen-
ger Agent will gladly
give you complete in-
formation.



ROBINSON LAKE, Stack Lake and Eau Claire Lake, east of Gordon form the Eau Claire group up in the famous Brule River country known best as the summer home of President Coolidge in 1928.

There is much of interest in this region. The lakes are best known as bass waters but rank high as wall-eyed pike and crappie lakes.

This region was largely cut over many years ago, but a well developed second growth will give you a taste of real northern Wisconsin wild country. The Brule State Forest lies just a stone's throw away and the Brule continues to uphold its reputation as one of the best trout streams in the land. An hour's drive will take you to Pattison State Park and Big Manitou Falls, the highest waterfall in Wisconsin—165 feet.

NEARBY FISHING WATERS

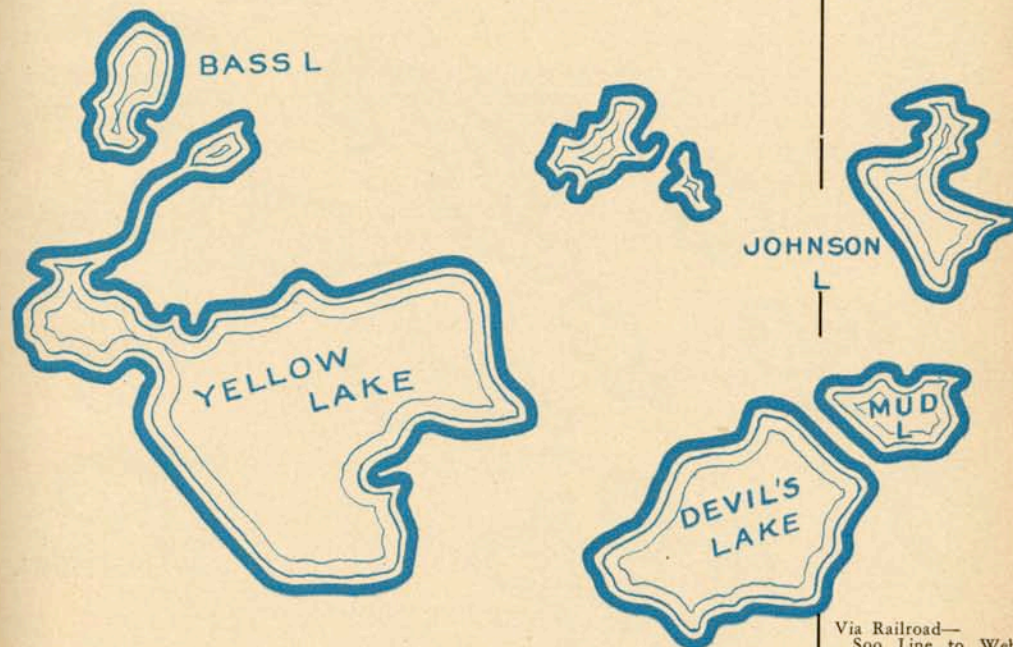
The Whitehead lakes, Pigeon Lake, Drummond Lake and Star Lake are easily reached if you find it necessary to change your luck.

YELLOW LAKE

Burnett County

YELLOW LAKE identifies a group of lakes lying between Webster and Danbury, which includes Devil's Lake and Johnson Lake. They are classed here as bass lakes but Yellow Lake, especially, might well be called pike water. Small wall-eyed pike are planted yearly and catches of pike continue to improve.

Yellow Lake is about three by three and one-half miles in area and other lakes in the group are smaller in proportion as indicated by the map. Mud, sand and gravel bottom in all lakes, with numerous bays and ample vegetation, fairly cry out—"fish". You will be impressed with these waters.

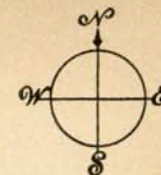


Everything needed for a well rounded vacation is available in this region,—big woods, golf, good fishing and scenery that will appeal. You are but a short drive from Interstate Park and the Dalles of the St. Croix River.

NEARBY FISHING WATERS

A host of lakes near Webb Lake and another group just south of Webster will keep you going a month if you cover them all. Bass, pike and pickerel predominate.

BASS WATERS



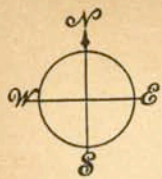
HOW TO GET THERE

Post Office Address—
Webster, Wisconsin.

Via Automobile—
On State Highway
35 and County
Trunks U and A.
For best route from
your city consult
your Wisconsin
Highway Map.

Via Railroad—
Soo Line to Web-
ster, Wisconsin.

Your local passen-
ger Agent will gladly
give you complete in-
formation.



HOW TO GET THERE

Post Office Address—
Danbury, Wisconsin.
Webb Lake, Wisconsin.

Via Automobile—
State Highways 35
and 152 to Danbury.
County Trunk H to
Webb Lake. Or,
County Trunks A
and H from Web-
ster. For best route
from your city con-
sult your Wisconsin
Highway Map.

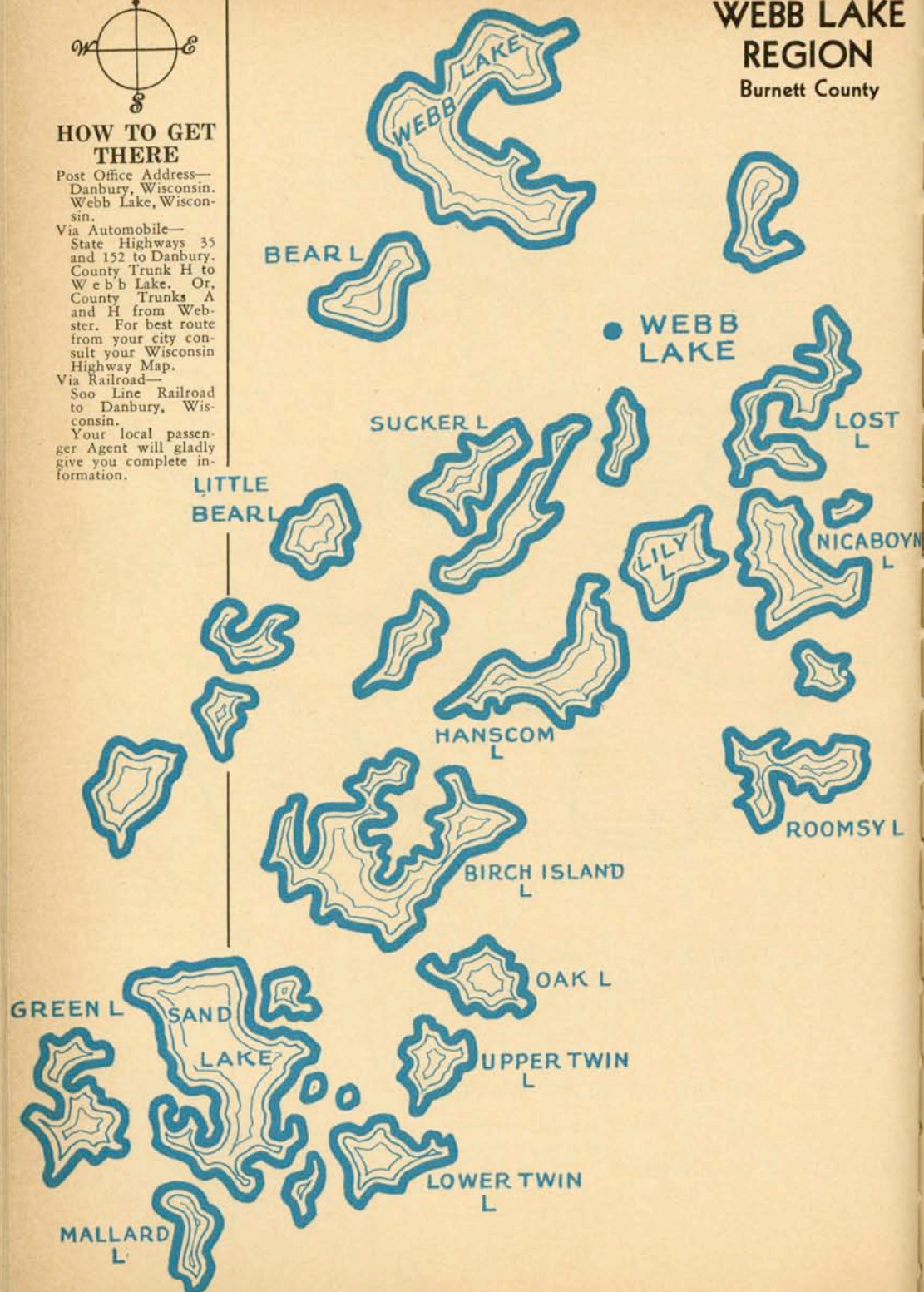
Via Railroad—
Soo Line Railroad
to Danbury, Wis-
consin.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

BASS WATERS

WEBB LAKE REGION

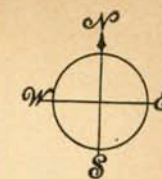
Burnett County



BASS WATERS

WEBB LAKE REGION

Burnett County



HOW TO GET THERE

Post Office Address—
Danbury, Wisconsin.
Webb Lake, Wisconsin.

Via Automobile—
State Highways 35
and 152 to Danbury.
County Trunk H to
Webb Lake. Or,
County Trunks A
and H from Web-
ster. For best route
from your city con-
sult your Wisconsin
Highway Map.

Via Railroad—
Soo Line Railroad
to Danbury, Wis-
consin.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

WITHIN a dozen miles of Webb Lake you will find a different lake for every day of the month—and have a week or two to spare.

Webb Lake, near the town of the same name is about three miles long and a fourth as wide, and, since all lake maps are drawn to scale you may judge their approximate size. The shore line is irregular and for the most part it has mud bottom with a weedy growth. As a group, these lakes should be classed as bass waters, however, wall-eyed pike are quite plentiful and stocked each year. Also, one will find pickerel and the usual pan fish—perch, bluegills, and crappies.

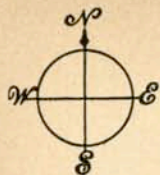
The trout fisherman will find several excellent streams a short ride away. The Totogatic River is good. The Namakogan River is becoming famous as a German Brown stream, and the famous Brule needs no further praise.

A vacation in Burnett County and the Webb Lake region will long be remembered.

IF BASS DON'T BITE

If bass don't bite, do not become discouraged or brand the lake as poor bass water when bass are known to be there. Change your tactics or try for other kinds of fish.

The writer had an experience at Diamond Lake in Bayfield County. For a few days in late June, the small mouth bass would take any kind of surface or near surface baits. Ten days later we couldn't find a bass in the lake until we obtained some shiner minnows and fished thirty feet deep off the gravel bars. We found plenty of them there. Another time, in Scott Lake in Sawyer County, two of us had small mouth bass going wild with flyrods and feather minnows. The next day we might as well have fished in the bird bath at home. No bass at all. . . . Bass are that way—they either do or don't—temperamental in the extreme. When they are biting it's the greatest sport in the world.



BASS WATERS

GREEN BAY

(Lake Michigan)
Door County

ONE could write a book on the wonders of Door County, that long arm of Wisconsin that divides Green Bay from Lake Michigan. But we can discuss it only briefly here as a famous spot for bass and other game fish, and tell you but a few things about its startling beauty.

The side of the peninsula bordering on Green Bay is especially well known as excellent fishing water favored by bass fishermen. There are miles of bass shoreline, many bays, gravel bars and shelving rock ledges. Much of the bass fishing in the summertime is done with live bait used fairly deep, but the more sporting methods with artificial baits will many times bring good results. Pickerel or Northern pike, and wall-eyed pike are also quite plentiful, and lake trout are there if you want to troll deep with a copper line and plenty of lead. "Still" fishing with live bait may bring anyone of a dozen smaller fish common in the Great Lakes. Boats and other equipment may be obtained at any of the lake towns in Door County.

From a scenic standpoint Door County leaves nothing to be desired. The lake road trip around the peninsula will impress the most exacting tourist. From the city of Green Bay follow highway 57 for a dozen miles along the rim of the Bay shore. To the north the opposite shore recedes into blue haze. Just beyond Dykesville you turn inland toward Sturgeon Bay and for thirty miles you travel through orchards that have made Door County famous as the Cherryland of America.

Do not leave Sturgeon Bay without a trip to Potawatomi State Park and Government Bluff. A view that words cannot describe will be your reward if you climb to the top of the lookout tower on the bluff.

From Sturgeon Bay highway 42 will take you through Valmy and Carlsville to Fish Creek, Egg Harbor, Ephriam and Sister Bay.

Do not fail to visit Peninsula State Park near Ephriam, 3400 acres of rolling hills and sheer bluffs covered with virgin pine, hemlock, balsam and hard woods. A state game farm, an excellent golf course, beautiful bays, boating, bathing, fishing and two lookout towers will make your park stay a lasting memory.

We cannot tell you more about it here. Drive out to the very point; take the ferry to Washington Island; and visit Bailey Harbor, Jacksonport, Algoma and Kewaunee on the Lake Michigan side. The Green Bay peninsula is a scenic paradise and there are tourist and vacation accommodations to suit everyone.

HOW TO GET THERE

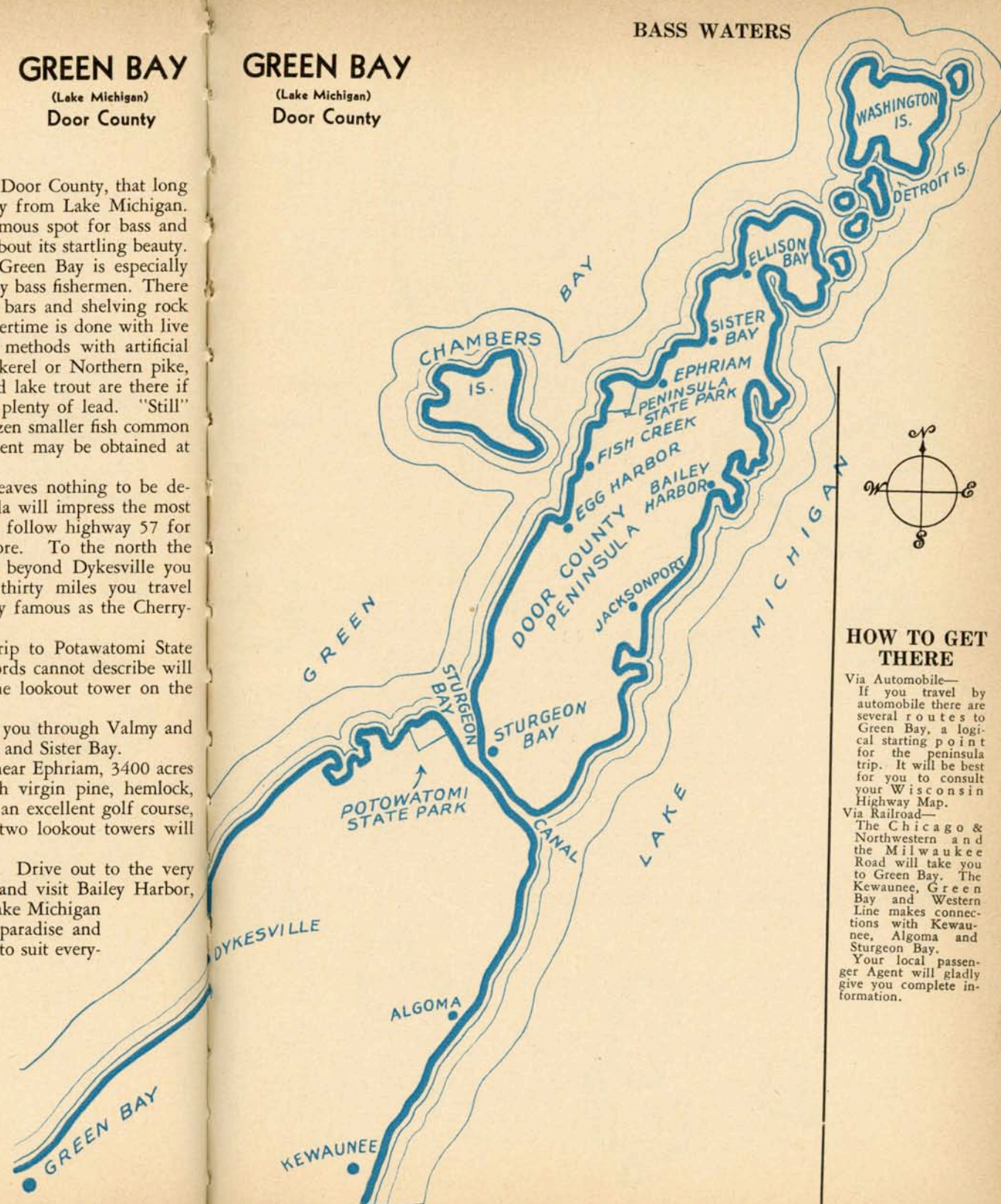
Via Automobile—
If you travel by automobile there are several routes to Green Bay, a logical starting point for the peninsula trip. It will be best for you to consult your Wisconsin Highway Map.

Via Railroad—
The Chicago & Northwestern and the Milwaukee Road will take you to Green Bay. The Kewaunee, Green Bay and Western Line makes connections with Kewaunee, Algoma and Sturgeon Bay. Your local passenger Agent will gladly give you complete information.

BASS WATERS

GREEN BAY

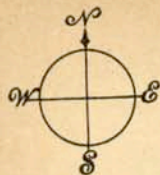
(Lake Michigan)
Door County



HOW TO GET THERE

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If you travel by automobile there are several routes to Green Bay, a logical starting point for the peninsula trip. It will be best for you to consult your Wisconsin Highway Map.

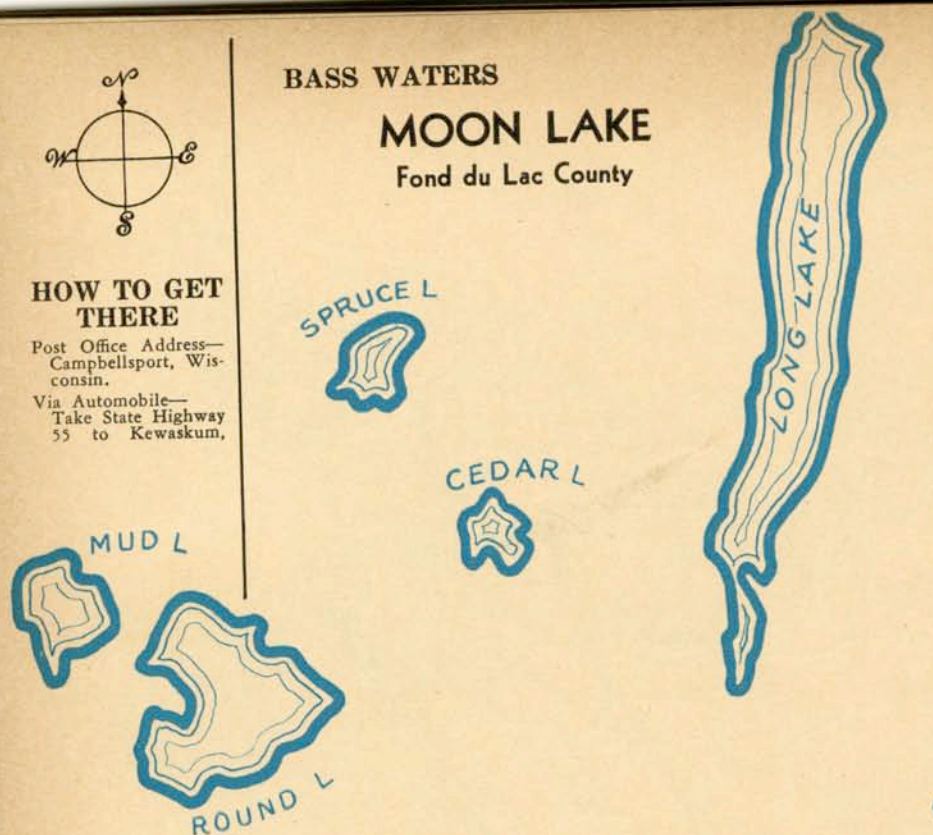
Via Railroad—
The Chicago & Northwestern and the Milwaukee Road will take you to Green Bay. The Kewaunee, Green Bay and Western Line makes connections with Kewaunee, Algoma and Sturgeon Bay. Your local passenger Agent will gladly give you complete information.



HOW TO GET THERE

Post Office Address—
Campbellsport, Wisconsin.

Via Automobile—
Take State Highway
55 to Kewaskum,



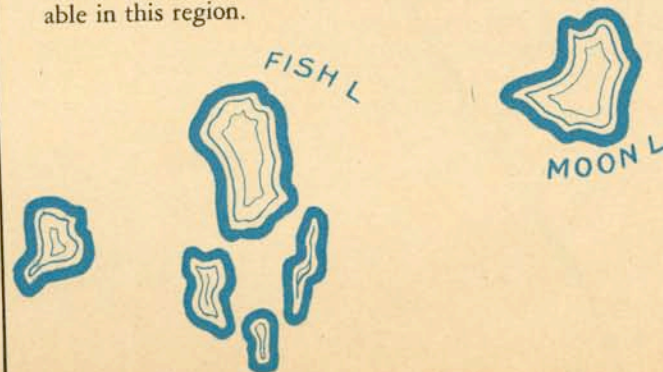
BASS WATERS MOON LAKE Fond du Lac County

then County Trunk
G, or 55 to junction
with 67, then to
Dundee. For best
route from your city
consult your Wisconsin Highway
Map.

Via Railroad—
Chicago & North-
western to Kewas-
kum and Campbells-
port.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

THIS group of small lakes in the southeastern part of Fond du Lac County will appeal to those who like to go after bass in small bodies of water, and those people in Wisconsin and Illinois who cannot take time to go to areas farther north. They are situated in rugged country with considerable wooded land, and though but fifty miles from Milwaukee, will give you a taste of north woods atmosphere. Moon Lake is located in a fish and game preserve and is not open for fishing, but you will enjoy the game farm and its rustic beauty. Forest Lake, Long Lake and Crooked Lake produce fine bass, pickerel, wall-eyed pike and several varieties of pan fish. Excellent resort and tourist accommodations are available in this region.



BASS WATERS

CRANDON REGION

Forest County

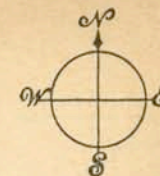


For purpose of comparison of size Stone Lake is about four miles long and three quarters of a mile wide.

IN THE Crandon region you will find a score of lakes and every variety of game fish native to Wisconsin. Metonga, Stone and Wabekon are the principal lakes of the group and for bass, wall-eyed pike and northern pike they are among the best in Wisconsin. Stone Lake, a deep, cold water lake, is one of the few lakes in America with land-locked salmon or lake trout. There are but four such lakes in the entire state.

You will like this region. Two famous trout streams—the Peshigo and Wolf Rivers—are nearby and within an hour's drive from Crandon are many other lakes, famous for muskie and pike—all of them in typical north woods country.

You will find everything needed for an enjoyable vacation, good resorts, golf, camp grounds, bathing, and excellent fishing.



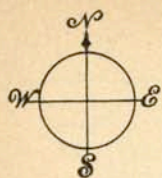
HOW TO GET THERE

Post Office Address—
Crandon, Wisconsin.

Via Automobile—
Take U. S. Highway 8 or State Highways 55 or 32 to Crandon or Laona. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
Chicago & North-
western or Soo Line
to Crandon, Wisconsin.

Your local passen-
ger Agent will gladly
give you complete in-
formation.



HOW TO GET THERE

Post Office Address—
Three Lakes, Wisconsin.

Via Automobile—
State Highways 26 and 32 to Three Lakes where you can obtain directions to Butternut Lake. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
Chicago & Northwestern Railroad to Three Lakes, Wisconsin.

Your local passenger Agent will gladly give you complete information.

SHAY LAKE

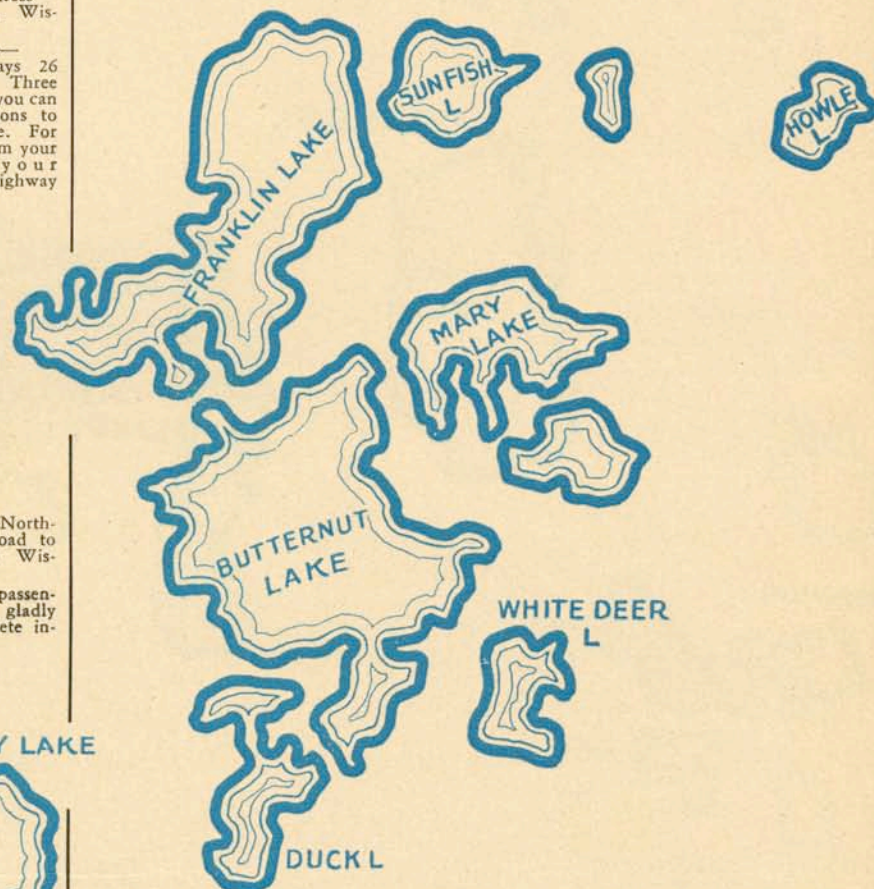


BASS WATERS

BUTTERNUT LAKE

Forest County

A GLANCE at this group of lakes will make you wonder just what some of those fine bays look like in real life. For size comparison Franklin Lake is about two and a half miles long and half as wide—others mapped in proportion.



This is a very fine group of lakes situated in country that you will like. The group is best known as excellent bass water but also produces wall-eyed pike and several varieties of pan fish. Bass and pike are stocked regularly by the state conservation department.

NEARBY FISHING WATERS

You are up in some excellent trout country and your host can direct you to a dozen streams. The famous Eagle River and Three Lakes chains are just west in Vilas and Oneida Counties and that of course means muskies if you want to go after them.

Lake Kentuck a few miles north is especially well known as an excellent bass lake.

You will like Forest County and the Butternut Lake region.

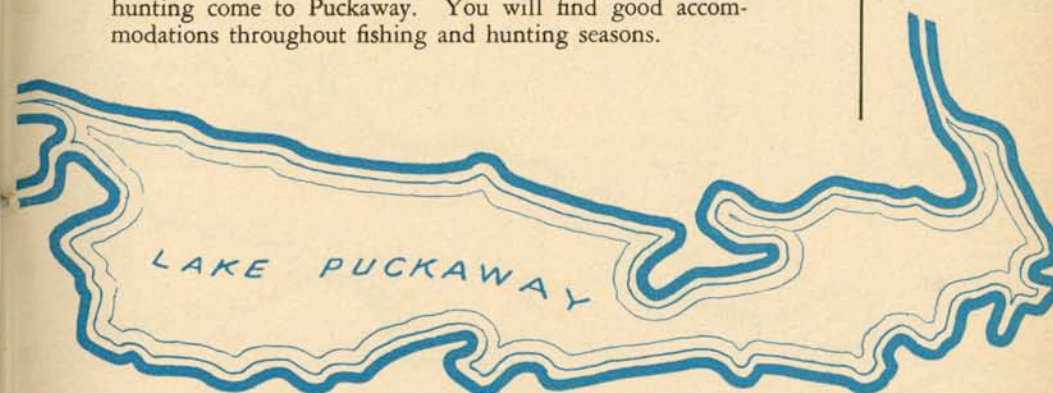
BASS WATERS

LAKE PUCKAWAY

Green Lake and Marquette Counties

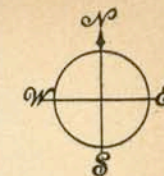
LAKE PUCKAWAY is a shallow lake about nine miles long and three miles wide and tributary to the Fox River. It is classed as a bass lake for many large mouthed bass are taken each year. Pickerel and wall-eyed pike are also common and about all varieties of pan fish—blue gills, perch and crappies.

Lake Puckaway is also famous as duck shooting ground. Because of a great amount of water vegetation it attracts thousands of ducks each fall. If your hobby is duck hunting come to Puckaway. You will find good accommodations throughout fishing and hunting seasons.



NEARBY FISHING WATERS

Green Lake, Lake Buffalo and Fox Lake are famous fishing waters within a few miles of Puckaway.



HOW TO GET THERE

Post Office Address—
Princeton, Wisconsin.
Marquette, Wisconsin.
Montello, Wisconsin.

Via Automobile—
State Highway 23 to Montello, 23 and 73 and County Trunk C through Princeton, and County Trunk H from 73 to Marquette. For best route from your city consult your Wisconsin Highway Map.

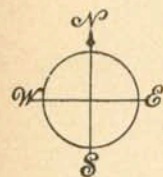
Via Railroad—
Soo Line to Montello and Chicago & Northwestern to Princeton.

Your local passenger Agent will gladly give you complete information.

BASS WATERS

SUMMIT LAKE

Langlade County



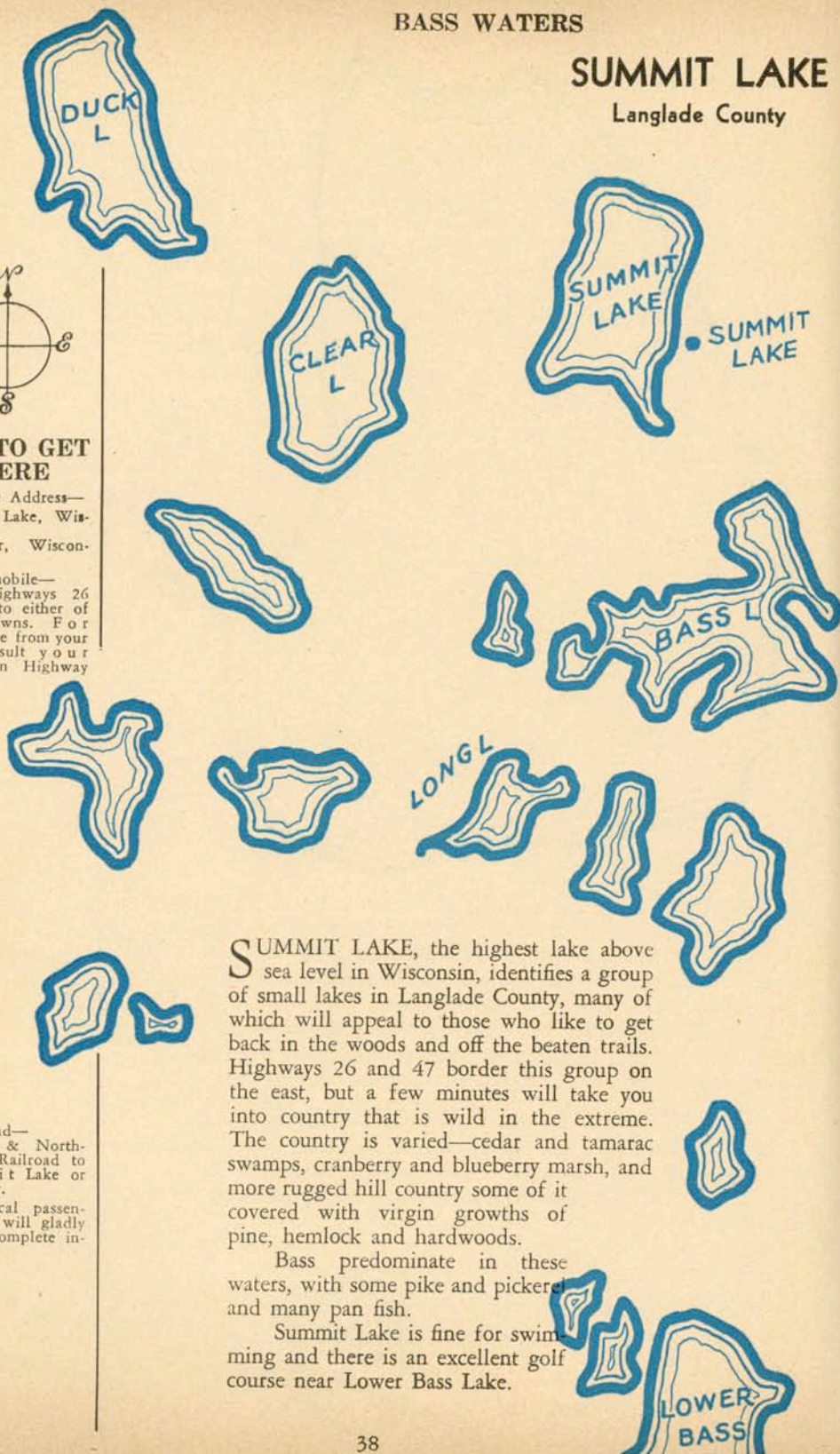
HOW TO GET THERE

Post Office Address—
Summit Lake, Wisconsin.
Kempster, Wisconsin.

Via Automobile—
State Highways 26 and 47 to either of above towns. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
Chicago & Northwestern Railroad to Summit Lake or Kempster.

Your local passenger Agent will gladly give you complete information.



SUMMIT LAKE, the highest lake above sea level in Wisconsin, identifies a group of small lakes in Langlade County, many of which will appeal to those who like to get back in the woods and off the beaten trails. Highways 26 and 47 border this group on the east, but a few minutes will take you into country that is wild in the extreme. The country is varied—cedar and tamarac swamps, cranberry and blueberry marsh, and more rugged hill country some of it covered with virgin growths of pine, hemlock and hardwoods.

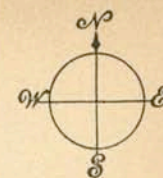
Bass predominate in these waters, with some pike and pickerel and many pan fish.

Summit Lake is fine for swimming and there is an excellent golf course near Lower Bass Lake.

BASS WATERS

SEVEN ISLAND LAKE

Lincoln County



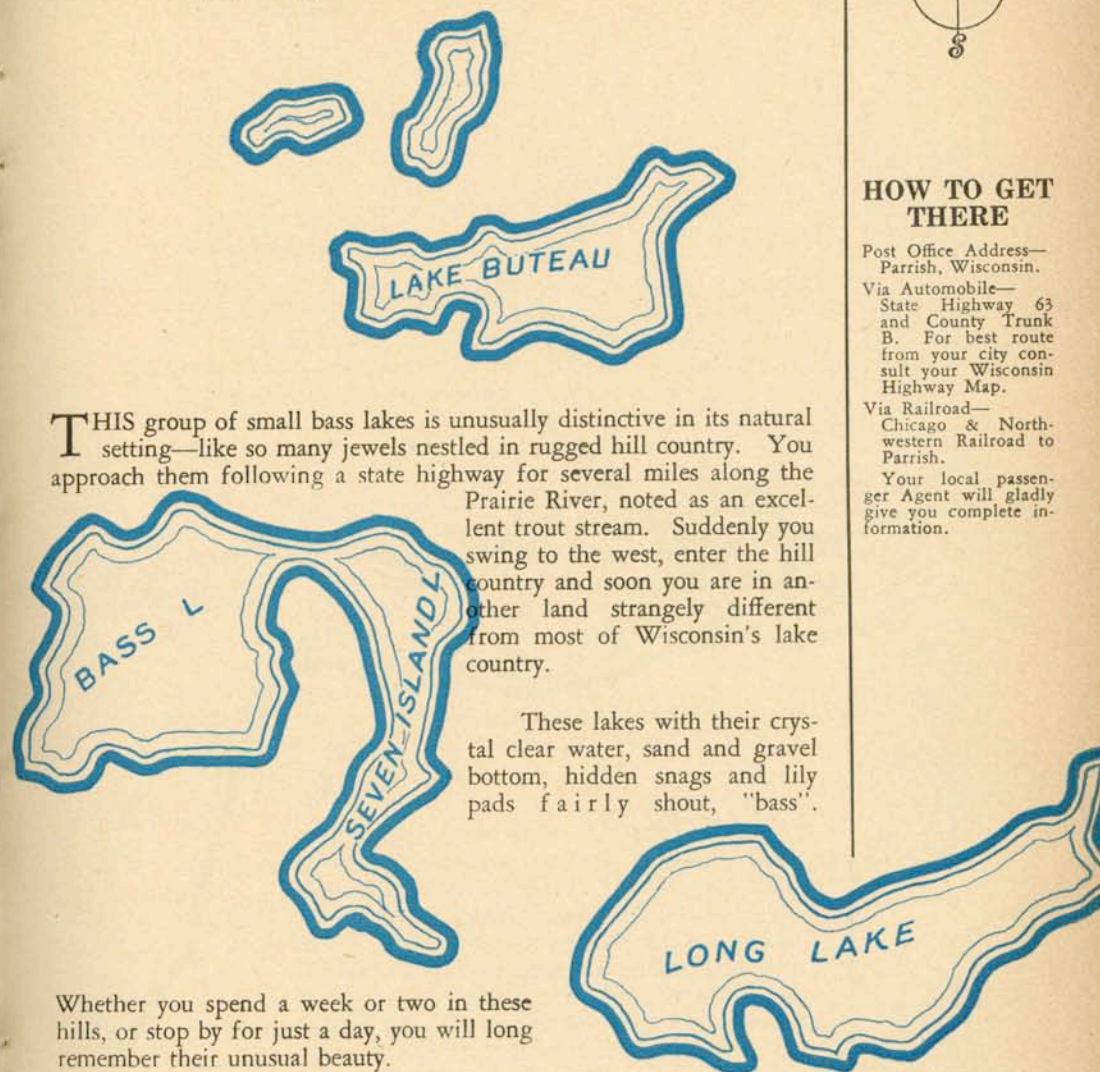
HOW TO GET THERE

Post Office Address—
Parrish, Wisconsin.

Via Automobile—
State Highway 63 and County Trunk B. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
Chicago & Northwestern Railroad to Parrish.

Your local passenger Agent will gladly give you complete information.



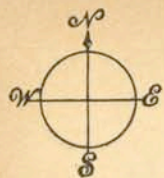
THIS group of small bass lakes is unusually distinctive in its natural setting—like so many jewels nestled in rugged hill country. You approach them following a state highway for several miles along the Prairie River, noted as an excellent trout stream. Suddenly you swing to the west, enter the hill country and soon you are in another land strangely different from most of Wisconsin's lake country.

These lakes with their crystal clear water, sand and gravel bottom, hidden snags and lily pads fairly shout, "bass".

Whether you spend a week or two in these hills, or stop by for just a day, you will long remember their unusual beauty.

NEARBY FISHING WATERS

An hour's drive, or less, will take you to other good fishing waters. To the west is the city of Tomahawk and good pike and bass country. Pelican Lake for muskie and pike lies to the east and just north of the lakes in the Summit Lake region. The Prairie River and the Eau Claire River are excellent for trout.



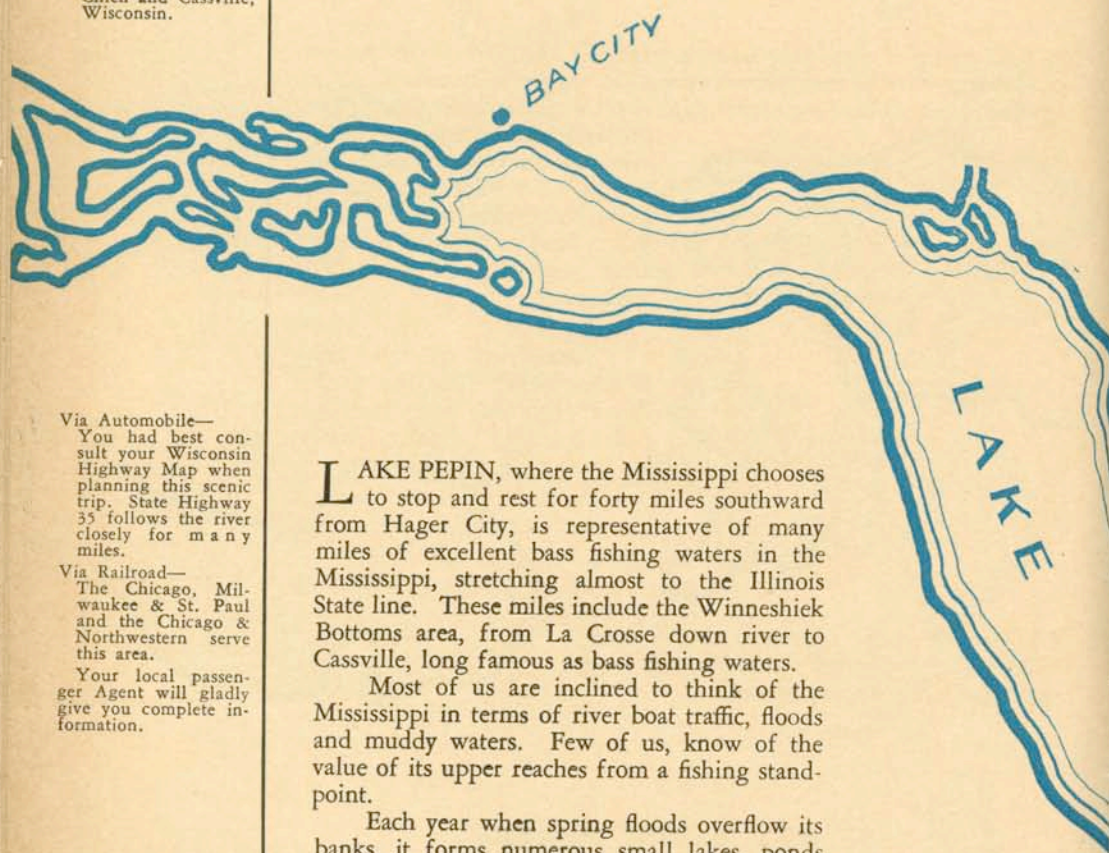
BASS WATERS

LAKE PEPIN

Pepin and Pierce Counties

HOW TO GET THERE

Post Office Address—
To Lake Pepin,—
Hager City, Bay
City, Maiden Rock,
Stockholm and
Pepin, Wisconsin.
Other River Cities—
Fountain City, La
Crosse, Prairie du
Chien and Cassville,
Wisconsin.



Via Automobile—
You had best consult your Wisconsin Highway Map when planning this scenic trip. State Highway 35 follows the river closely for many miles.

Via Railroad—
The Chicago, Milwaukee & St. Paul and the Chicago & Northwestern serve this area.

Your local passenger Agent will gladly give you complete information.

LAKE PEPIN, where the Mississippi chooses to stop and rest for forty miles southward from Hager City, is representative of many miles of excellent bass fishing waters in the Mississippi, stretching almost to the Illinois State line. These miles include the Winneshiek Bottoms area, from La Crosse down river to Cassville, long famous as bass fishing waters.

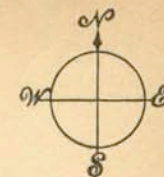
Most of us are inclined to think of the Mississippi in terms of river boat traffic, floods and muddy waters. Few of us, know of the value of its upper reaches from a fishing standpoint.

Each year when spring floods overflow its banks, it forms numerous small lakes, ponds and sloughs. Bass and other game fish seek these quiet waters and when the river recedes find themselves landlocked and unable to get back to the river channel. It is to these sloughs that the bass fishermen flock when the season opens.

BASS WATERS

LAKE PEPIN

Pepin and Pierce Counties



HOW TO GET THERE

Post Office Address—
To Lake Pepin,—
Hager City, Bay
City, Maiden Rock,
Stockholm and
Pepin, Wisconsin.
Other River Cities—
Fountain City, La
Crosse, Prairie du
Chien and Cassville,
Wisconsin.

Via Automobile—
You had best consult your Wisconsin Highway Map when planning this scenic trip. State Highway 35 follows the river closely for many miles.

Via Railroad—
The Chicago, Milwaukee & St. Paul and the Chicago & Northwestern serve this area.

Your local passenger Agent will gladly give you complete information.

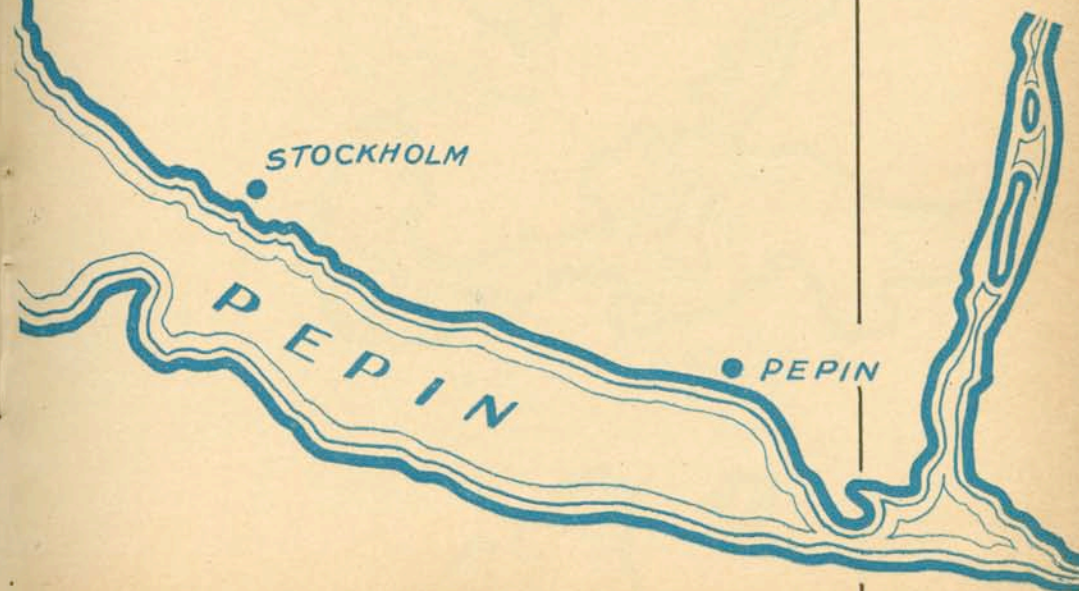
Some of these sloughs dry up completely during the summer months, presenting a problem to conservationists. Rescuing these fish by seining before it is too late has become a yearly task of the Wisconsin Conservation Department. These rescued fish are returned to the main river or planted in lakes in other parts of the state.

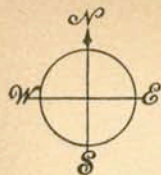
In Lake Pepin you will find excellent bass fishing, and also pike, pickerel, crappies and the smaller pan fish.

Perhaps more famous than its fishing is the scenic beauty of the Mississippi River Valley bordering Wisconsin on the west. Travelers have compared the high palisade-like bluffs with the Hudson and the Rhine.

Perrot State Park near the city of Trempealeau is typical of this region of great natural beauty. Trempealeau Mountain, "Hay-nee-ah-chah", or "Soaking Mountain" to the Winnebagoes, rises from the shimmering backwaters of the Mississippi to give you a view that will forever be a bright spot in your memory of Wisconsin.

Rich in historic interest and Indian lore, the entire region is one of enchantment.





BASS WATERS

BALSAM LAKE

Polk County

PERHAPS no county in northwestern Wisconsin has more varied and interesting things for the vacationist than the Balsam Lake region. Fishing is of the finest. Bass, pickerel, and wall-eyed pike predominate and of course crappies, blue gills, perch and other pan fish. The country is rugged, heavily wooded as a whole, and the famous Dalles of the St. Croix River borders Polk County on the west.

HOW TO GET THERE

Post Office Address—
Balsam Lake, Wisconsin.

Via Automobile—
State Highway 46 to Balsam Lake. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
Soo Line Railroad to Milltown or Centuria, Wisconsin, just west of Balsam Lake.

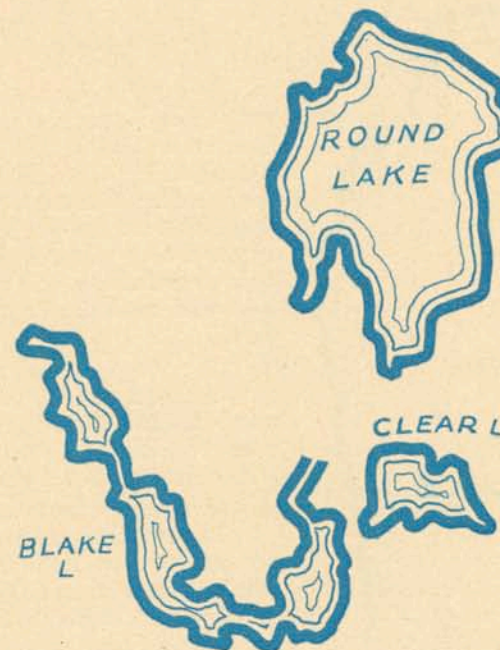
Your local passenger Agent will gladly give you complete information.



BALSAM LAKE

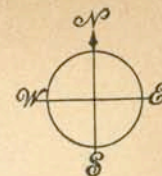
Polk County

Balsam Lake, touching a town of the same name, is about four miles long and one mile wide. Bone Lake covers an area five miles by three-quarters of a mile. All other lakes that are mapped are in accurate proportion. Almost without exception these lakes have high wooded shoreline with sand, gravel and mud bottom, good beaches and enough water vegetation to afford good cover for game fish.



Lake Trout have been planted in Balsam and Round Lakes and wall-eyed pike are stocked regularly in all lakes. You will like your fishing trip to Polk County. Do not leave Polk County without visiting Interstate Park at the Dalles of the St. Croix. This is the oldest of Wisconsin state parks containing 730 acres of which 580 are in Wisconsin and 150 in Minnesota. For many miles up and down stream from the park high bluffs guard the St. Croix which at times rushes in torrents, and again flows lazily between timber clad banks. There is a wealth of scenic and geologic interest in the Park region.

BASS WATERS



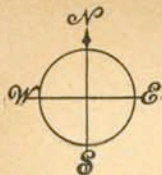
HOW TO GET THERE

Post Office Address—
Balsam Lake, Wisconsin.

Via Automobile—
State Highway 46 to Balsam Lake. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
Soo Line Railroad to Milltown or Centuria, Wisconsin, just west of Balsam Lake.

Your local passenger Agent will gladly give you complete information.



HOW TO GET THERE

Post Office Address—
Baraboo, Wisconsin.
Via Automobile—
U. S. Highway 12
and State Highways
13, 33 and 113 to
Baraboo, then out
to the lake on High-
way 159. For best
route from your city
consult your Wis-
consin Highway
Map.
Via Railroad—
Chicago & North-
western Railroad to
Devil's Lake Station
and Baraboo.
Your local passen-
ger Agent will gladly
give you complete in-
formation.

BASS WATERS

DEVIL'S LAKE

Sauk County

IN TELLING you of Devil's Lake we will be telling you the story of one of Wisconsin's most unusual state parks. The chief attraction is the lake itself, a literal gem nestling between towering bluffs in the center of the Baraboo range. It presents the most unique bit of mountain scenery to be found anywhere in the middlewest.

The lake is about one and one-half miles long and a half mile wide. It is spring fed with no visible outlet and because its basin is dark in color it appears from the top of the bluffs to be bottomless. However, the maximum depth is about forty-five feet.



Other attractions at Devil's Lake have rather held it from consideration as a good fishing lake. However, there are fish there but because of the clear water they are hard to get on bright days. Night fishing with live bait just off the rock strewn shores on the east and west sides will usually result in a nice catch of bass.

You will also find northern pike and crappies, blue gills and perch. A northern pike weighing over twenty pounds was taken from this lake a few years ago.

Rugged bluffs of Baraboo quartzite rise up 600 feet above the level of the lake on the east and west. The south bluff is not so impressive and to the north the opening between the cliffs stretches away to the Baraboo valley.

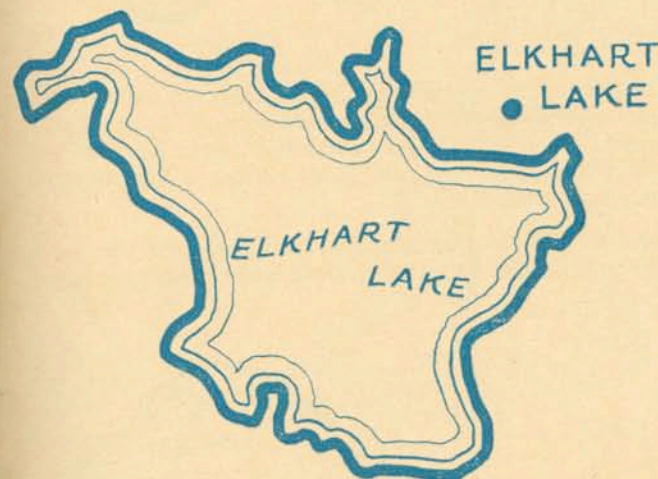
To the geologist and biologist Devil's Lake offers many fascinating attractions. To the vacationist and pleasure seeker the region is unexcelled in the entire state.

BASS WATERS

ELKHART LAKE

Sheboygan County

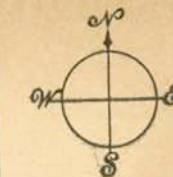
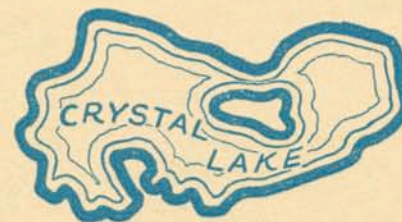
ELKHART LAKE, which touches a town of the same name is about two miles long and a mile wide. Crystal Lake is somewhat smaller. Both of these lakes offer better than average fishing but they are especially noted for their scenic beauty. Situated in stony hill country both lakes have sand and gravel bottom with little vegetation and for boating and swimming are of the finest.



Bass and wall-eyed pike are stocked and you will also find several varieties of pan fish.

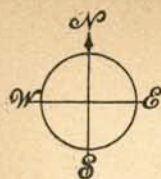
Resort and hotel accommodations are of the best.

You will enjoy the surrounding country. To the east is Sheboygan, famous as a manufacturing city and a Lake Michigan port. Just south of Sheboygan is Terry Andre State Park with one of the finest sand beaches along Lake Michigan and you will find unusual and interesting "desert" plants. Lake Winnebago with its varied attractions and excellent fishing lies a few miles west of Elkhart Lake. In this region you will find everything needed for a well rounded out summer-time vacation.



HOW TO GET THERE

Post Office Address—
Elkhart, Lake, Wis-
consin.
Via Automobile—
State Highway 57 to
Elkhart Lake. For
best route from your
city consult your
Wisconsin Highway
Map.
Via Railroad—
Chicago, Milwaukee
& St. Paul Railroad
to Elkhart Lake.
Your local passen-
ger Agent will gladly
give you complete in-
formation.



BASS WATERS

STORMY LAKE

Vilas County



HOW TO GET THERE

Post Office Address—
Conover, Wisconsin.

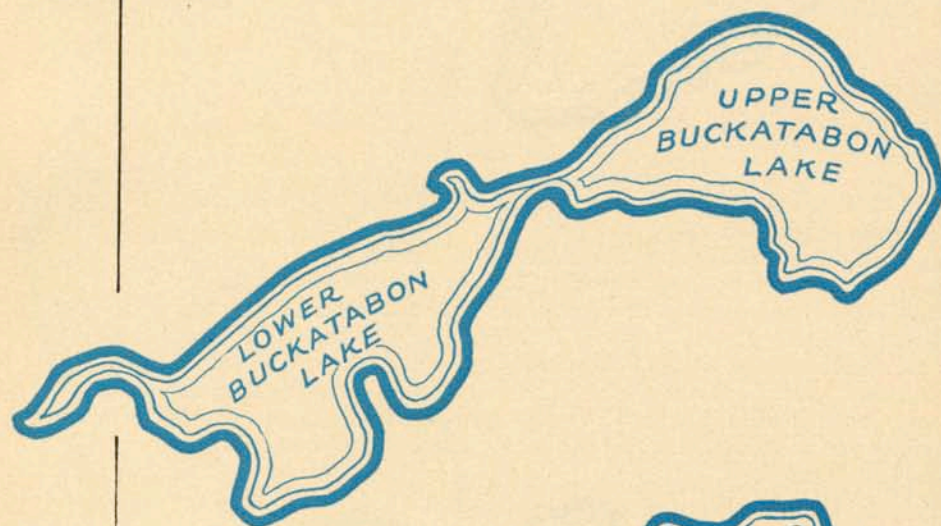
Via Automobile—
State Highway 26 to
Conover, Wisconsin.
For best route from
your city consult
your Wisconsin
Highway Map.

Via Railroad—
Chicago & North-
western Railroad to
Conover.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

HERE is a group of lakes right up in the heart of the fishing country that will please you for all around worth. Stormy Lake is about two miles long and a mile wide and others are mapped in the proper scale. All lakes have sand and gravel bottom, a fair amount of vegetation and high shore line.

Stormy Lake is best known as bass water with wall-eyed pike and pan fish plentiful. Also, lake trout were planted here several years ago.

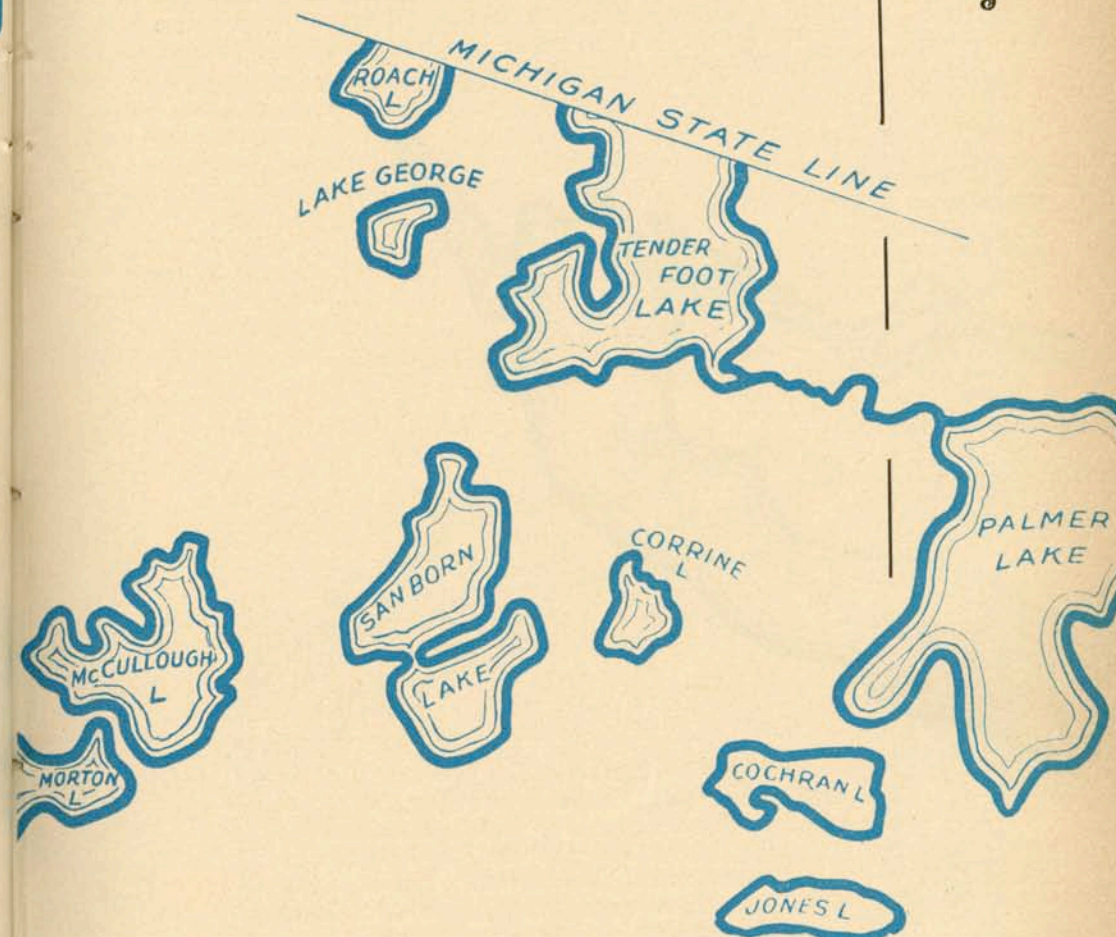
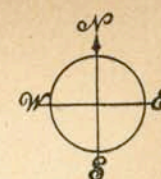


The Buckatabon lakes, in addition to bass and pike also have muskies and Hunter Lake will prove best for bass and pike. You will like the Stormy Lake Country.

BASS WATERS

PALMER LAKE

Vilas County



LAND O' LAKES—a truly descriptive name for the northern border of Wisconsin. The lakes shown here might well be classed as either bass or pike waters and where you find these two fish in the same waters you are usually assured of successful results. Palmer Lake is about one and a half miles long and a mile wide and other lakes in the group in proper relation. Tenderfoot Lake lies squarely on the Wisconsin-Michigan border and as in the case of other border lakes you may fish the entire lake without needing a Michigan license. All lakes have mud, sand and gravel bottom with high shoreline and the entire region is heavily wooded.

Up in this border country you will find the north woods at its best—widely scattered towns, plenty of wild country and good home-like accommodations where you eagerly wait for mealtime, and fishing togs are the order of the day.

Nearby fishing waters for Muskie, Bass, Pike, Trout and pan fish are too numerous to list here.

HOW TO GET THERE

Post Office Address—
Land O' Lakes, Wis-
consin.

Via Automobile—
State Highway 26 to
Land O' Lakes
where anyone will
be glad to direct
you to your vacation
home. For best route
from your city consult
your Wisconsin
Highway Map.

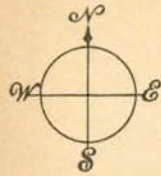
Via Railroad—
Chicago & North-
western Railroad to
Land O' Lakes.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

LAKE DELAVAN

Walworth County

LAKE DELAVAN, near a city of the same name has long been one of the favorite lakes in southern Wisconsin. Even though it is highly developed as a vacation center it continues to produce enough fish to keep its rank as one of the best.

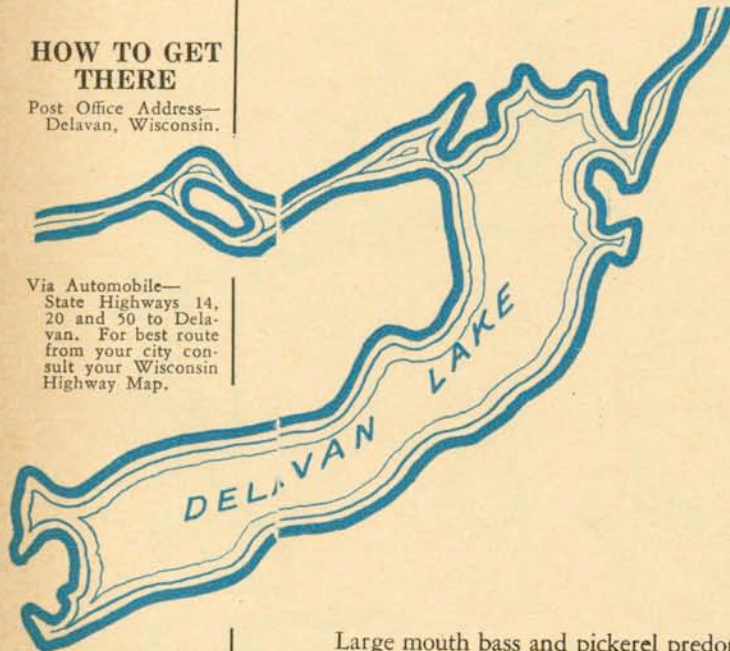


HOW TO GET THERE

Post Office Address—
Delavan, Wisconsin.

Via Automobile—
State Highways 14, 20 and 50 to Delavan. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
The Milwaukee Road to Delavan.
Your local passenger Agent will gladly give you complete information.



Large mouth bass and pickerel predominate. Wall-eyed pike are taken frequently and blue gills, perch and other pan fish seem never to decrease in numbers.

Lake Delavan will give you everything needed for a splendid vacation. Besides fishing you will find all water sports, golf, tennis and saddle horses. Excellent accommodations range from high class resort hotels to camp grounds with all needed sanitary conveniences.

Lake Delavan will prove a good weekend retreat and a fine place to leave the family while you commute to and from your office.

FONTANA

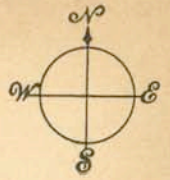
LAKE GENEVA

Walworth County

ONE cannot describe here all of the interesting things about Lake Geneva, one of the finest and most popular lakes in all Wisconsin. It is a deep green water lake, about eight miles long and a mile wide, with excellent fishing, numerous millionaire's estates, boating, bathing and everything that you would expect to find in a highly developed recreation community.

The points of entry are Geneva City, Williams Bay and Fontana. The famous Yerkes Observatory of the University of Chicago is located at Williams Bay.

Lake Geneva bass are not excelled but you may have to work hard for them. At times you will find them striking at surface lures along the shores. Again you will have to go after them with live bait in deep water near the numerous bars. There are wall-eyed pike too, large Northern pike and about every variety of the smaller fishes.

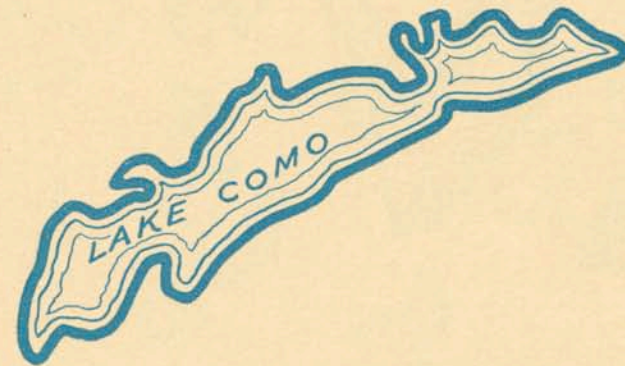


HOW TO GET THERE

Post Office Address—
Lake Geneva, Wisconsin.
Williams Bay, Wisconsin.
Fontana, Wisconsin.

Via Automobile—
U. S. Highway 12 and Wisconsin Highways 50 and 56. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
Chicago & Northwestern Railroad to Geneva and Williams Bay. Milwaukee Road to Geneva. Your local passenger Agent will gladly give you complete information.



LAKE GENEVA

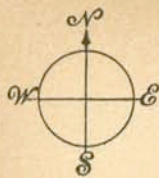
WILLIAMS BAY

WILLIAMS BAY

LAKE

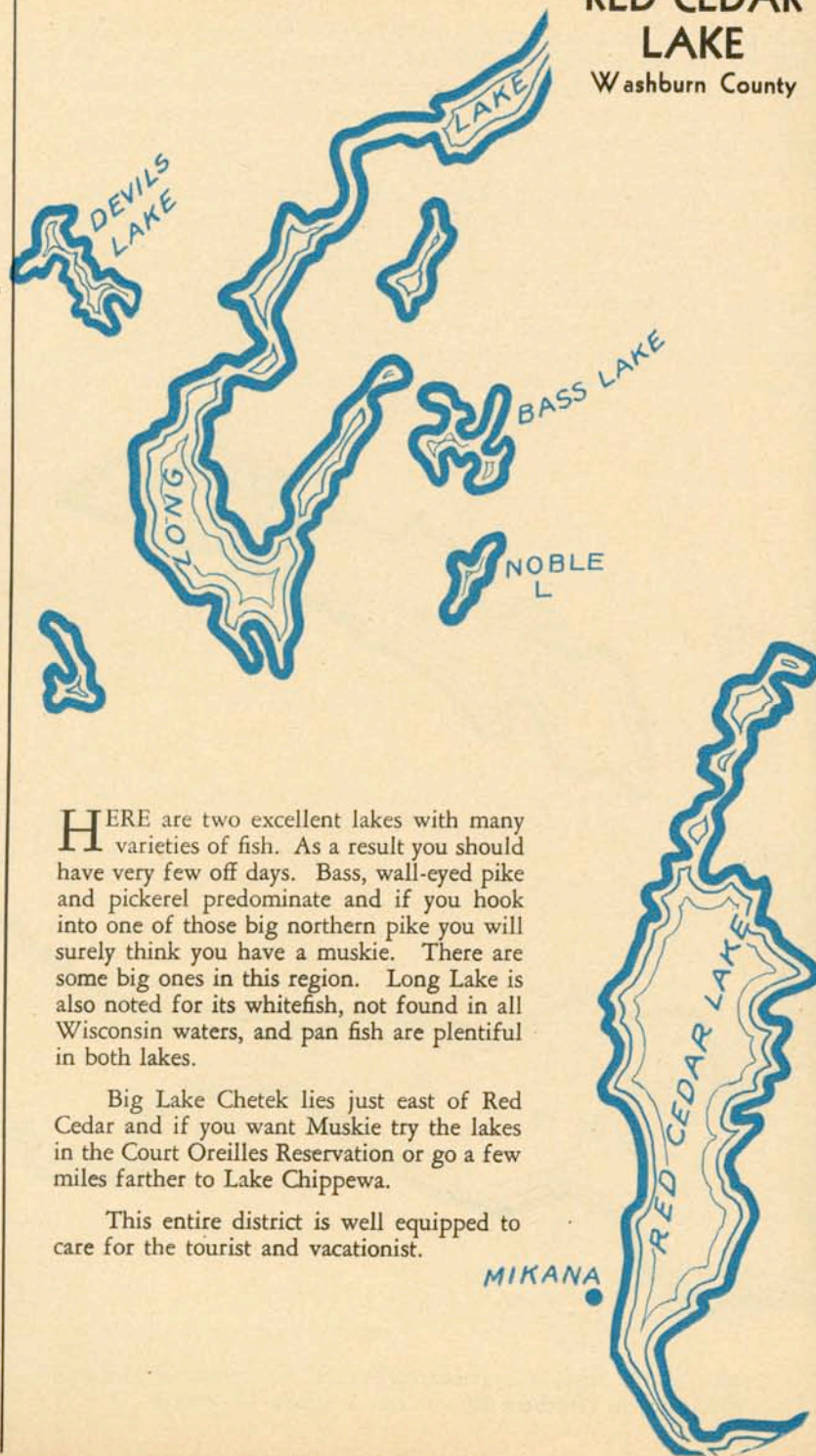
GENEVA

Lake Geneva, also, is conveniently located for commuting to and from your office in Northern Illinois and Southern Wisconsin.



BASS WATERS

LONG LAKE RED CEDAR LAKE Washburn County



HOW TO GET THERE

Post Office Address—
Long Lake—Sarena,
Wisconsin.
Red Cedar Lake—
Mikana, Wisconsin.

Via Automobile—
U. S. Highway 53 to
Sarena and County
Trunk B and C to
Mikana. For best
route from your city
consult your Wis-
consin Highway
Map.

Via Railroad—
Chicago & North-
western to Sarena
and Soo Line to
Mikana.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

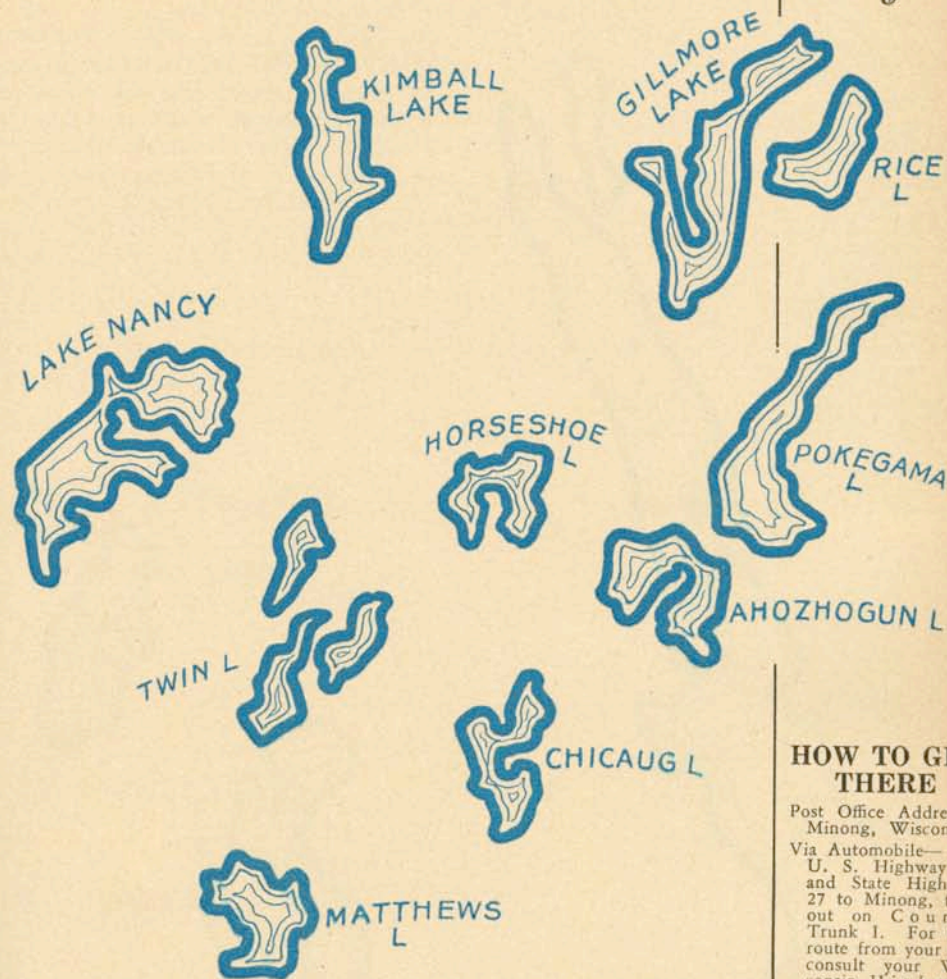
HERE are two excellent lakes with many varieties of fish. As a result you should have very few off days. Bass, wall-eyed pike and pickerel predominate and if you hook into one of those big northern pike you will surely think you have a muskie. There are some big ones in this region. Long Lake is also noted for its whitefish, not found in all Wisconsin waters, and pan fish are plentiful in both lakes.

Big Lake Chetek lies just east of Red Cedar and if you want Muskie try the lakes in the Court Oreilles Reservation or go a few miles farther to Lake Chippewa.

This entire district is well equipped to care for the tourist and vacationist.

POKEGAMA LAKES

Washburn County



HOW TO GET THERE

Post Office Address—
Minong, Wisconsin.

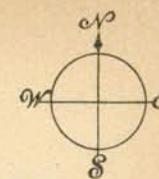
Via Automobile—
U. S. Highway 53
and State Highway
27 to Minong, then
out on County
Trunk I. For best
route from your city
consult your Wis-
consin Highway
Map.

Via Railroad—
Chicago & North-
western Railroad to
Minong.

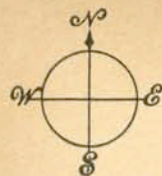
Your local passen-
ger Agent will gladly
give you complete in-
formation.

IT HAS been said that good fishing begins right at your front door in the Pokegama lakes region just west of Minong. And this is literally true. This group of lakes is best known for its bass, with wall-eyed pike, pickerel and pan fish plentiful. They are located in rugged country somewhat sandy, with an ample stand of good timber. You are now in the heart of the northwestern Wisconsin lakes region. The Webb Lake and Webster Lakes are just a short drive south and a few miles east are the Hayward lakes and muskie waters. With several good trout streams nearby you are assured of all round good fishing if you headquarter near Minong.

For scenic trips, Brule Forest and Interstate and Pattison State Parks are worth a day each.



BASS WATERS



HOW TO GET THERE

Post Office Address—
West Bend, Wisconsin.

Via Automobile—
State Highways 55 and 33 to West Bend and out to the lakes on well marked County roads. For best route from your city consult your Wisconsin Highway Map.

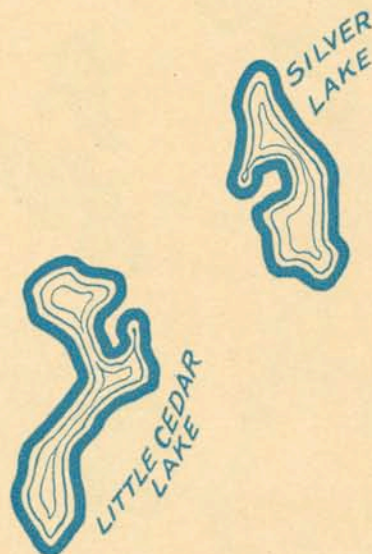
Via Railroad—
Chicago & Northwestern Railroad to West Bend and the Milwaukee Road or Soo Line to Slinger. Your local passenger Agent will gladly give you complete information.



BIG CEDAR LAKE

Washington County

BIG CEDAR LAKE is the hub of a great summer resort area thirty-five miles from Milwaukee and a few miles from West Bend. Big Cedar is most famous as a resort lake with beautiful cottages and homes and excellent hotel and tourist accommodations. It continues, however, to hold its rank as a good fishing lake with bass predominating.



Pike are quite plentiful and of course all of the usual pan fish. Little Cedar and Silver Lake produce bass and pike.

Bathing is of the finest in all of these lakes with clear water and excellent sand beaches. If your idea of a vacation is to have an all around good time you will find plenty to do at these Washington County lakes.

For a worthwhile scenic trip you should visit Holy Hill, a nationally known shrine in rugged country that is most picturesque. You will wonder at the magnificent church built atop Holy Hill.

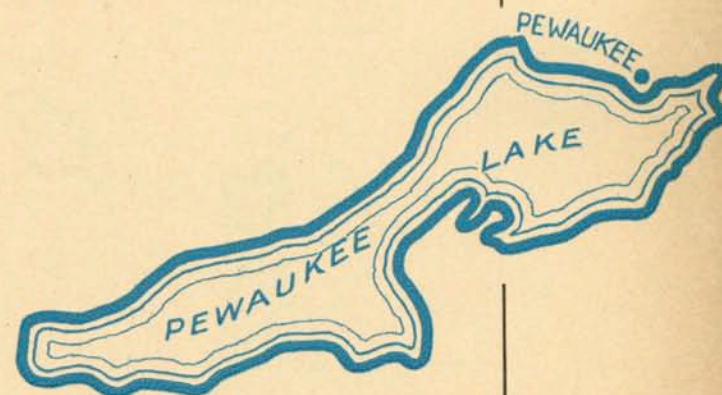
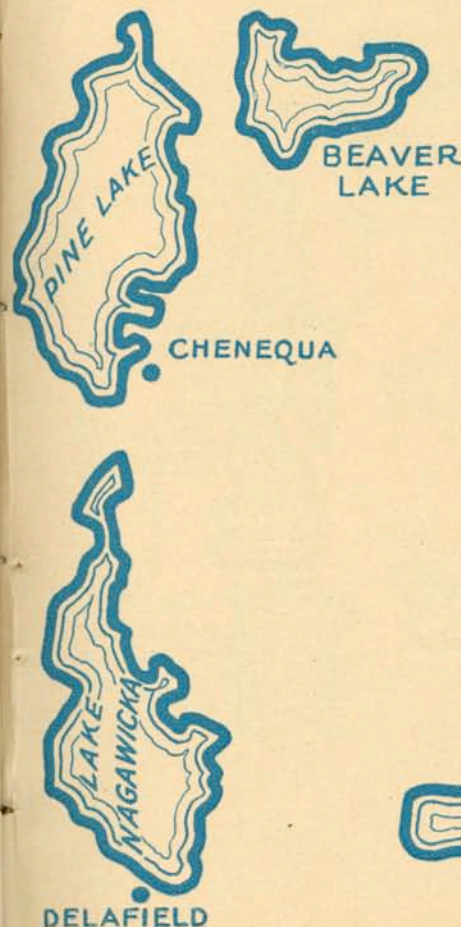
OCONOMOWOC LAKES

Waukesha County

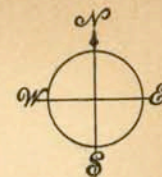
IN THIS splendid group of lakes you will find about everything that you may want in a well developed summer resort area. At Pine Lake and Oconomowoc Lake especially you will find many beautiful homes and estates and all lakes in the group play summer host to hundreds of visitors. Pewaukee Lake and Lac La Belle are rapidly making this region a winter playground with ice boating, national skating races, and other winter sports.

The group is classed as bass water but all other Wisconsin lake fish except Muskies will be found plentiful. It may be said that these lakes furnish most of the fishing recreation for Wisconsin's largest city—Milwaukee, on Lake Michigan a few miles east. Pewaukee Lake is nine miles long and a mile wide and all other lakes are mapped in correct relation. Without exception bathing is excellent in all lakes. Space does not permit showing Beaver Lake and North Lake, two fine bodies of water just north of Pine Lake.

(Continued on page 54)



BASS WATERS



HOW TO GET THERE

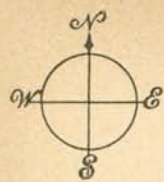
Post Office Address—
Pewaukee, Wisconsin.

Oconomowoc, Wisconsin.

Other Towns listed.
Via Automobile—
Several improved highways enter this region. It will be best for you to consult your Wisconsin Highway Map for best route from your city.

Via Railroad—
The Milwaukee Road serves this region.

Your local passenger Agent will gladly give you complete information.

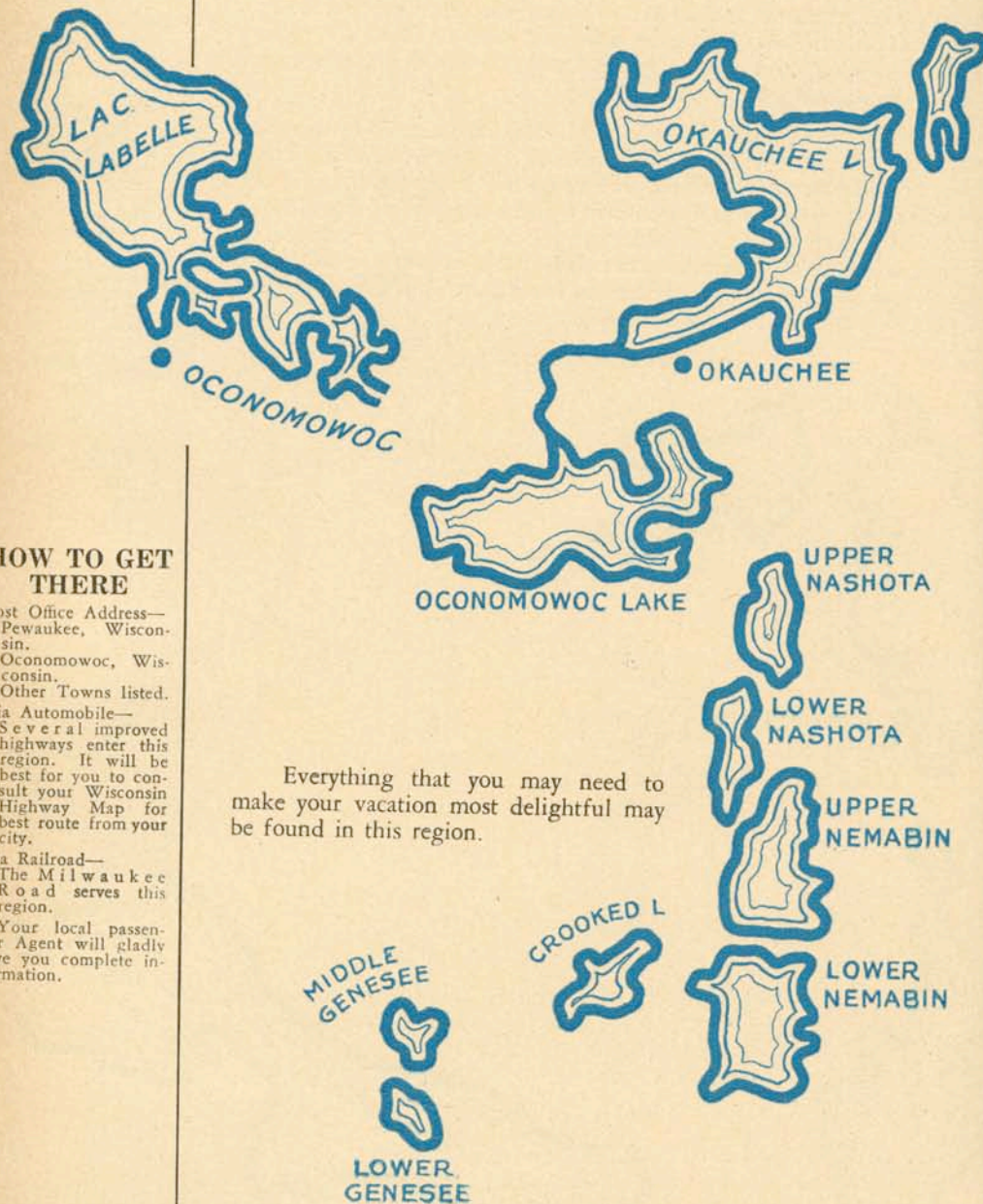


BASS WATERS

OCONOMOWOC LAKES

Waukesha County

(Continued from page 53)



HOW TO GET THERE

Post Office Address—
Pewaukee, Wisconsin.
Oconomowoc, Wisconsin.
Other Towns listed.

Via Automobile—
Several improved highways enter this region. It will be best for you to consult your Wisconsin Highway Map for best route from your city.

Via Railroad—
The Milwaukee Road serves this region.

Your local passenger Agent will gladly give you complete information.

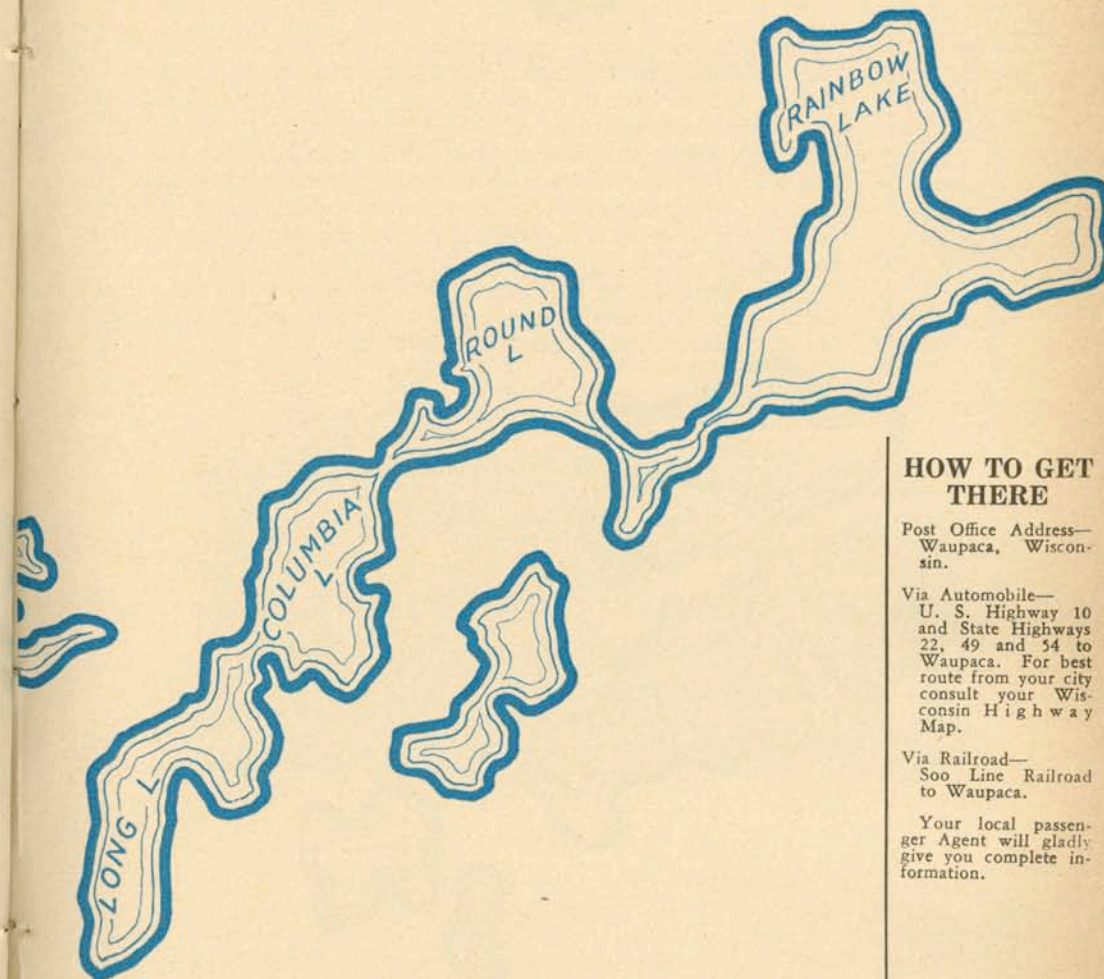
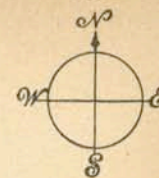
Everything that you may need to make your vacation most delightful may be found in this region.

BASS WATERS

WAUPACA LAKES

Waupaca County

CHAIN O' LAKES identifies a group of lakes near Waupaca that have long been the summer playground of city folks. Ideally situated a little less than half way up state, the region gives



HOW TO GET THERE

Post Office Address—
Waupaca, Wisconsin.

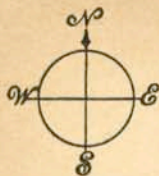
Via Automobile—
U. S. Highway 10 and State Highways 22, 49 and 54 to Waupaca. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
Soo Line Railroad to Waupaca.

Your local passenger Agent will gladly give you complete information.

you a taste of the great out-doors without going too far from home. Generally speaking, fishing is excellent with bass, wall-eyed pike, pickerel and pan fish plentiful enough to insure satisfaction. Bass and pike are planted regularly. There are many things to do in the Waupaca region. There are good golf courses, saddle horses are available, and, of course, all of the water sports that you enjoy.

There are numerous side trips that you may want to take, Shawano and the Menominee Indian Reservation lies but an hour and a half to the northeast, and less than an hour away are Appleton, Neenah and Menasha, paper manufacturing cities of the Fox and Wolf Valleys.



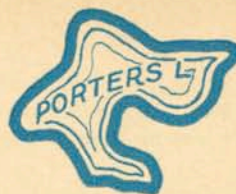
HOW TO GET THERE

Post Office Address—
Wautoma, Wisconsin.

Via Automobile—
State Highways 21, 22 and 73 to Wautoma. Highway 21 touches Silver Lake. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
Chicago & Northwestern Railroad to Wautoma. Your local passenger Agent will gladly give you complete information.

BASS WATERS



SILVER LAKE

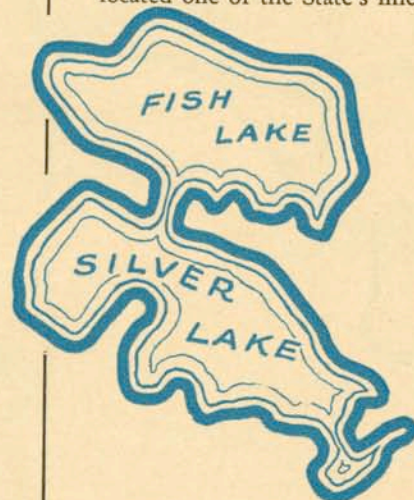
Waushara County

TRULY a silver lake—sparkling clear water, sand beach all around and completely surrounded by virgin pine forest with a sprinkling of birch and hardwoods.

Silver Lake is the hub of a region, not so far up north, that is becoming famous as a fishing center. The several lakes in the region contain bass, wall-eyed and northern pike and many varieties of pan fish. In the springtime just after the season opens, Silver Lake produces many white bass, an excellent fish not common in most Wisconsin lakes.

Waushara County boasts of some of the best trout streams in the state. There are many miles of good trout water and at Wild Rose is located one of the State's finest trout hatcheries.

Saddle horses are available, there is an excellent golf course at Silver Lake, and nothing is lacking for your enjoyment.



MUSKIE WATERS

"TIGER of the northern waters"—and justly does the muskellunge deserve this name. It is the largest and the most coveted prize of the fresh water angler.

Muskies strike from the rear and when hooked it requires skill and fast thinking to bring them to gaff. They are wily beyond imagination. At times you will be able to reel them right in close to the boat—then bang, they are away with a new fury, fighting harder than ever. This trick wins freedom for many fine specimens. Keep a tight line, let them run when they want to, and outsmart them if you can. Landing a muskie will be a thrill you will never forget.

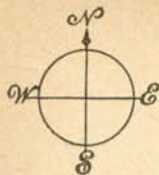


MUSKELLUNGE

REACHES 50 to 60 pounds and above. Found on bars and in weed beds in lakes and streams. Natural food, suckers and other fish. Often confused with Northern Pike but differs in having gill covers and cheek plates scaled only on upper half. Scales relatively smaller, more overlapped than Northern Pike's and tighter to skin. Markings also different, the Muskellunge showing blackish spots on dark ground. Spots on old fish are often absent. Strikes from rear and as readily at small lures as large. A wicked fighter, employing every trick of mad leaping, boring, rushing, shaking and dead weight pull.

Experienced fishermen have their own ways of angling for Muskies, however, the accepted method is to troll or cast along weedy bays or bars where the fish lie in hiding. Spoon baits, surface and near surface plugs or lures, and live baits will all bring action if muskie are striking.

For digest of Wisconsin Fish Laws—legal size and legal bag limit—refer to page 135.



MUSKIE WATERS

CLAM LAKE

(Upper Chippewa)

Bayfield County

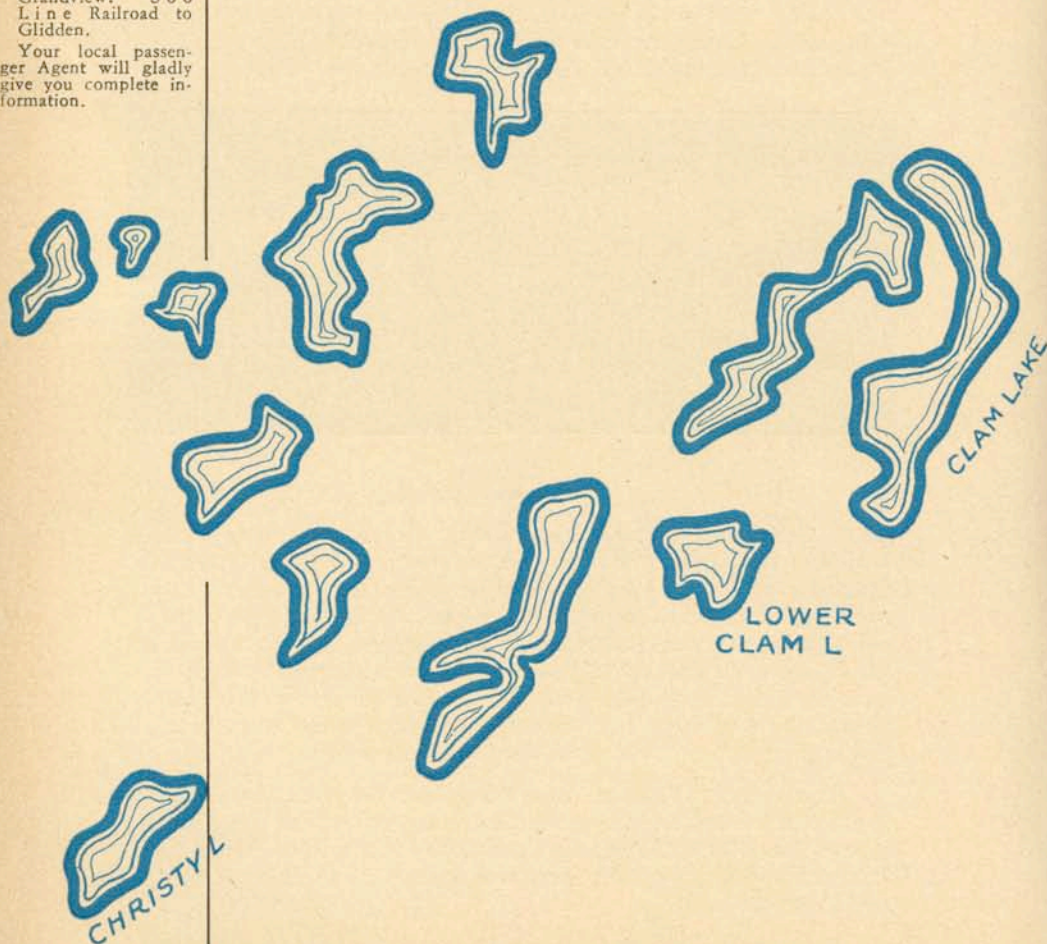
HOW TO GET THERE

Post Office Address—
Clam Lake, Wisconsin.

Via Automobile—
State Highway 77
west from Glidden
and east from Hayward.
For best route
from your city consult
your Wisconsin
Highway Map.

Via Railroad—
Chicago & Northwestern
Railroad to Hayward, Cable
or Grandview. Soo Line
Railroad to Glidden.

Your local passenger
Agent will gladly
give you complete information.

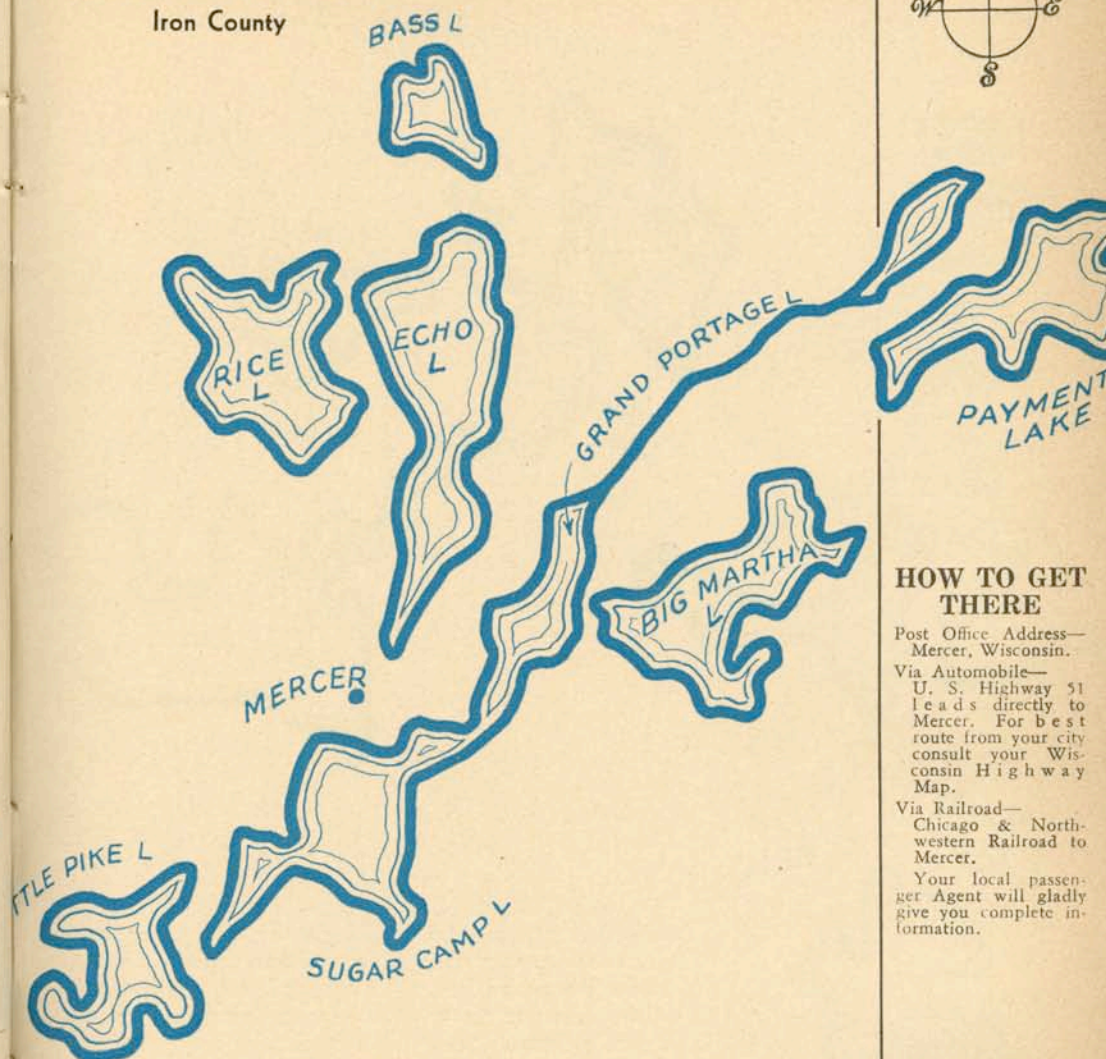
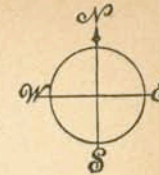


WE WILL begin this section of Muskies lakes by telling you of Clam Lake and a group of small lakes located in the upper reaches of the Chippewa River, in some of the wildest country in all Wisconsin. You reach Clam Lake on a state highway from the east and west or over a little used but most interesting woods road coming down from Grandview to the northwest. Over all of these roads you drive for miles through rugged timber country that is sparsely settled. You are in fishing country and that is about all that you will find. Muskies are there and the rest is up to you. Many of the smaller lakes are "full of bass" and you may not even need a boat if you find none there. Several good fishing lodges are located in the region and all the way down the Chippewa you will find Muskie, Bass and Pike.

MUSKIE WATERS

MERCER LAKES

Iron County



HOW TO GET THERE

Post Office Address—
Mercer, Wisconsin.

Via Automobile—
U. S. Highway 51
leads directly to
Mercer. For best
route from your city
consult your Wisconsin
Highway Map.

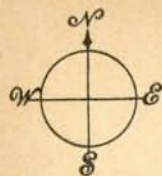
Via Railroad—
Chicago & Northwestern
Railroad to Mercer.

Your local passenger
Agent will gladly
give you complete information.

MERCER has long been one of the fishing capitols of the North country and probably will continue to be as long as the Turtle River continues to pour its waters into the Flambeau.

This entire area is famous for its muskies and wall-eyed pike, and you will find some good bass fishing too. It should be said that all lakes in the group are connected by water and with a canoe one may cover almost the whole chain.

Space did not permit showing a map of "Lake of the Falls", a beautiful body of water lying just west of this group and tributary to the Turtle River. A natural rock "dam" forms this lake, and a short distance below the dam you will find the upper end of the Turtle and Flambeau flowage, all excellent fishing water. You will find good vacation accommodations throughout this region.



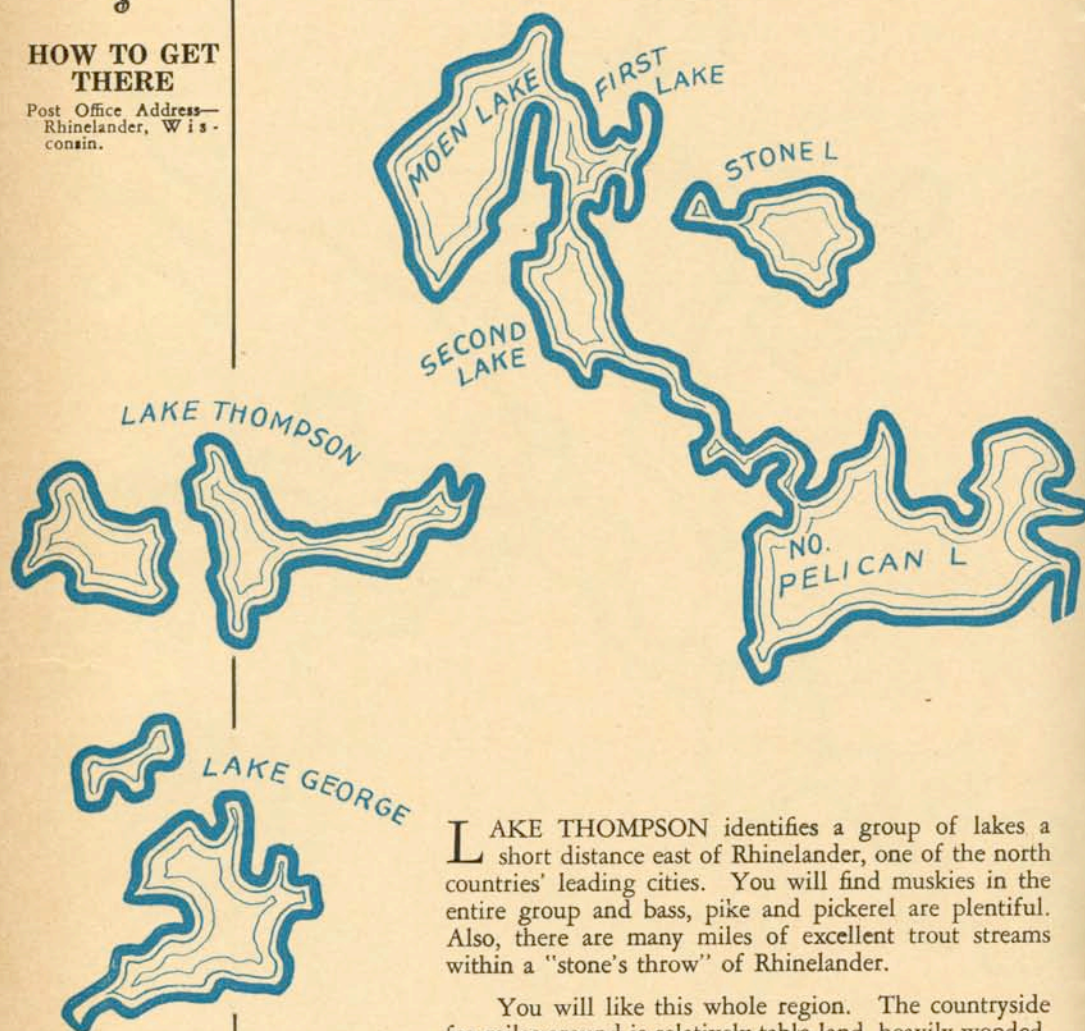
HOW TO GET THERE

Post Office Address—
Rhineland, Wis-
consin.

MUSKIE WATERS

LAKE THOMPSON

Oneida County



LAKE THOMPSON identifies a group of lakes a short distance east of Rhineland, one of the north countries' leading cities. You will find muskies in the entire group and bass, pike and pickerel are plentiful. Also, there are many miles of excellent trout streams within a "stone's throw" of Rhineland.

You will like this whole region. The countryside for miles around is relatively table land, heavily wooded, and literally covered with lakes. The Rhineland Country Club golf course is one of the finest in the north. Sand beaches are numerous, saddle horses are available and there are the finest tourist and resort accommodations of every description. Rhineland is the beginning of the most concentrated lake area in the middle west.

Boom Lake, Round Lake and Lake Julia are especially good lakes near Rhineland that space did not permit including on the map.

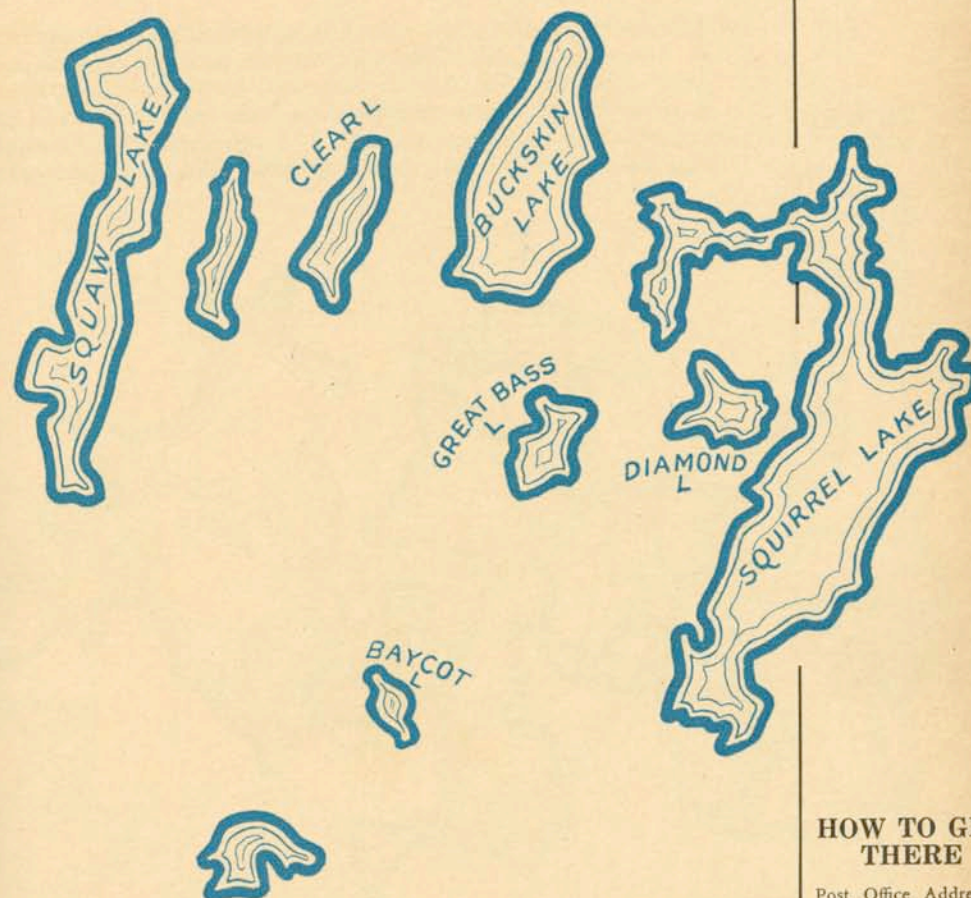
Via Automobile—
U. S. Highway 8
and State Highways
47 and 63 to Rhine-
lander. For best
route from your city
consult your Wis-
consin Highway
Map.

Via Railroad—
Chicago & North-
western Railroad to
Rhineland.
Your local passen-
ger Agent will gladly
give you complete in-
formation.

MUSKIE WATERS

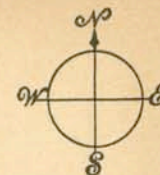
SQUAW LAKE—SQUIRREL LAKE

Oneida County



HERE is a group of lakes tributary to the Flambeau River that compare with the best Muskie waters in the State. For size comparison, Squirrel Lake is about four miles long and a mile and a quarter wide. Located in typical north woods wild country, all lakes are timber bordered, average twenty-five to fifty feet deep and with bars, weed beds and numerous bays are "naturals" for many varieties of fish. Wall-eyed pike and black bass are plentiful and muskie catches hold up well each year.

It is just a stone's throw across the Vilas County line into the heart of the Flambeau Indian Reservation which means that fishing waters in this region are almost countless. You will find accommodations that are the best and everything needed to make your vacation a lasting memory.

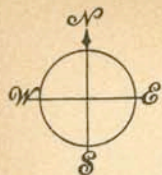


HOW TO GET THERE

Post Office Address—
Lac du Flambeau,
Wisconsin.
Minocqua, Wiscon-
sin.

Via Automobile—
Near State Highway
70 just west of Min-
ocqua. For best route
from your city con-
sult your Wisconsin
Highway Map.

Via Railroad—
Chicago & North-
western Railroad to
Lac du Flambeau.
Your local passen-
ger Agent will gladly
give you complete in-
formation.



MUSKIE WATERS

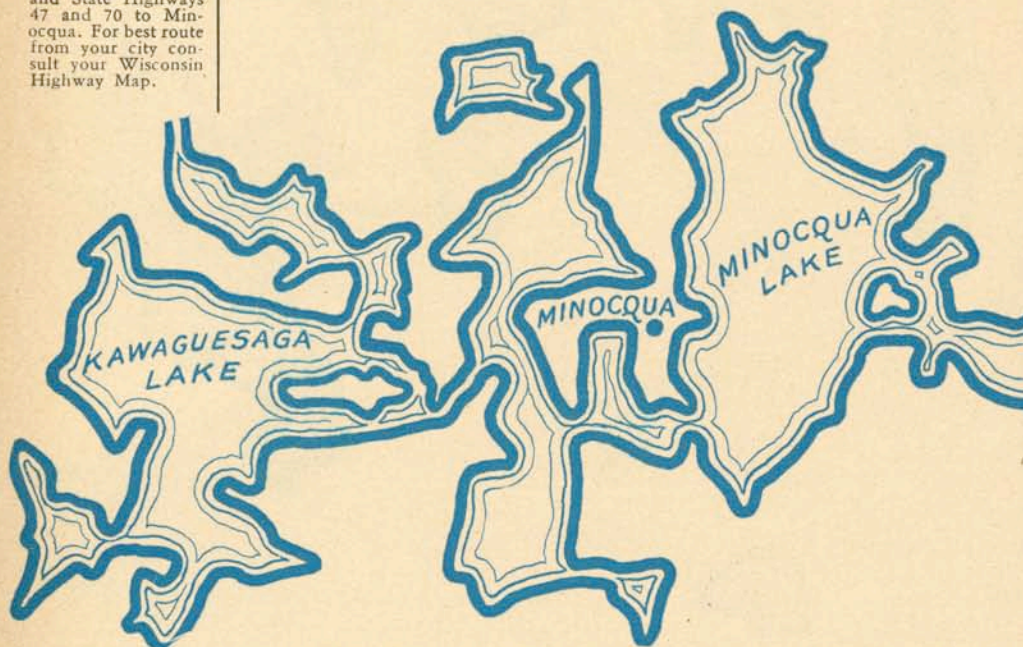
MINOCQUA LAKES

Oneida County

HOW TO GET THERE

Post Office Address—
Minocqua, Wisconsin.

Via Automobile—
U. S. Highway 51
and State Highways
47 and 70 to Minocqua. For best route
from your city consult
your Wisconsin
Highway Map.



Via Railroad—
The Milwaukee
Road to Minocqua.
Your local passenger
Agent will gladly
give you complete information.

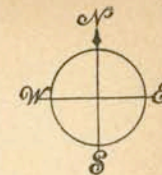
vicinity of Minocqua, known as the island city. Numerous other smaller lakes crowd themselves between and it is but a few minutes to the heart of the Flambeau Indian Reservation, the Arbor Vitae, the hundred or more lakes in Northern Forest, and the Lake Tomahawk region.

The Minocqua lakes are noted as muskie and pike waters with good bass fishing and pan fish of all varieties. Lake Minocqua is about two miles across from any point, has a relatively high shore line with numerous bays, and like other lakes in the group, is deep and clear with good bottom, bars and weed beds.

MUSKIE WATERS

MINOCQUA LAKES

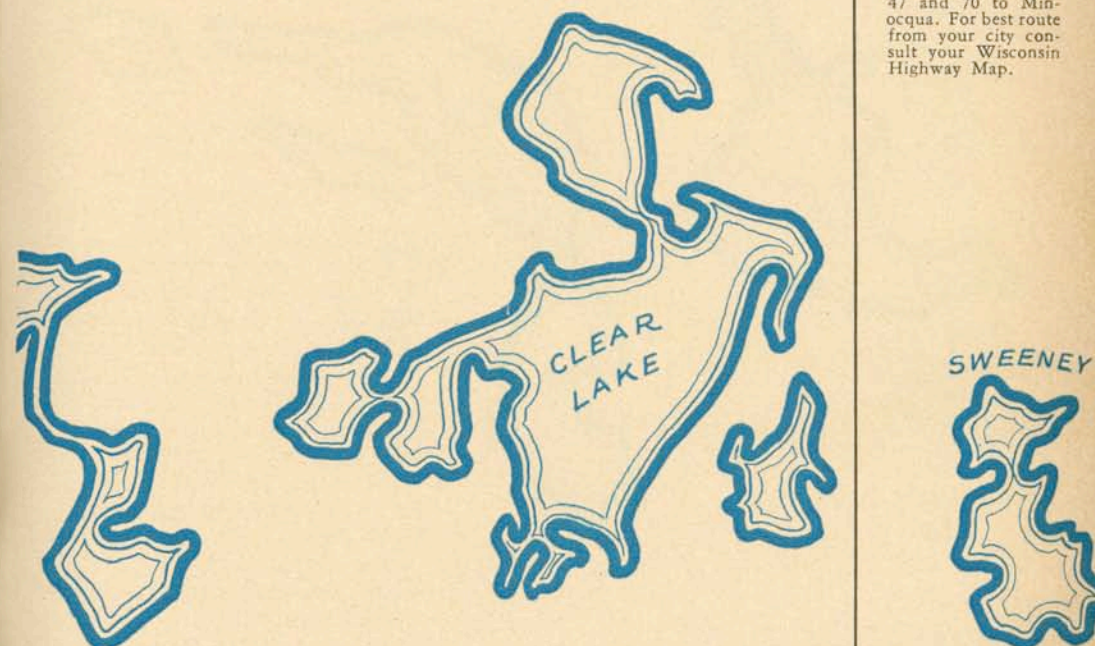
Oneida County



HOW TO GET THERE

Post Office Address—
Minocqua, Wisconsin.

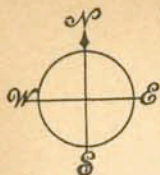
Via Automobile—
U. S. Highway 51
and State Highways
47 and 70 to Minocqua. For best route
from your city consult
your Wisconsin
Highway Map.



There are excellent facilities for golf, horseback riding, airplane trips, tennis and most other outdoor sports.

Squirrel Lake, near Minocqua, is the home of "Mose" the tame Muskie, that has been a famous "character" in this region for several years.

Via Railroad—
The Milwaukee
Road to Minocqua.
Your local passenger
Agent will gladly
give you complete information.



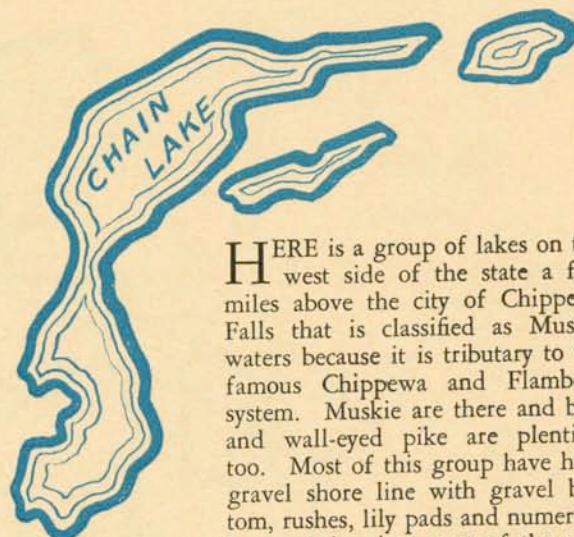
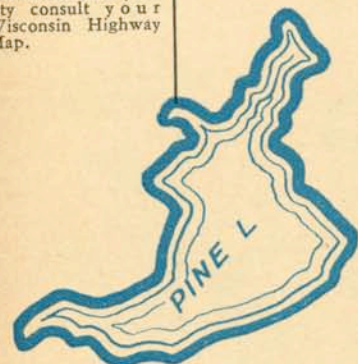
HOW TO GET THERE

Post Office Address—
Island Lake, Wisconsin.

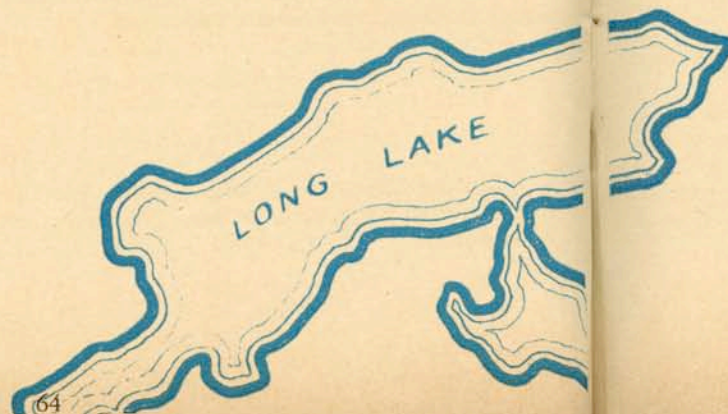
Via Automobile—
State Highway 40 to
Island Lake. For
best route from your
city consult your
Wisconsin Highway
Map.

Via Railroad—
Chicago & North-
western Railroad to
Bloomer or Chetek.
Your local passen-
ger Agent will gladly
give you complete in-
formation.

MUSKIE WATERS



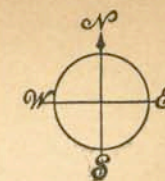
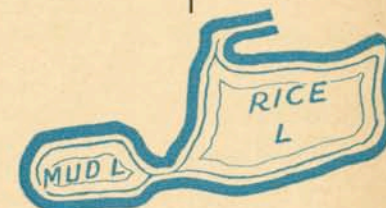
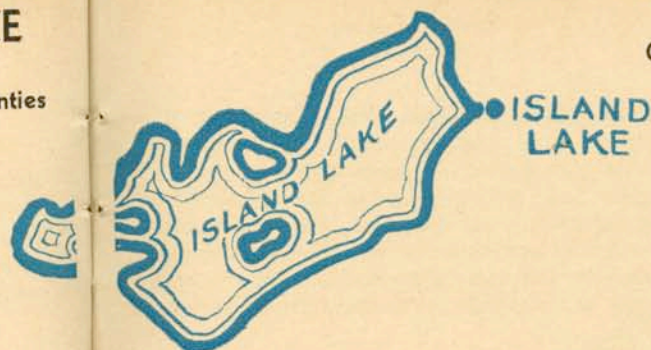
HERE is a group of lakes on the west side of the state a few miles above the city of Chippewa Falls that is classified as Muskie waters because it is tributary to the famous Chippewa and Flambeau system. Muskie are there and bass and wall-eyed pike are plentiful too. Most of this group have high gravel shore line with gravel bottom, rushes, lily pads and numerous bays. Lying just west of the confluence of the Chippewa and Flambeau Rivers you will find the country quite rugged with plenty of timber and on the border line of the famous northwest Wisconsin lake section.



MUSKIE WATERS

ISLAND LAKE

Rusk and
Chippewa Counties



HOW TO GET THERE

Post Office Address—
Island Lake, Wisconsin.

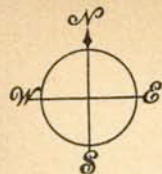
Via Automobile—
State Highway 40 to
Island Lake. For
best route from your
city consult your
Wisconsin Highway
Map.

Via Railroad—
Chicago & North-
western Railroad to
Bloomer or Chetek.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

The lakes of the Chetek chain are but a few minutes westward and a two hour drive will take you to the Court Oreilles Indian Reservation. Lake Wissota, fast becoming a fine pike lake and tributary to the Chippewa river, is near Chippewa Falls. You will also find a number of good trout streams within easy driving distance of Island Lake.

These lakes are but a three hours' drive from the Twin Cities and eight or nine hours from Chicago. Come prepared for a good time with your golf clubs if you want them. It's an all around good place for the whole family.



HOW TO GET THERE

Post Office Address—
Hayward, Wisconsin.

Via Automobile—
On State Highway
77 west from Glid-
den and east from
Hayward. For best
route from your city
consult your Wis-
consin Highway
Map.

Via Railroad—
Chicago & North-
western Railroad to
Hayward.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

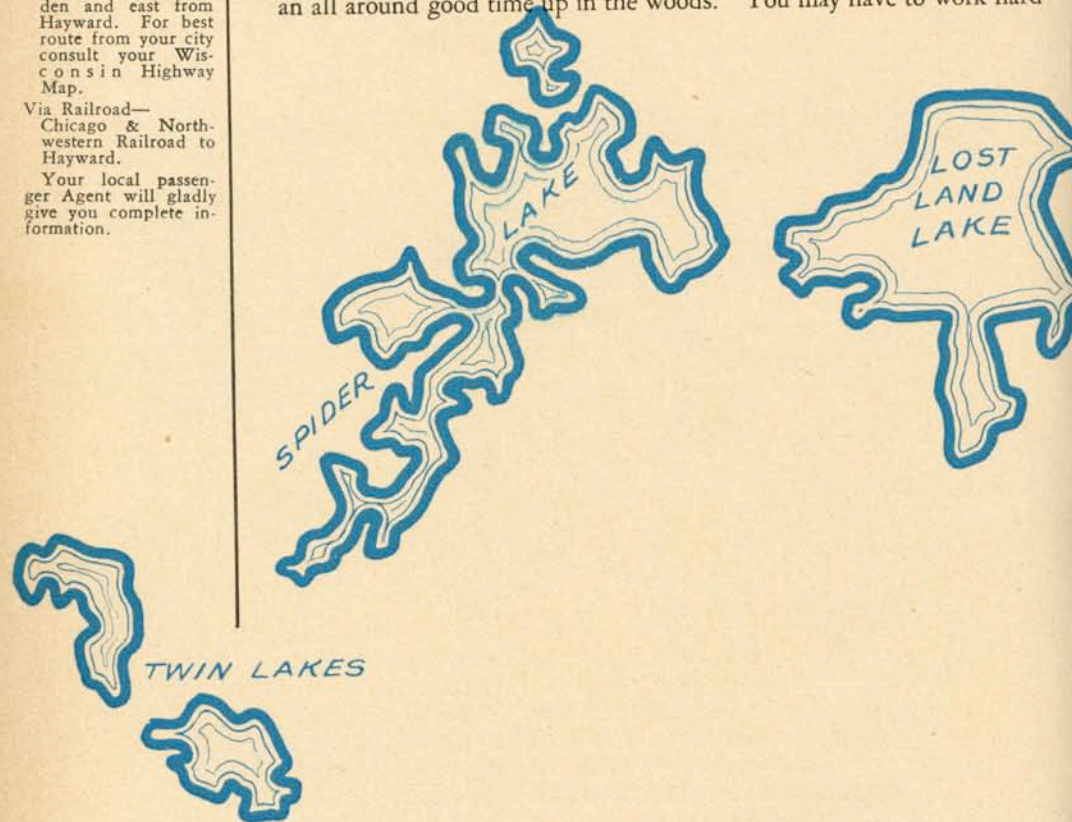
MUSKIE WATERS

TEAL and LOST LAND LAKES

Sawyer County

HERE are six of the most famous muskie lakes in northwest Wisconsin—a half dozen reasons why you should plan to go north this year. They are all tributary to the Chippewa system and with the possible exception of Spider Lake are equally noted for wall-eyed pike.

Spider Lake is a good muskie and bass lake, with fine bars and weed beds, and excellent tourist accommodations. The water is clean, there are good sand beaches, and everything that you may want for an all around good time up in the woods. You may have to work hard



for muskie (it's always work wherever you are) but they are there. There is one old fellow who has made his home under a log up in the east bay for years. Someone is going to hook him sometime for keeps and what a battle it is going to be.

Teal and Lost Land Lakes, connected by water so that you can go through with a motor boat are especially good for muskie and wall-eyed pike, with good bass fishing along some of the marshy shores. "Landing Camp Bay" on the west side of Lost Land Lake, probably produces as many big muskies each year as any area of water of equal

MUSKIE WATERS

TEAL and LOST LAND LAKES

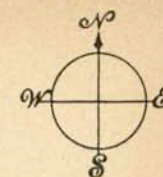
Sawyer County

size in the state. Teal Lake is ideal too, and several picturesque islands add to its charm. Teal Creek connects these two lakes with the Chippewa River. Ghost Lake is a part of the Chippewa and that means muskie without question. This whole region is wild country up where deer abound, beaver ponds are common, and civilization scattered. The lakes border along highway 77 where for fifty miles, from Glidden to Hayward, your route will not take you through a single town.



NEARBY WATERS are too numerous to list here. Many small lakes with good bass fishing are scattered through the region. There are good trout streams close by. Round Lake, famous for its bass, is but fifteen minutes from Teal Lake, and Lake Chippewa, or the Chippewa Flowage, is but ten miles south. This is one of the most famous of all muskie waters. Lake Namakogon and its wall-eyed pike lies a dozen miles north.

You will find excellent accommodations through this region, ranging from fine hotels to more primitive fishing camps.



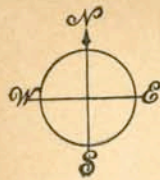
HOW TO GET THERE

Post Office Address—
Hayward, Wisconsin.

Via Automobile—
On State Highway
77 west from Glid-
den and east from
Hayward. For best
route from your city
consult your Wis-
consin Highway
Map.

Via Railroad—
Chicago & North-
western Railroad to
Hayward.

Your local passen-
ger Agent will gladly
give you complete in-
formation.



HOW TO GET THERE

Post Office Address—
Hayward, Wisconsin.

Via Automobile—
State Highway 27,
south from Hayward
borders this group
of lakes. For best
route from your city
consult your Wis-
consin Highway
Map.

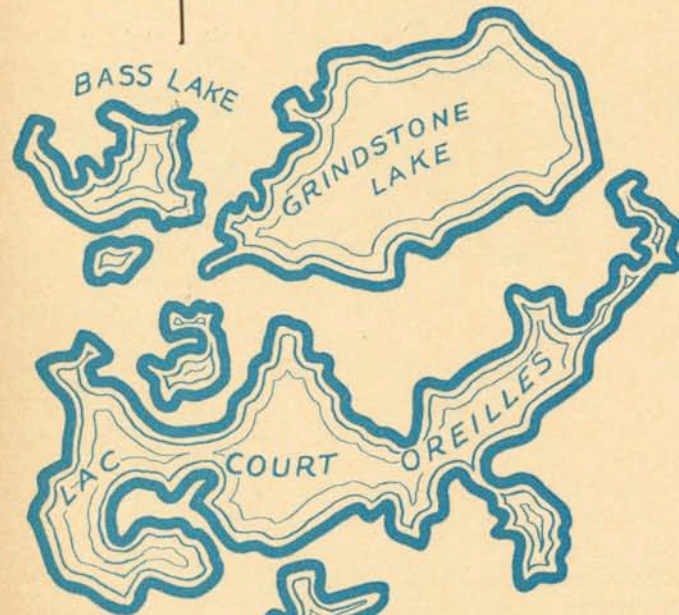
Via Railroad—
Chicago & North-
western Railroad to
Hayward.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

MUSKIE WATERS

LAC COURT OREILLES

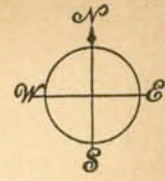
Sawyer County



MUSKIE WATERS

LAC COURT OREILLES

Sawyer County



HOW TO GET THERE

Post Office Address—
Hayward, Wisconsin.

Via Automobile—
State Highway 27,
south from Hayward
borders this group
of lakes. For best
route from your city
consult your Wis-
consin Highway
Map.

Via Railroad—
Chicago & North-
western Railroad to
Hayward.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

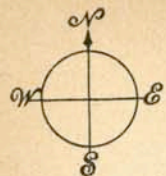
HERE is an unusual group of lakes, some of the most beautiful and finest fishing waters in the northwest, with the added distinction of being located in the Court Oreilles Indian Reservation. The reservation cuts Lac Court Oreilles and Grindstone Lake squarely in two and Round Lake, famous for its black bass, tips the north end of the reservation. Primarily these are muskie and pike waters, but in the area you will find all native Wisconsin game fish. All of the lakes are connected by water and with a canoe you can cover many of them without portages. Lac Court Oreilles and Grindstone are especially noted for Muskie and bass with plenty of wall-eyed pike and various pan fish. There are good trout streams close by and Lake Chippewa and its "river" muskie is but a few minutes away.

Situated in rugged country that tends to be sandy, you will find a good growth of timber throughout the region and sand beaches are plentiful. Saddle horses are available and there is an excellent golf course at Hayward.

The Ojibway or Chippewa Indians live throughout the reservation and as far east as Lake Chippewa. Primitive Indian farms border the Chippewa river for many miles south from the reservation. If you do not like the Court Oreilles region there is no part of the north country that will please you.

THAT FIRST MUSKIE STRIKE

will never be forgotten and from then on you will not be satisfied until you have landed a big one. The first strike in your experience will probably come when you least expect it—a quick rush, bang and he hits it, out of the water like a flash, a dash of spray, and he may leave you wondering where the storm came from. Hearing about muskie fishing is one thing—knowing about it from experience is another.



HOW TO GET THERE

Post Office Address—
Hayward, Wisconsin.
Winter, Wisconsin.

Via Automobile—
State Highways 24,
27 and 77 to Hay-
ward, then to Lake
Chippewa on County
Trunk B. State
Highway 70 to Win-
ter—out to lake on
County Trunks D
and B. For best route
from your city con-
sult your Wisconsin
Highway Map.

Via Railroad—
Chicago & North-
western Railroad to
Hayward and Win-
ter.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

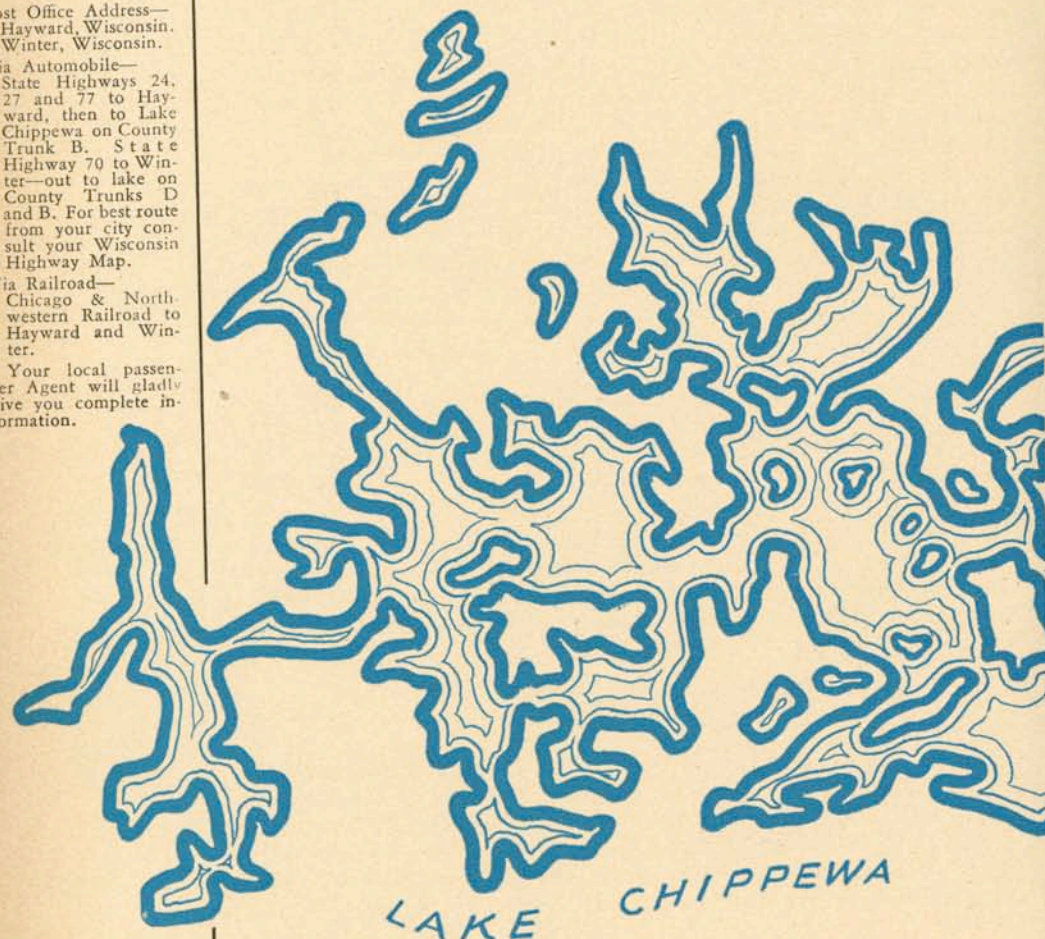
MUSKIE WATERS

LAKE CHIPPEWA

(Chippewa Flowage)

Sawyer County

A POWER dam in the Chippewa River is responsible for one of the most unusual bodies of fishing water in the state—Lake Chippewa or The Flowage as it is called locally. One of the largest bodies of



water in the state, it is literally full of muskies and wall-eyed pike. Here, the Chippewa River flows down from the north through rolling sandy country until the dam makes it pause and spread out over thousands of acres of bottom land. It is a meandering lake in the extreme and much of it is a maze of dead trees and stumps and hidden snags,

MUSKIE WATERS

LAKE CHIPPEWA

(Chippewa Flowage)

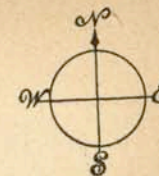
Sawyer County

perfect hide-out for muskies. Hundreds of Lake Chippewa muskies are caught each year and because of its natural hiding places they will probably continue to increase. The water is pure, and stained to coffee color because of iron in the soil and hemlock bark in the water. As a result the muskies and pike are darker in color than in most other



waters. If the Chippewa Flowage does not produce muskie and pike for you, it is because you are a poor fisherman or you have been unfortunate enough to be there at one of those rare times when fish are not biting. Barker Lake, just up the Chippewa is an excellent muskie lake. Scott Lake, now connected with the Flowage is one of the finest pieces of small mouth bass water in the state. I fished it one morning on one of those rare occasions when I caught the limit in record time. Boats for Scott Lake are available at the Indian post. You will find fine fishermen's accommodations at Lake Chippewa and two excellent golf courses are but a few minutes away by car.

The Flowage is but a short distance from the Court Oreilles Indian Reservation and the Teal Lake and Lost Land Lake group lies a few miles north.



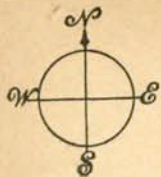
HOW TO GET THERE

Post Office Address—
Hayward, Wisconsin.
Winter, Wisconsin.

Via Automobile—
State Highways 24,
27 and 77 to Hay-
ward, then to Lake
Chippewa on County
Trunk B. State
Highway 70 to Win-
ter—out to lake on
County Trunks D
and B. For best route
from your city con-
sult your Wisconsin
Highway Map.

Via Railroad—
Chicago & North-
western Railroad to
Hayward and Win-
ter.

Your local passen-
ger Agent will gladly
give you complete in-
formation.



HOW TO GET THERE

Post Office Address—
Phillips, Wisconsin.

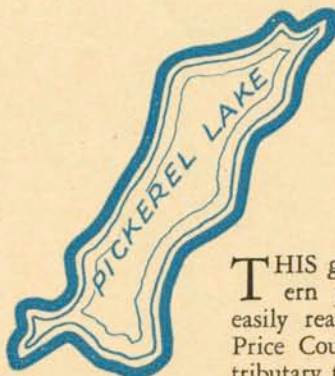
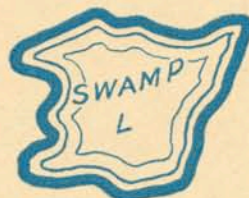
Via Automobile—
State Highway 13 to
Phillips and Fifield,
then State Highway
70 to well marked
County roads. For
best route from your
city consult your
Wisconsin Highway
Map.

Via Railroad—
Soo Line Railroad
to Phillips, Wisconsin.

Your local passenger
Agent will gladly
give you complete information.

CONNORS LAKE MASON LAKE

Sawyer County



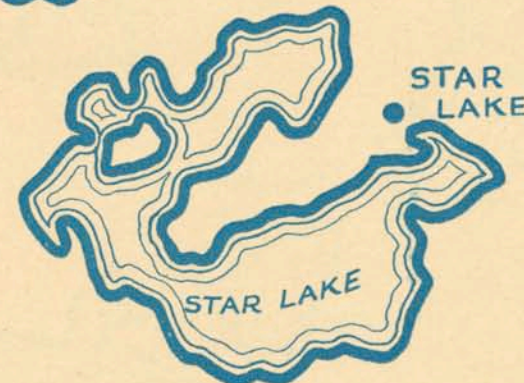
THIS group of lakes in the extreme eastern part of Sawyer County are most easily reached from Phillips or Fifield in Price County. All lakes in the group are tributary to the north fork of the Flambeau River and that means muskie. Pike and bass are also plentiful. The most discriminating lovers of the real north woods will like this region. Here is a stand of 10,000 acres of virgin timber, perhaps one of the largest areas in the middle west. The country is sandy which means high shoreline, sand beaches for bathing, and a clean atmosphere that is really different. We do not know of an area more ideally suited for a "back to nature" vacation with good fishing and so much big woods and wild life . . . You may bring your golf clubs if you like.

MUSKIE WATERS

STAR LAKE

Vilas County

THIS group of lakes is situated in Northern State Forest and in the center of Vilas County in the most concentrated lake area in America. To tell you the story of these lakes will be to tell you the story of hundreds of other lakes in the region—muskie, pike and bass fishing that is of the best, big woods, game and all of those things that make the north country so inviting to thousands of people.

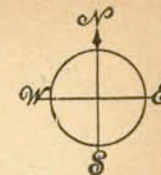


There are muskie, pike, and bass in all of these waters and the fish hawk that lives in the region can on a bright day see from his place in the sky a hundred other lakes—all of them equally as good.

When in this region be sure to visit Trout Lake in the heart of Northern State Forest. The forestry headquarters is located here and you will see a herd of elk and more likely than not deer and other native game.

Also, take a hike on the Ballard Lake trail described as the "most unique and picturesque trail in Wisconsin".

MUSKIE WATERS



HOW TO GET THERE

Post Office Address—
Star Lake, Wisconsin.

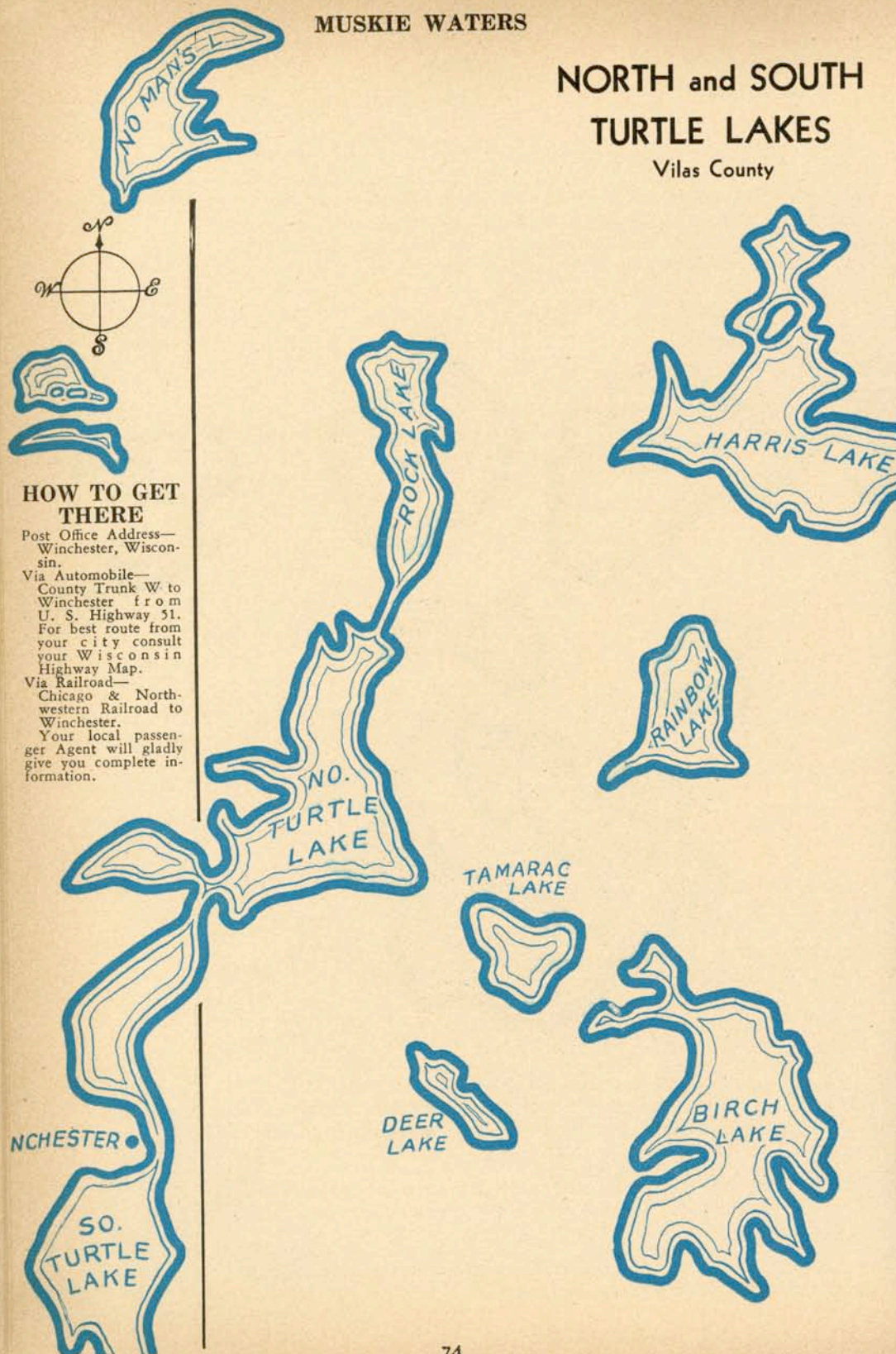
Via Automobile—
State Highways 70
and 155 to Sayner,
Wisconsin, to connect
with improved
road to Star Lake.
For best route from
your city consult
your Wisconsin
Highway Map.



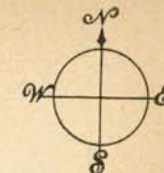
Via Railroad—
The Milwaukee
Road to Star Lake.
Your local passenger
Agent will gladly
give you complete information.

NORTH and SOUTH
TURTLE LAKES

Vilas County

HOW TO GET
THEREPost Office Address—
Winchester, Wisconsin.Via Automobile—
County Trunk W to
Winchester from
U. S. Highway 51.
For best route from
your city consult
your Wisconsin
Highway Map.Via Railroad—
Chicago & North-
western Railroad to
Winchester.Your local passen-
ger Agent will gladly
give you complete in-
formation.NORTH and SOUTH
TURTLE LAKES

Vilas County

HOW TO GET
THEREPost Office Address—
Winchester, Wisconsin.Via Automobile—
County Trunk W to
Winchester from
U. S. Highway 51.
For best route from
your city consult
your Wisconsin
Highway Map.Via Railroad—
Chicago & North-
western Railroad to
Winchester.Your local passen-
ger Agent will gladly
give you complete in-
formation.

YOUR map of Wisconsin will show you that the lakes in the Winchester region, of which North and South Turtle are the largest, lie in the northwestern tip of Vilas County and almost at the Michigan state line. That will tell you that these lakes are up in big woods and fishing country, and the fact that they are tributary to the Turtle River and the Flambeau, means muskies and pike without question. North and South Turtle lakes combined are about five miles long and a half mile to a mile wide. Other lakes shown in the group are in correct proportion.

The country is rugged and heavily wooded, and sand and gravel and soft bottom, with generally high shore line, is characteristic of all lakes in the group. All lakes with the exception of Harris Lake are best known for their muskie and pike fishing and black bass are quite common. There are all of the usual pan fish, of course. Harris Lake is a fine piece of bass water and you will want to give it a whirl if bass are your specialty. All lakes are fairly deep, averaging 40 to 60 feet. This writer would like to spend a few days with you in the Winchester region. It looks good, "feels" good, and is good, and I'll gamble on getting fish. Other lakes within a "stone's throw" are too many to discuss here.

"One need be neither rich nor great

For fishing!

He's apt to lose all thoughts of care

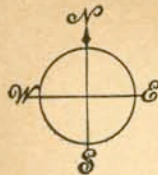
His troubles vanish in the air,

Make him an optimist for fair

While fishing!

—Selected

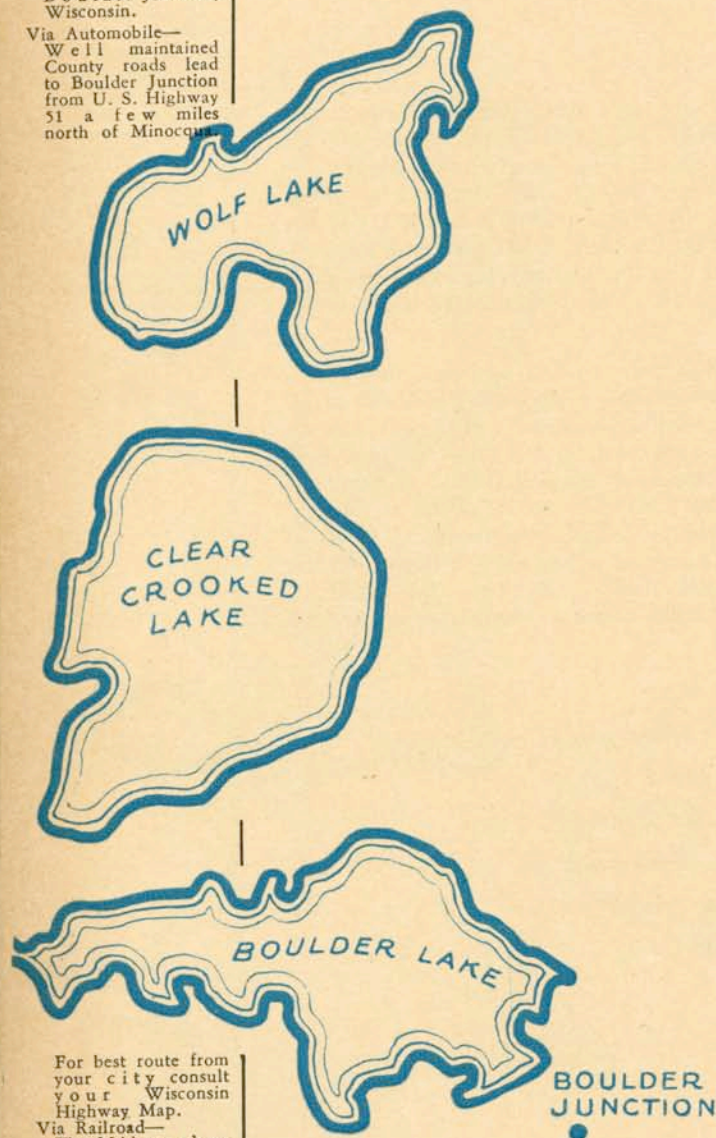
MUSKIE WATERS



HOW TO GET THERE

Post Office Address—
Boulder Junction,
Wisconsin.

Via Automobile—
Well maintained
County roads lead
to Boulder Junction
from U. S. Highway
51 a few miles
north of Minocqua.



BOULDER LAKE

Vilas County

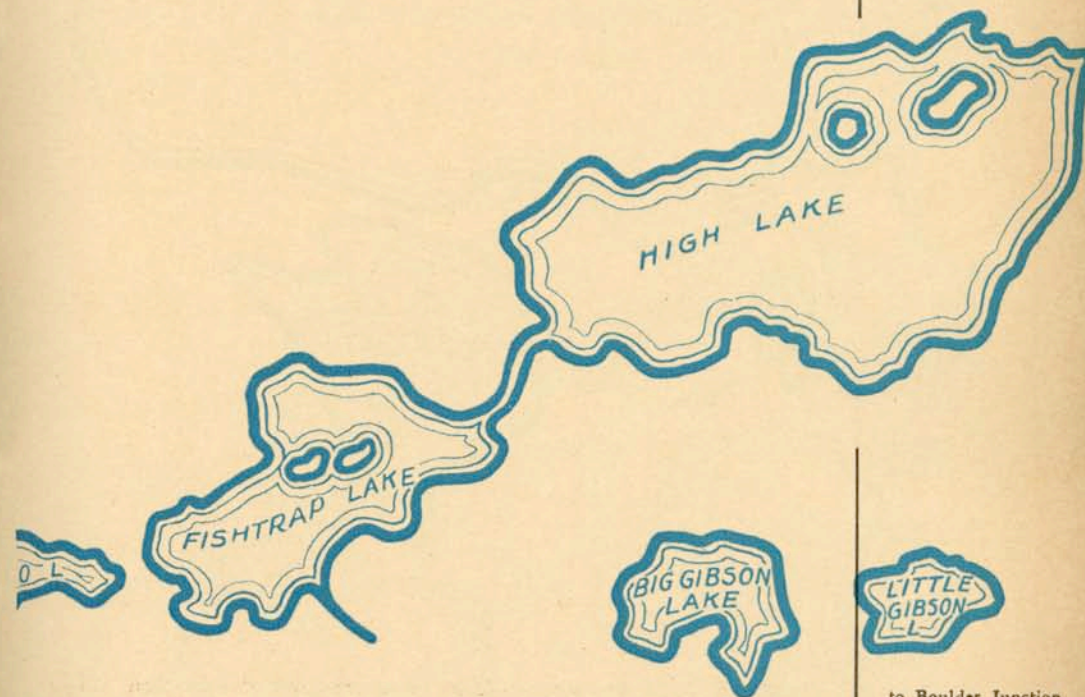


FISHTRAP LAKE

Vilas County

THE lakes shown on these pages are tributary to the upper reaches of the Manitowish River, famous Muskie water of the North Country. You can cover most of them by canoe with but a few portages. This group of lakes may be made the starting point for several unusual canoe trips, which will take you up above the Michigan state line. You may plan a day's trip, or a week or more as you prefer.

Without exception they are all good muskie lakes and wall-eyed pike and bass are plentiful, too. The fact that they lie in Northern State Forest assures the kind of wild country that appeals to the true sportsman, and you will find miles of big woods, and native game in abundance.



HOW TO GET THERE

Post Office Address—
Boulder Junction,
Wisconsin.

Via Automobile—
Well maintained
County roads lead

to Boulder Junction
from U. S. Highway
51 a few miles
north of Minocqua.
For best route from
your city consult
your Wisconsin
Highway Map.

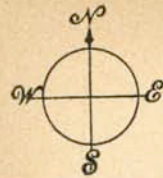
Via Railroad—
The Milwaukee
Road to Boulder
Junction or the Chi-
cago & Northwest-
ern to Woodruff.
Your local passen-
ger Agent will gladly
give you complete in-
formation.

Nowhere in Wisconsin can you enjoy the big northwoods, excellent fishing and all outdoor sports to greater advantage than in the Boulder Junction region. Golf courses are close at hand, there are saddle horses to be had, and if you are a trout enthusiast your host can direct you to several good streams.

Did you ever have a muskie follow your bait to the boat, then with a majestic swirl that makes the water boil, disappear into black water and be gone? It leaves you stunned for a moment if you have not been watching your bait closely. It pays to watch your bait every minute when fishing for muskies. Many times you can see that dark "shadow" a foot or two back of the bait while still several feet away from the boat, and he may take it if you know he is there and slow up a bit on the speed of your bait.

MUSKIE WATERS

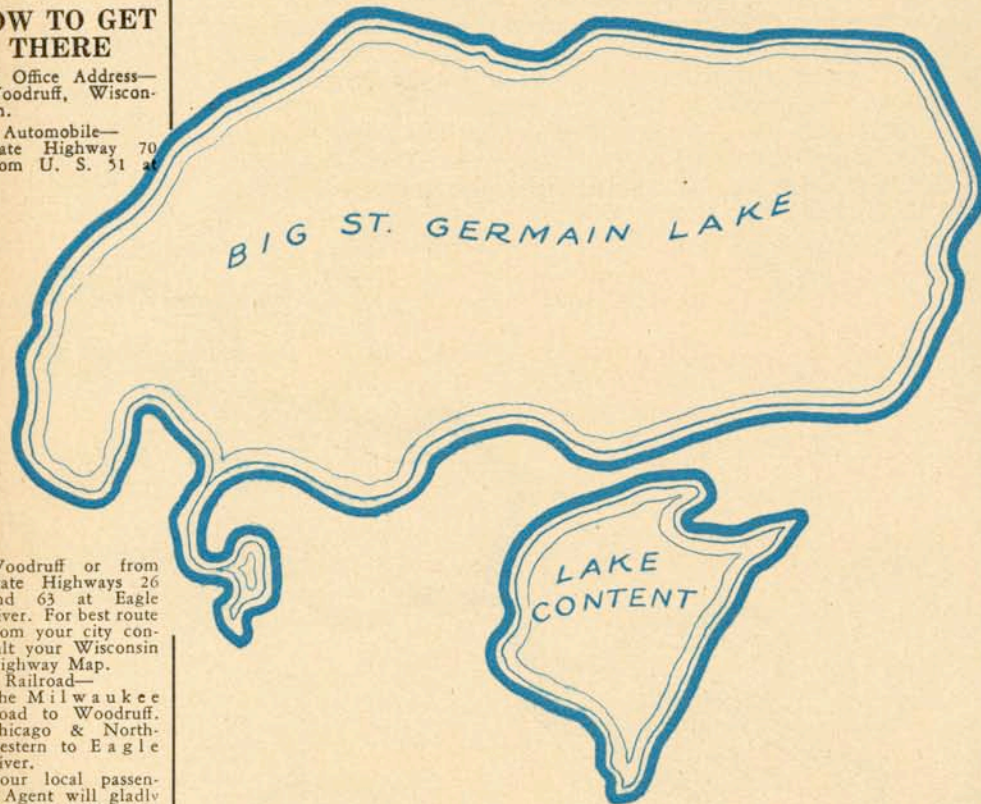
BIG St. GERMAIN LAKE Vilas County



HOW TO GET THERE

Post Office Address—
Woodruff, Wisconsin.

Via Automobile—
State Highway 70
from U. S. 51 at



Woodruff or from
State Highways 26
and 63 at Eagle
River. For best route
from your city consult
your Wisconsin
Highway Map.

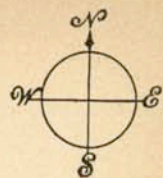
Via Railroad—
The Milwaukee
Road to Woodruff.
Chicago & North-
western to Eagle
River.

Your local passenger
Agent will gladly
give you complete information.

MENTION the Germain lakes to an experienced fisherman and he will immediately talk about muskies. These lakes are famous for their muskies and year after year prove to be among the best. Wall-eyed pike are plentiful, too. You will also find bass, pickerel, and all other game fish native to Wisconsin waters. Big and Little St. Germain lakes are easily accessible, lying just north of State Highway 70, halfway between Eagle River and Woodruff and one of the most beautiful drives in Northern Wisconsin. Big St. Germain borders Northern State Forest and is just east of the Arbor Vitae lakes so you may be assured of any number of proved fishing waters. Minocqua, the island city to the west and Eagle River, famous "fishing capitol" of the north, are but a half hour's drive away.

MUSKIE WATERS

LITTLE St. GERMAIN LAKE Vilas County



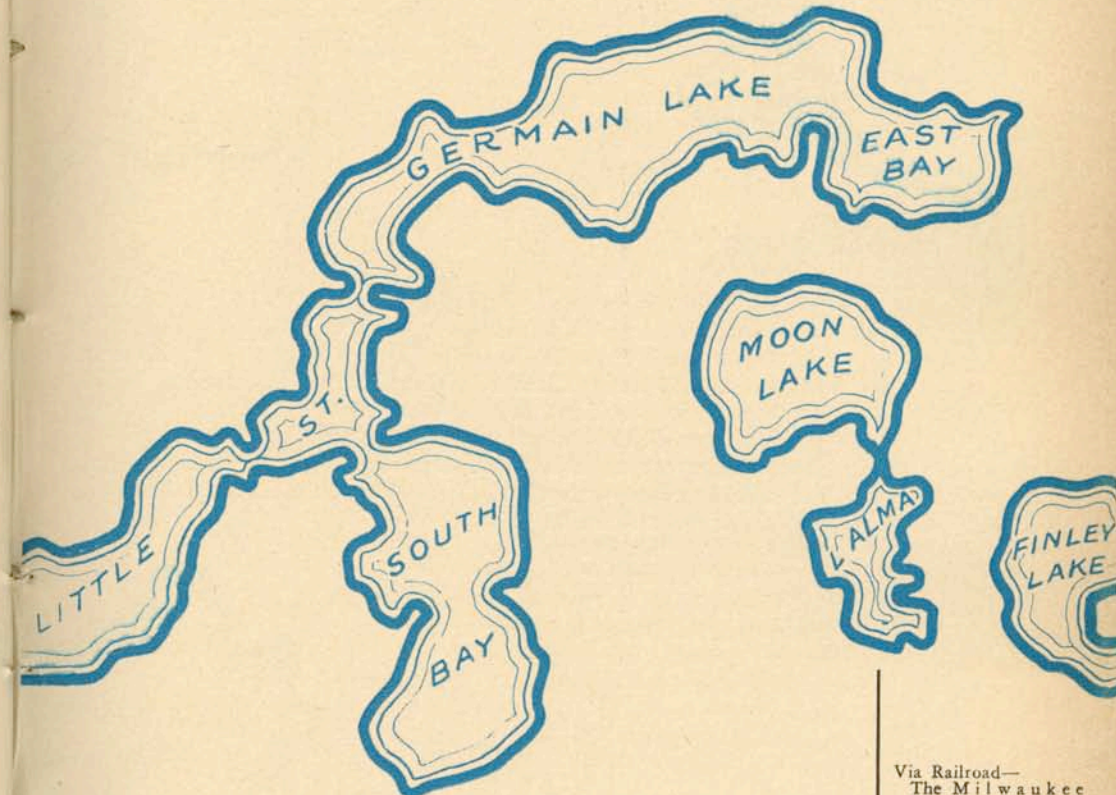
HOW TO GET THERE

Post Office Address—
Woodruff, Wisconsin.

Via Automobile—
State Highway 70
from U. S. 51 at
Woodruff or from
State Highways 26
and 63 at Eagle
River. For best route
from your city consult
your Wisconsin
Highway Map.

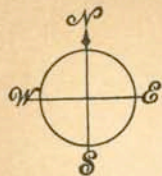
There is a state fish hatchery at Madeline Lake below Arbor Vitae that will interest you, and if the youngsters want Indians, an easy hour's drive will take you into the heart of the Flambeau Reservation . . . If you like the outdoors—and you must stay outdoors to enjoy it—you should not have an idle moment in the Germain lakes region.

Most of Vilas County lies at an elevation a thousand feet higher than Milwaukee and Chicago.



Via Railroad—
The Milwaukee
Road to Woodruff.
Chicago & North-
western to Eagle
River.

Your local passenger
Agent will gladly
give you complete information.



HOW TO GET THERE

Post Office Address—
Eagle River, Wisconsin.

Via Automobile—
State Highways 26, 63 and 70 to Eagle River. For best route from your city consult your Wisconsin Highway Map.

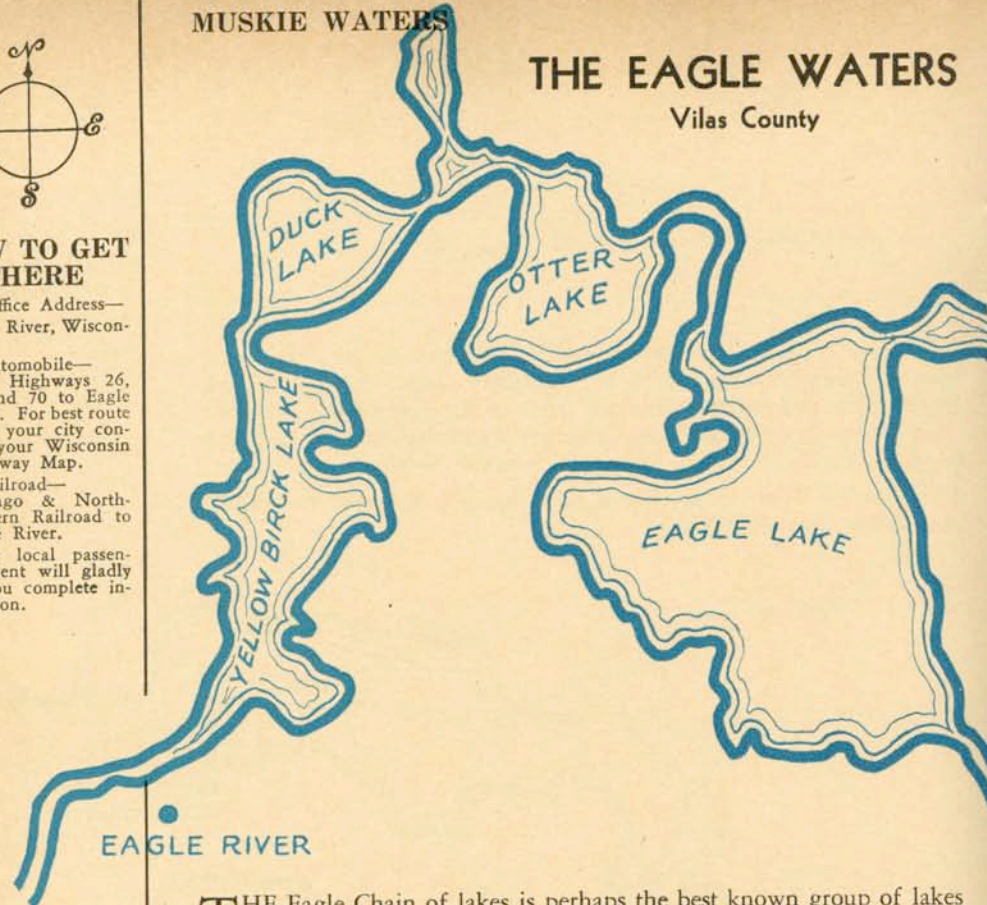
Via Railroad—
Chicago & Northwestern Railroad to Eagle River.

Your local passenger Agent will gladly give you complete information.

MUSKIE WATERS

THE EAGLE WATERS

Vilas County



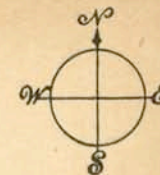
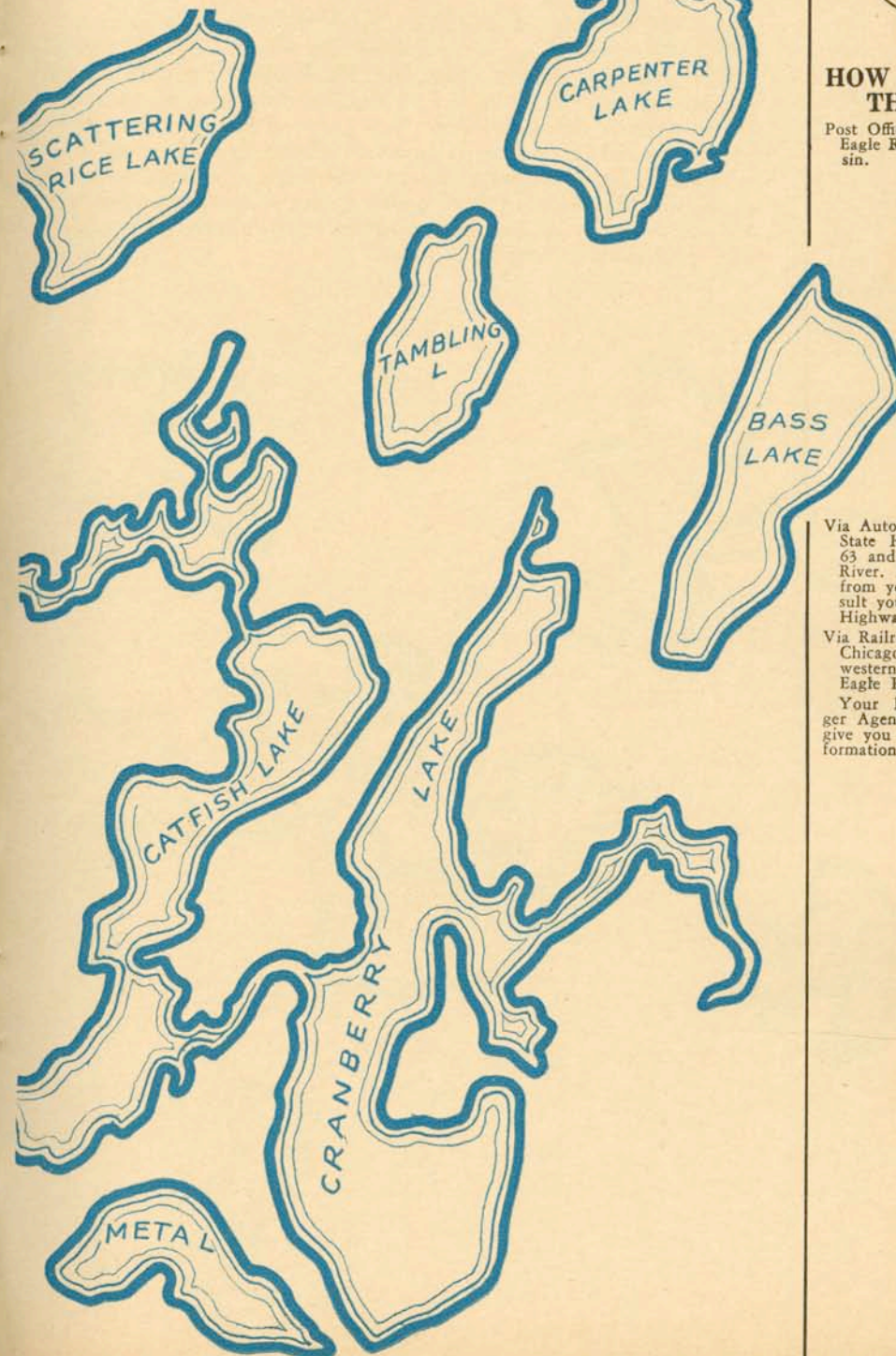
THE Eagle Chain of lakes is perhaps the best known group of lakes in all Northern Wisconsin. Here is a group of twenty-seven lakes that are navigable from end to end. For many years, Eagle River has been a famous "fishing Capitol" of Northeastern Wisconsin. To tell you the story of Muskies that have been caught in this region through the years, would be to relate an endless tale of big fellows, thrilling battles, and many lost fish. The story of pike, bass and trout fishing would be equally as interesting. In the Eagle Chain you will find all of the game fish native to Wisconsin, and despite its long service to the fisherman the region will always hold its rank as excellent waters. There is nothing lacking to make your vacation a lasting memory—big woods, golf, and everything else that goes with the great outdoors.



MUSKIE WATERS

THE EAGLE WATERS

Vilas County



HOW TO GET THERE

Post Office Address—
Eagle River, Wisconsin.

Via Automobile—
State Highways 26, 63 and 70 to Eagle River. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
Chicago & Northwestern Railroad to Eagle River.

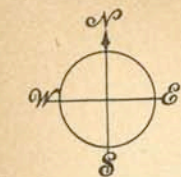
Your local passenger Agent will gladly give you complete information.

MUSKIE WATERS

MANITOWISH WATERS

Vilas County

"MANITOWISH WATERS". If you are a fisherman or an outdoor enthusiast, you have heard the name, for these famous muskie waters are written about and talked about wherever muskie fishermen gather. Pages 76 and 77 describe those lakes of the upper reaches of the Manitowish River. This group of lakes lies down river a few miles and like the upper group are connected by water and may be traversed from one end to the other by boat. Combined with the upper group they form a part of a great system of canoe trails that will lead you to dozens of lakes, and wild country that seems hundreds of miles away from civilization.



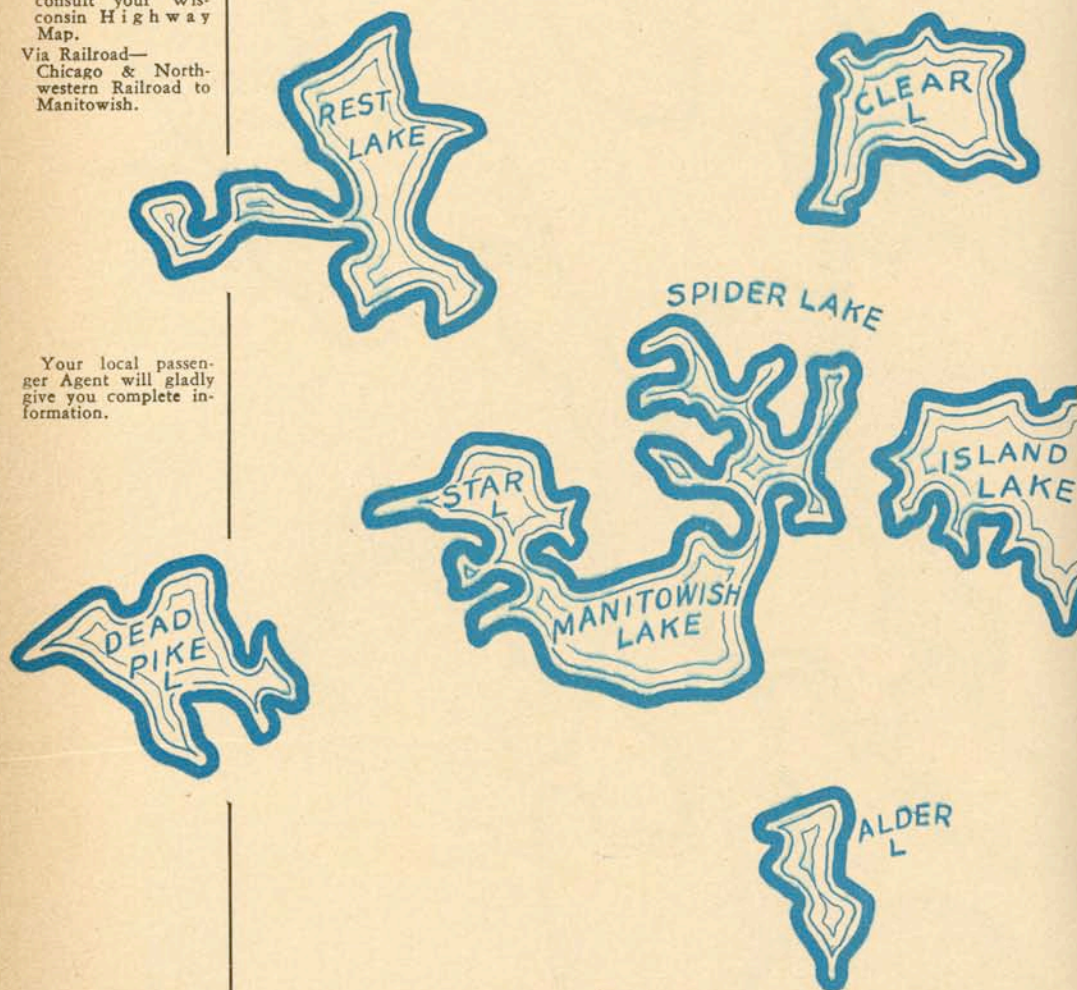
HOW TO GET THERE

Post Office Address—
Manitowish, Wisconsin.

Via Automobile—
U. S. Highway 51 threads through this group of lakes and well placed signs will direct you to the place of your choice. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
Chicago & Northwestern Railroad to Manitowish.

Your local passenger Agent will gladly give you complete information.

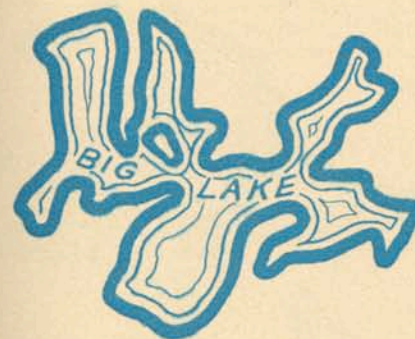


MUSKIE WATERS

MANITOWISH WATERS

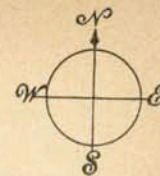
Vilas County

All lakes in this group have wall-eyed pike and bass, but it is for muskies that they are best known. Bars, good shore line, and weed beds are numberless and because the lakes are tributary to the Flambeau and Chippewa Rivers they form a part of the greatest system of muskie waters in America.



Everything needed for a wonderful vacation and fishing trip will be found in this region. Resorts and cabins to suit every taste are hemmed in close to the water's edge by the forests for which the region is famous. Saddle horses are available, good golf courses are nearby, and bathing is not to be excelled.

The Manitowish lakes lie in Northern State Forest and a trip to the forest headquarters at Trout Lake, the State Forest Nursery and the Flambeau Indian Reservation will round out a never-to-be-forgotten picture of the great north country.



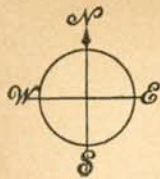
HOW TO GET THERE

Post Office Address—
Manitowish, Wisconsin.

Via Automobile—
U. S. Highway 51 threads through this group of lakes and well placed signs will direct you to the place of your choice. For best route from your city consult your Wisconsin Highway Map.

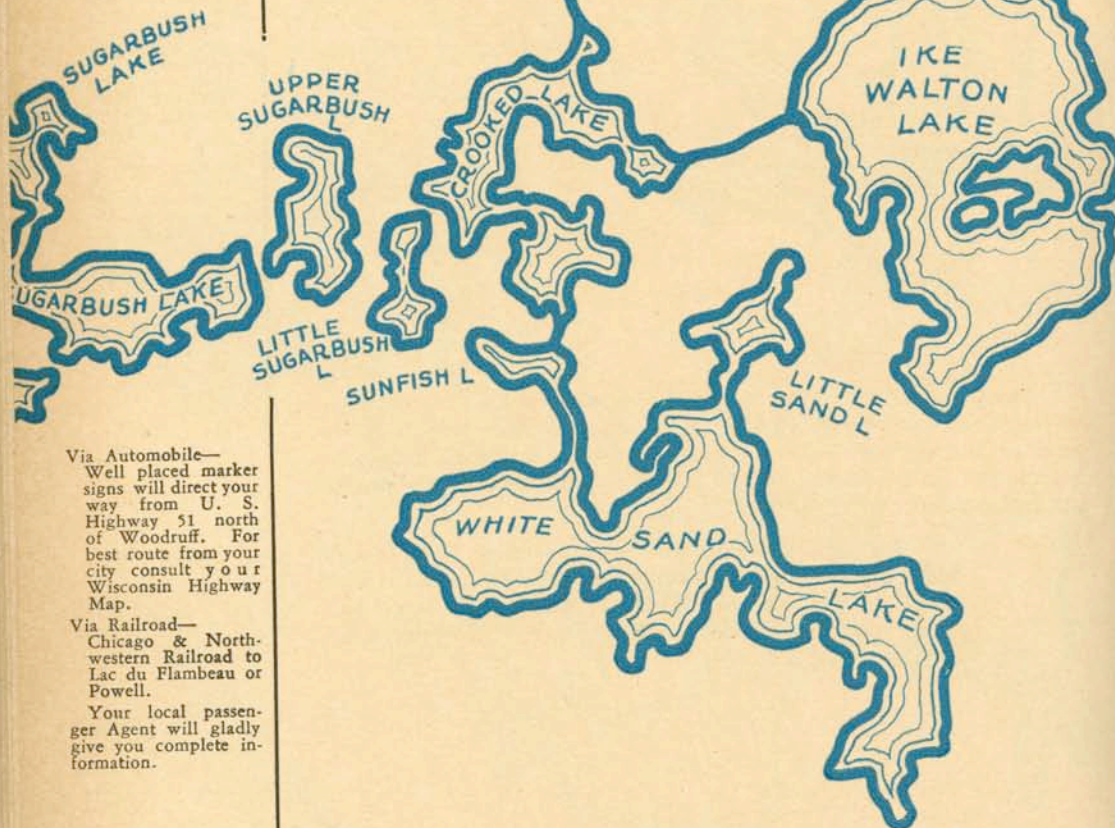
Via Railroad—
Chicago & Northwestern Railroad to Manitowish.

Your local passenger Agent will gladly give you complete information.



HOW TO GET THERE

Post Office Address—
Lac du Flambeau,
Wisconsin.



Via Automobile—
Well placed marker
signs will direct your
way from U. S.
Highway 51 north
of Woodruff. For
best route from your
city consult your
Wisconsin Highway
Map.

Via Railroad—
Chicago & North-
western Railroad to
Lac du Flambeau or
Powell.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

LYING within the Flambeau Indian Reservation and adjacent to Northern Forest, and being tributary to the Flambeau River, are points of favor for these lakes that one cannot question. Like many other groups of lakes in the north country they may be traversed almost completely by water and there are canoe passages to other reservation lakes to the south. This is all famous muskie water and for the most part the roads to them are of the most primitive kind through heavy forests. There are plenty of wall-eyed pike and bass, and the state conservation department restocks these fish regularly.

Together with Fence Lake, Crawling Stone Lake, Lac du Flambeau and numerous other lakes in the reservation, these lakes form one of the most famous groups of muskie and pike lakes in Wisconsin.

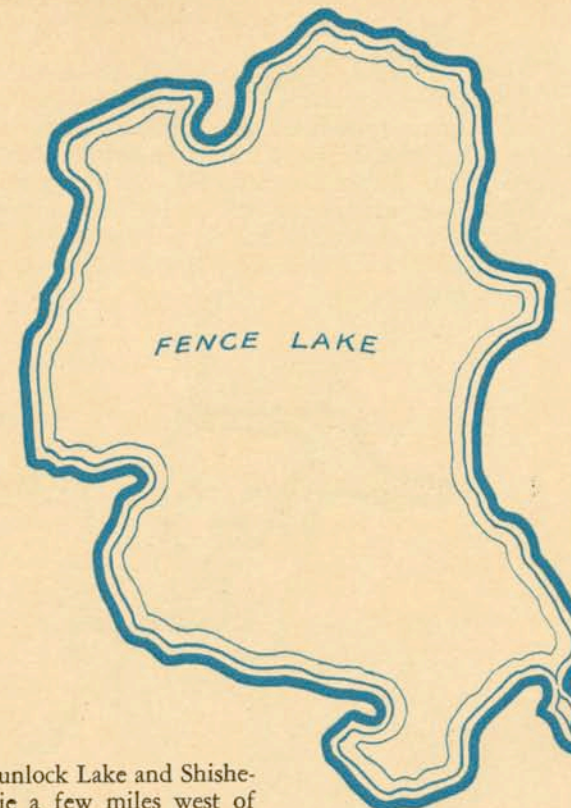
MUSKIE WATERS

LITTLE TROUT LAKE WHITE SAND LAKE

Vilas County

FENCE LAKE

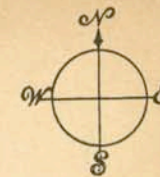
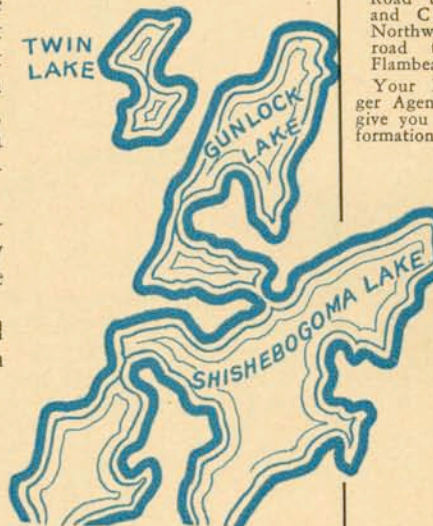
Vilas County



FENCE LAKE, Gunlock Lake and Shishebogama Lake lie a few miles west of Woodruff in the southeastern part of the Flambeau Indian Reservation. A glance at a map of the reservation will show you that they form a part of a chain of fourteen major lakes all connected by water. Muskies, wall-eyed pike and bass are plentiful and a visit to these waters is bound to prove successful from a fishing standpoint.

You will find excellent resort accommodations throughout the region, with every facility to make your vacation the pleasure that you want it to be.

Fence Lake is about five miles long and half as wide and other lakes are mapped in proper proportion.



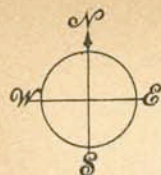
HOW TO GET THERE

Post Office Address—
Minocqua, Wisconsin.

Via Automobile—
U. S. Highway 51
and State Highways
47 and 70 to well
marked County
roads. For best route
from your city consult
your Wisconsin
Highway Map.

Via Railroad—
The Milwaukee
Road to Minocqua
and Chicago &
Northwestern Rail-
road to Lac du
Flambeau.

Your local passen-
ger Agent will gladly
give you complete in-
formation.



MUSKIE WATERS

LAC DU FLAMBEAU

Vilas County

LAC DU FLAMBEAU is the key lake of a chain of fourteen lakes in the heart of the Flambeau Indian Reservation, that have long been famous for muskie, pike and bass. The lakes described on the preceding page lie just to the east and south and the White Sand group shown on page 84 are connected with Pokegama Lake on the north. For fishing value it can only be said that they rank among the best. Every year hundreds of muskies are taken from these waters and large wall-eyed pike and bass will keep you busy when you are not especially trying for muskies.



HOW TO GET THERE

Post Office Address—
Lac du Flambeau,
Wisconsin.

Via Automobile—
U. S. Highway 51
to Woodruff, then
State Highway 70
west to well-marked
county roads. For
best route from your
city consult your
Wisconsin Highway
Map.

Via Railroad—
Chicago & North-
western Railroad to
Lac du Flambeau.
The Milwaukee
Road to Woodruff.
Your local passen-
ger Agent will gladly
give you complete in-
formation.

When vacationing in the reservation be sure to visit the Indian Village. Also, Trout Lake, Forestry Headquarters of Northern State Forest is just a few miles away. Come prepared for a great time and you will have one if you enter into the spirit of summer life in this great north country.

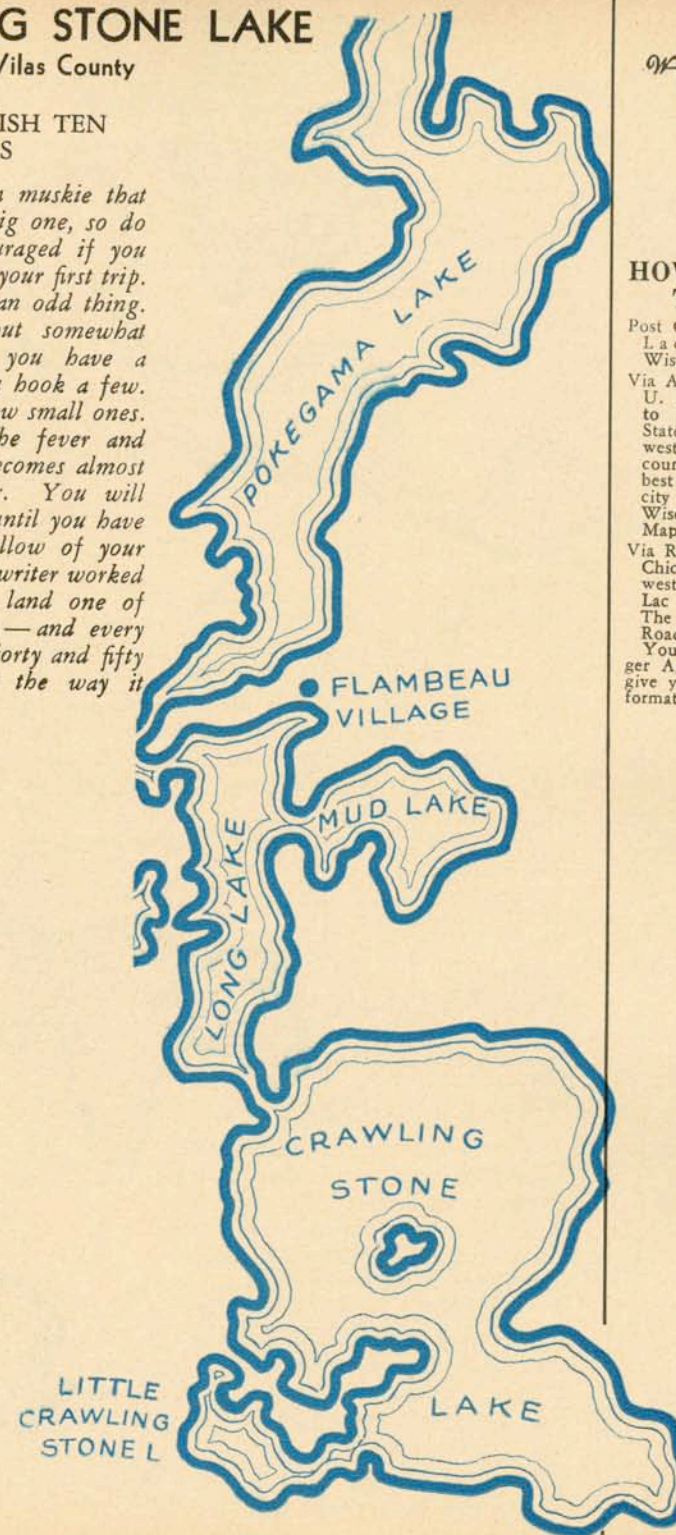
MUSKIE WATERS

CRAWLING STONE LAKE

Vilas County

YOU MAY FISH TEN YEARS

before you land a muskie that may be called a big one, so do not become discouraged if you do not get one on your first trip. Muskie fishing is an odd thing. You first start out somewhat skeptical. Then you have a strike, perhaps you hook a few. You may land a few small ones. Then you have the fever and from then on it becomes almost a ritual each year. You will never be satisfied until you have landed the big fellow of your dreams . . . This writer worked eight summers to land one of twenty-five pounds—and every year I hear about forty and fifty pounders. That's the way it goes!

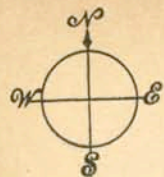


HOW TO GET THERE

Post Office Address—
Lac du Flambeau,
Wisconsin.

Via Automobile—
U. S. Highway 51
to Woodruff, then
State Highway 70
west to well-marked
county roads. For
best route from your
city consult your
Wisconsin Highway
Map.

Via Railroad—
Chicago & North-
western Railroad to
Lac du Flambeau.
The Milwaukee
Road to Woodruff.
Your local passen-
ger Agent will gladly
give you complete in-
formation.



HOW TO GET THERE

Post Office Address—
Sayner, Wisconsin.
Plum Lake, Wisconsin.

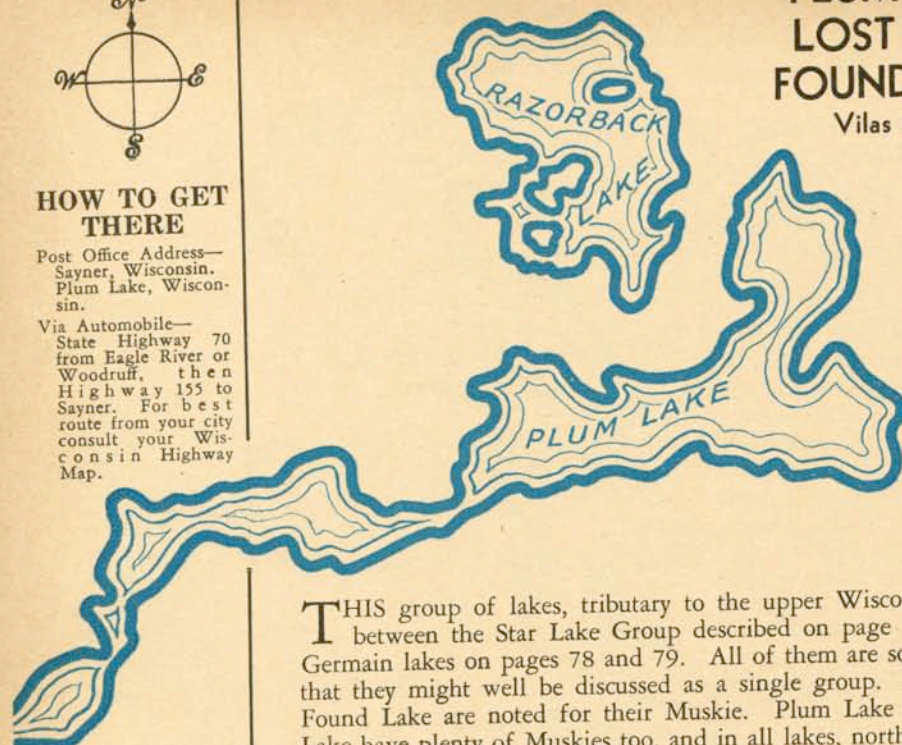
Via Automobile—
State Highway 70
from Eagle River or
Woodruff, then
Highway 155 to
Sayner. For best
route from your city
consult your Wisconsin Highway Map.

Via Railroad—
The Milwaukee
Road to Sayner.
Your local passenger Agent will gladly give you complete information.

MUSKIE WATERS

PLUM LAKE LOST LAKE FOUND LAKE

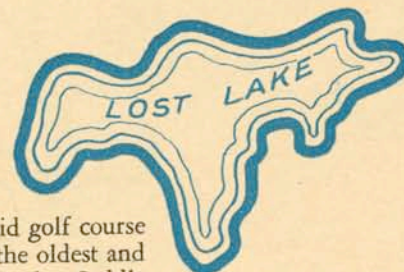
Vilas County



THIS group of lakes, tributary to the upper Wisconsin River lies between the Star Lake Group described on page 73 and the St. Germain lakes on pages 78 and 79. All of them are so close together that they might well be discussed as a single group. Lost Lake and Found Lake are noted for their Muskie. Plum Lake and Razorback Lake have plenty of Muskies too, and in all lakes, northern pike, wall-eyed pike and bass are plentiful. Like the majority of northern lakes these waters are spring fed with gravel bars, mud bottom, marshy shores and plenty of vegetation, just what game fish need to grow and multiply.

There is a splendid golf course at Plum Lake, one of the oldest and most popular in the North. Saddle horses are available. You will find all water sports at their best, and the region offers excellent accommodations to suit every desire.

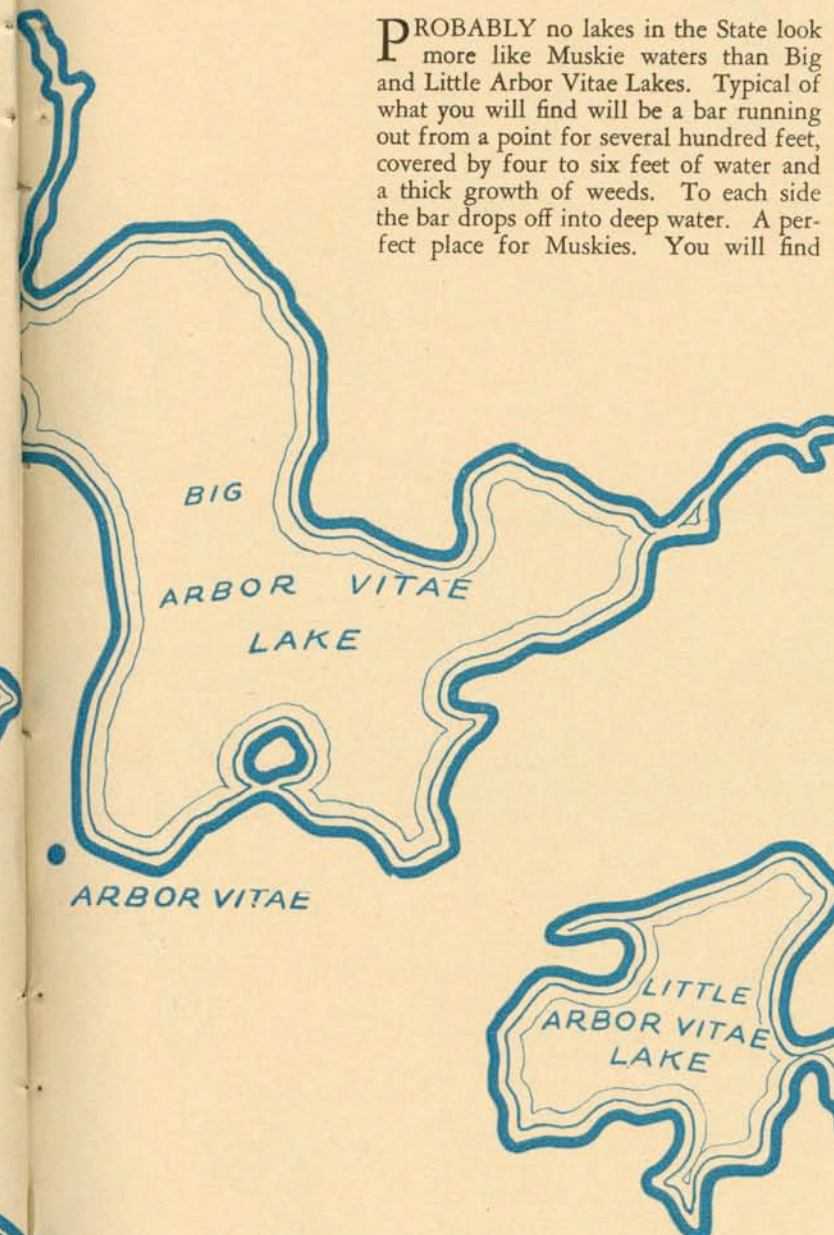
It should be said that Plum Lake and Razorback Lake lie within Northern State Forest, proof that you will find big woods and wild life throughout the region.



MUSKIE WATERS

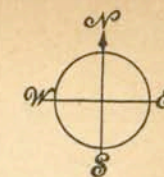
ARBOR VITAE LAKES

Vilas County



PROBABLY no lakes in the State look more like Muskie waters than Big and Little Arbor Vitae Lakes. Typical of what you will find will be a bar running out from a point for several hundred feet, covered by four to six feet of water and a thick growth of weeds. To each side the bar drops off into deep water. A perfect place for Muskies. You will find

weedy bays, hidden snags and about everything else that Muskie want. Just below Little Arbor Vitae over the line in Oneida County is Carroll Lake, the Madeline Lake where there is a state fish hatchery. Both of these lakes are good Muskie waters. Wall-eyed pike, big beauties best caught with live minnows, are plentiful in all of these lakes. You will find everything to interest you in the Arbor Vitae region.



HOW TO GET THERE

Post Office Address—
Arbor Vitae, Wisconsin.

Via Automobile—
State Highway 70 to
Arbor Vitae from
Woodruff or Eagle
River. For best route
from your city consult your Wisconsin Highway Map.

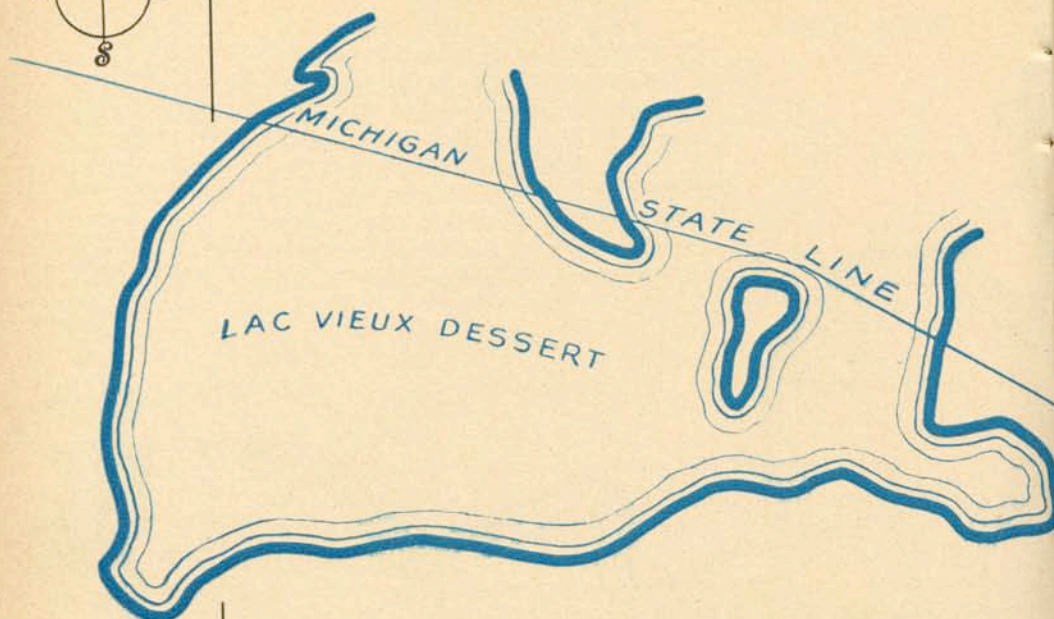
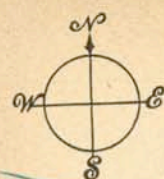


Via Railroad—
The Milwaukee
Road to Woodruff.
Your local passenger Agent will gladly give you complete information.

MUSKIE WATERS

LAC VIEUX DESERT

Vilas County



HOW TO GET THERE

Post Office Address—
Land O' Lakes, Wis-
consin.

Via Automobile—
State Highway 26 to
Land O' Lakes and
well marked county
roads. For best route
from your city con-
sult your Wisconsin
Highway Map.

Via Railroad—
Chicago & North-
western Railroad to
Land O' Lakes.
Your local passen-
ger Agent will gladly
give you complete in-
formation.

HERE is one of the largest lakes in Vilas County and your map will show you that it lies squarely on the Michigan State line. Because it is a border lake you need not procure a Michigan license to fish Vieux Desert.

Lac Vieux Desert is equally well known for its Muskie and wall-eyed pike and with these fish plentiful, you are assured of excellent fishing almost regardless of when you are there. Bass and all varieties of pan fish are also common.

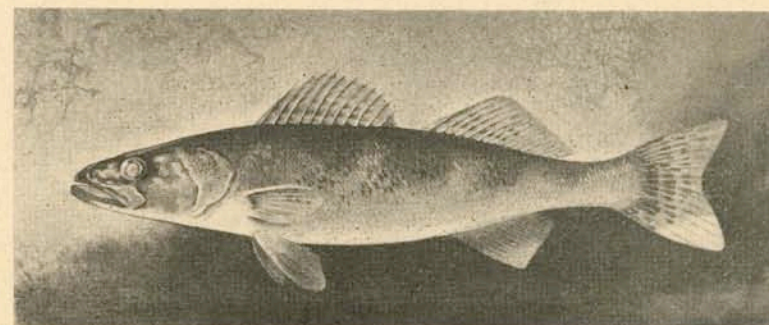
Long Lake and Sand Lake and the Twein Lakes to the south are good Muskie and pike lakes, and all the streams through the region produce trout. The border lakes of the Cisco Chain, famous pike waters lie a few miles west of Land O' Lakes. At Lac Vieux Desert you will find everything needed for your enjoyment. Resorts are of the best, and besides fishing and water sports, there are facilities for golf and horse back riding.

BIG
BASS L

LITTLE BASS L

PIKE WATERS

WALL-EYED Pike or Pike Perch, are to be found in plentiful numbers throughout Wisconsin, some southern lakes producing as many as well known northern lakes. They are unexcelled as a food fish, firm, full-flavored meat and no disagreeable bones. Pike are consistent in their feeding habits and they have saved the day for many a fishing party when the more temperamental bass and muskies will not bite.

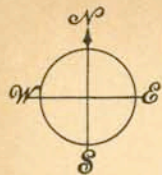


WALL-EYED PIKE
(PIKE PERCH)

Local names—Jack, Jack Salmon, Sand Pike and many others.

It is neither a true pike nor a Salmon but a perch. Inhabits streams and lakes. Has large cloudy eyes—hence the name, "Wall-eye". Its mouth is armed with many sharp teeth and its principal food is minnows and small fish. Wall-eyed pike run in schools in deep water, usually near holes and sand and rocky bars, coming into shore and weed beds to feed. A dark day and night feeder, striking lightly from the rear at slow moving baits.

Deep moving baits are usually best, but pike will take near surface baits when feeding in shallow water. A long shanked hook with a small spinner and live minnows will consistently bring results. In all cases keep your bait moving slowly.



HOW TO GET THERE

Post Office Address—
Cumberland, Wisconsin.

Via Automobile—
State Highways 24 and 48 to Cumberland. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
Chicago & Northwestern Railroad to Cumberland.

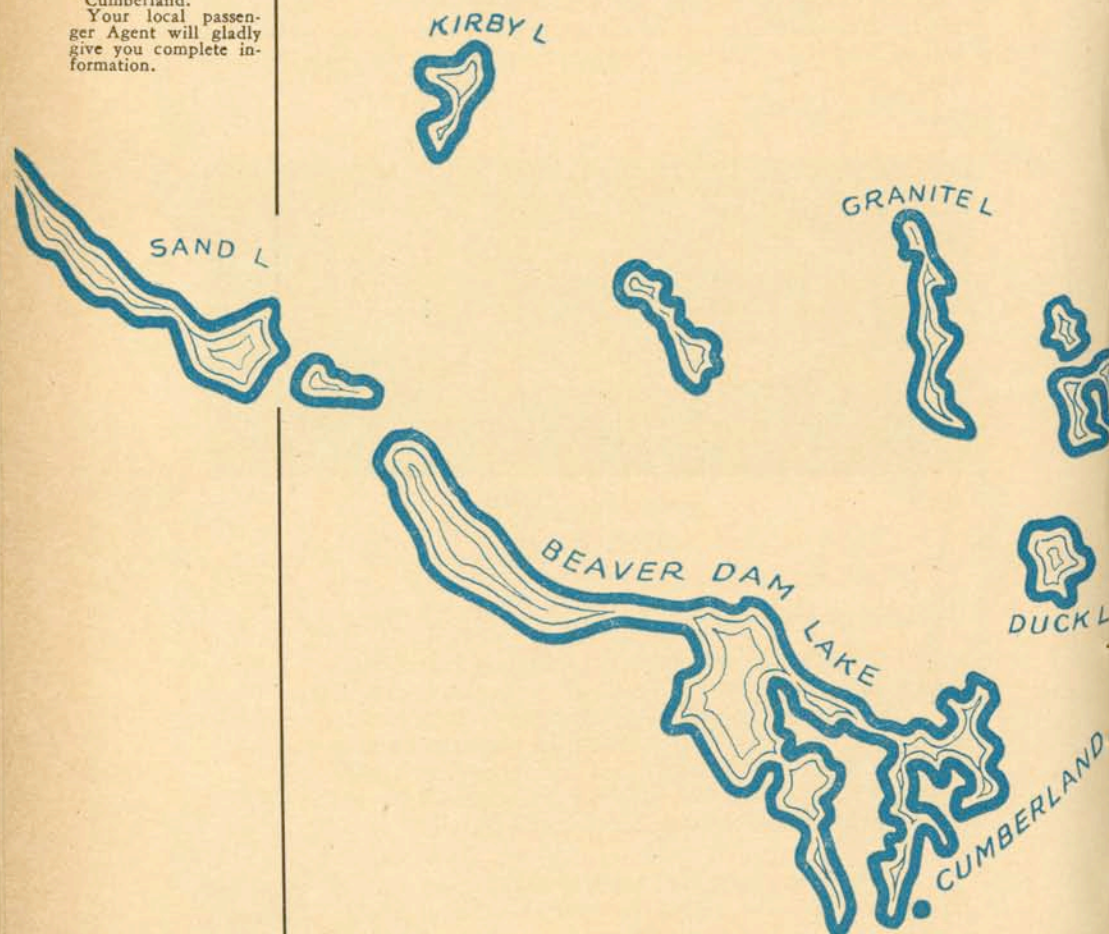
Your local passenger Agent will gladly give you complete information.

BEAVER DAM LAKE

Barron County

IN TELLING you of the Chetek lakes, Rice Lake and Bear Lake under "Bass Waters" it was said that there is good fishing throughout the region. Here are some more lakes in northwest Barron County near Cumberland that will bear out that statement.

Beaver Dam Lake, the largest of the group, is becoming an excellent pike lake, and with young fish being planted yearly it should continue to improve. About six miles long and a half mile wide it is one of those lakes that you like to fish, with irregular shore line and many bays. Sand and gravel bottom predominates—just the thing for pike. You will also find pickerel or northern pike and it is not uncommon to hook a big one that will put up a regular "muskie" fight. Bass and pan fish are plentiful. The smaller lakes in the group are good bass lakes and it is but an hour's drive to the Court Oreilles country and muskie fishing.

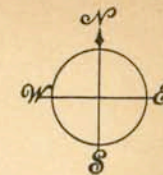
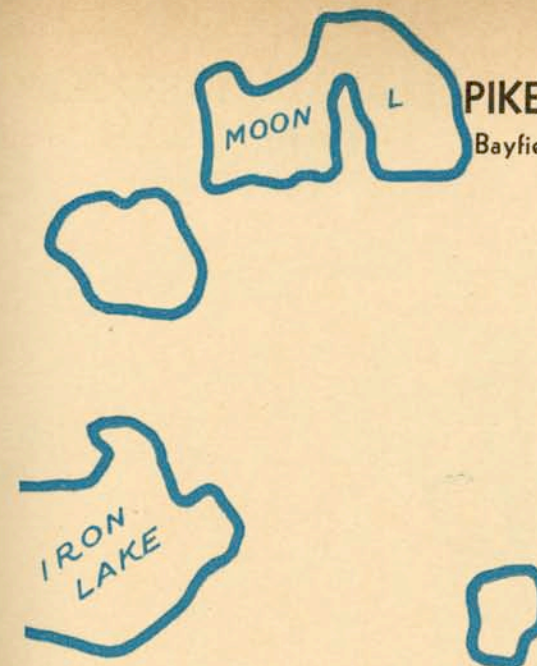


PIKE WATERS

PIKE WATERS

PIKE LAKE

Bayfield County



HOW TO GET THERE

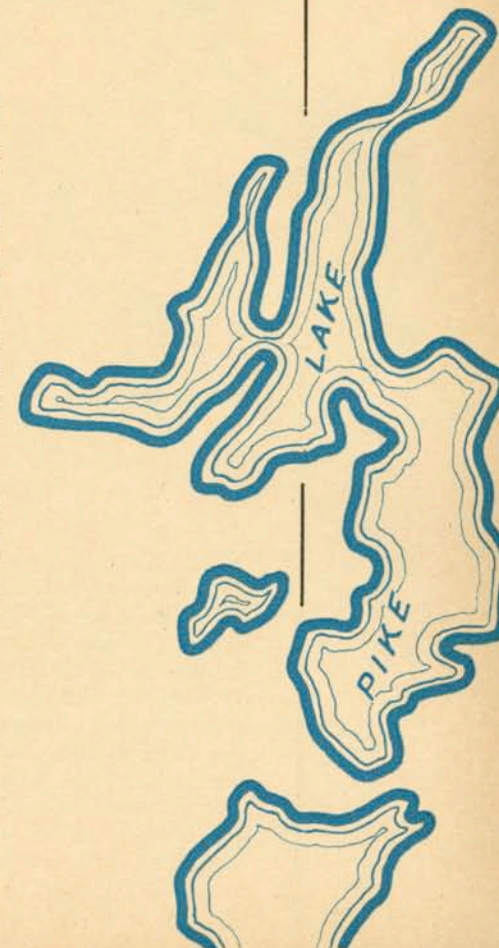
Post Office Address—
Iron River, Wisconsin.

Via Automobile—
U. S. Highway 2 from Ashland or Superior. For best route from your city consult your Wisconsin Highway Map.

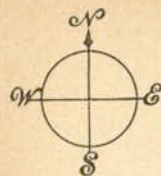
Via Railroad—
Chicago & Northwestern Railroad and Soo Line to Ashland. Northern Pacific to Iron River.

Your local passenger Agent will gladly give you complete information.

PIKE LAKE and no pike. Bass Lake and no bass. Many times that seems to be true. But here is one Pike Lake that is correctly named for you will find wall-eyed pike in good numbers. There are bass, too, and many varieties of pan fish. Pike and crappies are stocked regularly. For all around good fishing you will like these waters. You will find many things of interest up in Bayfield County. From Pike Lake a half hour's drive will take you into the heart of Brule Forest and the Brule River, famous trout stream and summer home of President Coolidge in 1928. Ashland, on Chequamegon Bay of Lake Superior lies forty minutes to the east and another hour will take you to the Red Cliff Indian Reservation and the Apostle Island region. And you should spend a day visiting Superior and Duluth, great iron ore shipping points on Lake Superior. Come to Pike Lake prepared for a vacation of pleasing variety.



PIKE WATERS



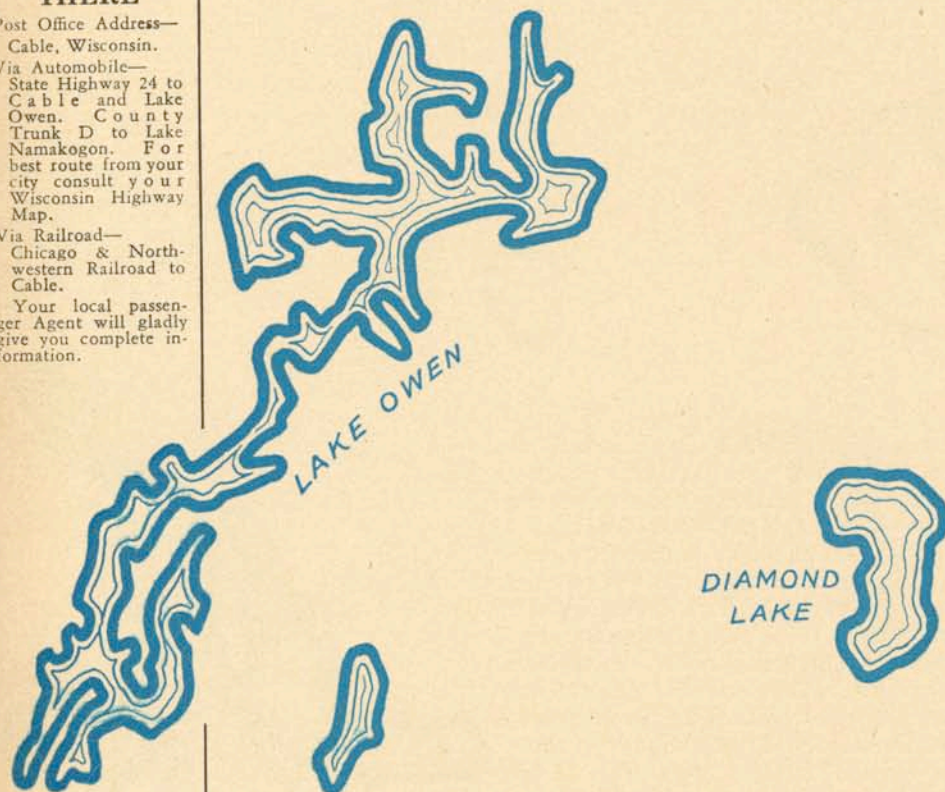
HOW TO GET THERE

Post Office Address—
Cable, Wisconsin.

Via Automobile—
State Highway 24 to
Cable and Lake
Owen. County
Trunk D to Lake
Namakogon. For
best route from your
city consult your
Wisconsin Highway
Map.

Via Railroad—
Chicago & North-
western Railroad to
Cable.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

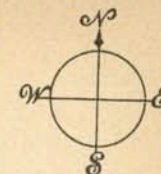


MUCH can be said about the Namakogon region up in Bayfield County. Long famous as a fishing area, the region is rich in historical background and not to be excelled from the standpoint of beauty. It was to Namakogon that early voyagers came from Lake Superior to continue their water journey southward in search of the Mississippi. Lake Namakogon is a meandering lake in the extreme, with arms, bays, narrow channels and islands so numerous as to deceive one about its size. About five by six miles overall it is said to have one hundred and twenty-five miles of shoreline. It is for wall-eyed pike that the lake is most famous. You will find pike in 'most every part of the lake and down the river outlet to the old dam. Pickerel or northern pike are numerous and bass and pan fish, too.

LAKE NAMAKOGON LAKE OWEN

Bayfield County

PIKE WATERS



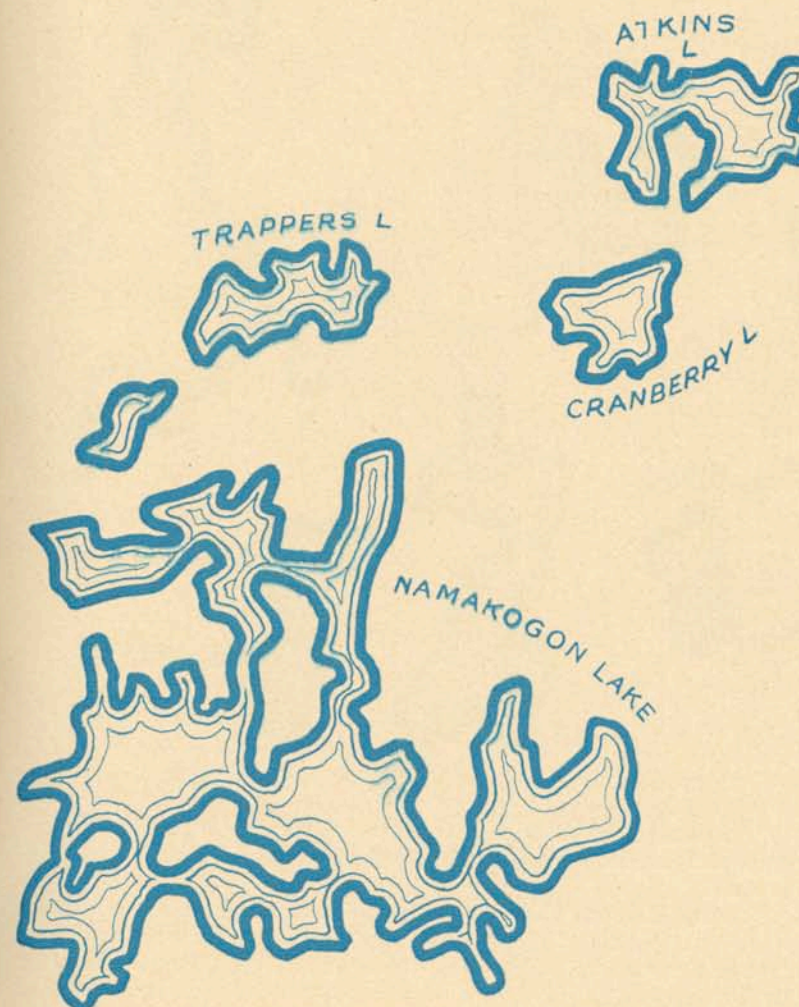
LAKE NAMAKOGON LAKE OWEN

Bayfield County

Lake Owen is equally as fine a lake with bass and pike plentiful. Like Namakogon, it has an unusual shoreline and is a thing of beauty in its north woods setting.

Diamond Lake is one of the finest small mouth bass lakes in the Northwest and northern pike—big fellows—are caught each year.

The Lake Namakogon region in many respects is different than the run of northern communities. There is something about it that sets it apart and you will not have seen all of the variety for which Wisconsin is famous until you visit this area.



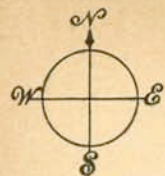
HOW TO GET THERE

Post Office Address—
Cable, Wisconsin.

Via Automobile—
State Highway 24 to
Cable and Lake
Owen. County
Trunk D to Lake
Namakogon. For
best route from your
city consult your
Wisconsin Highway
Map.

Via Railroad—
Chicago & North-
western Railroad to
Cable.

Your local passen-
ger Agent will gladly
give you complete in-
formation.



HOW TO GET THERE

Post Office Address—
Siren, Wisconsin.
Hertel, Wisconsin.

Via Automobile—
State Trunks 70 and
35 to Siren. For
best route from your
city consult your
Wisconsin Highway
Map.

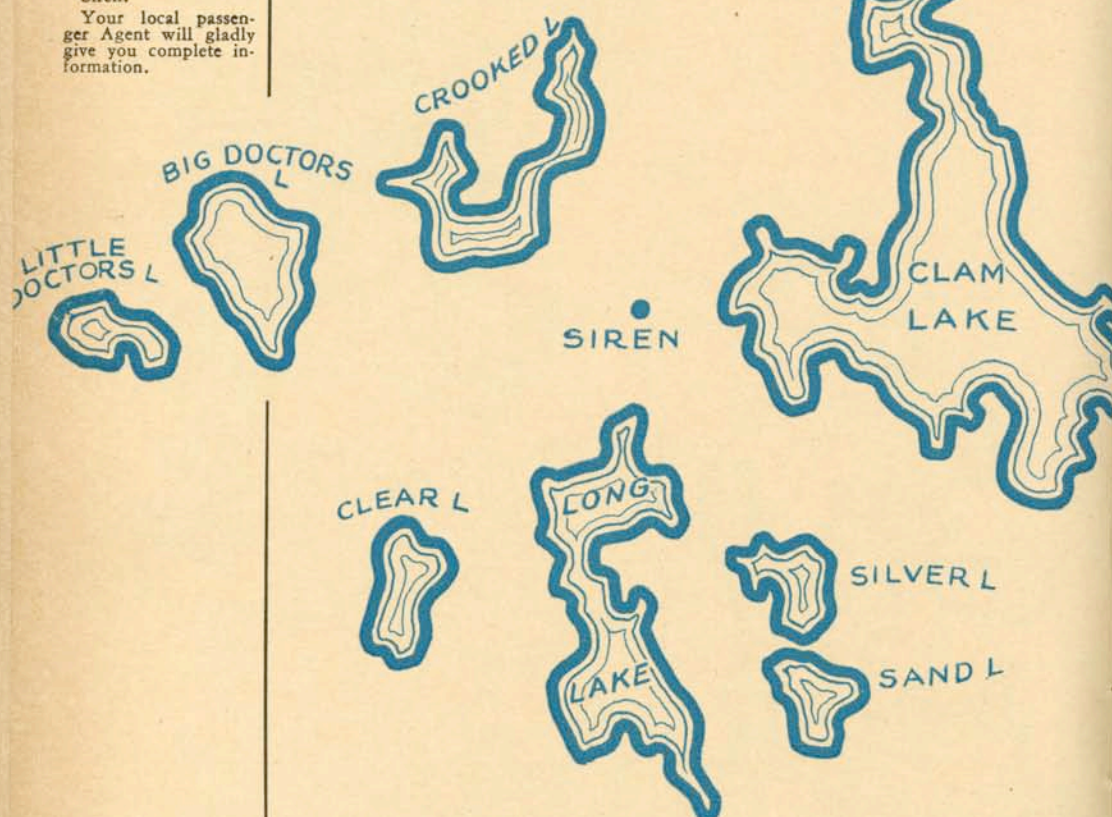
Via Railroad—
The Soo Line to
Siren.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

PIKE WATERS

CLAM LAKE BIG SAND LAKE Burnett County

IN BURNETT County bordering the St. Croix River along the Minnesota border, you will find the most concentrated lake area in northwestern Wisconsin. In the section "Bass Waters" we have described the Webb Lake region and

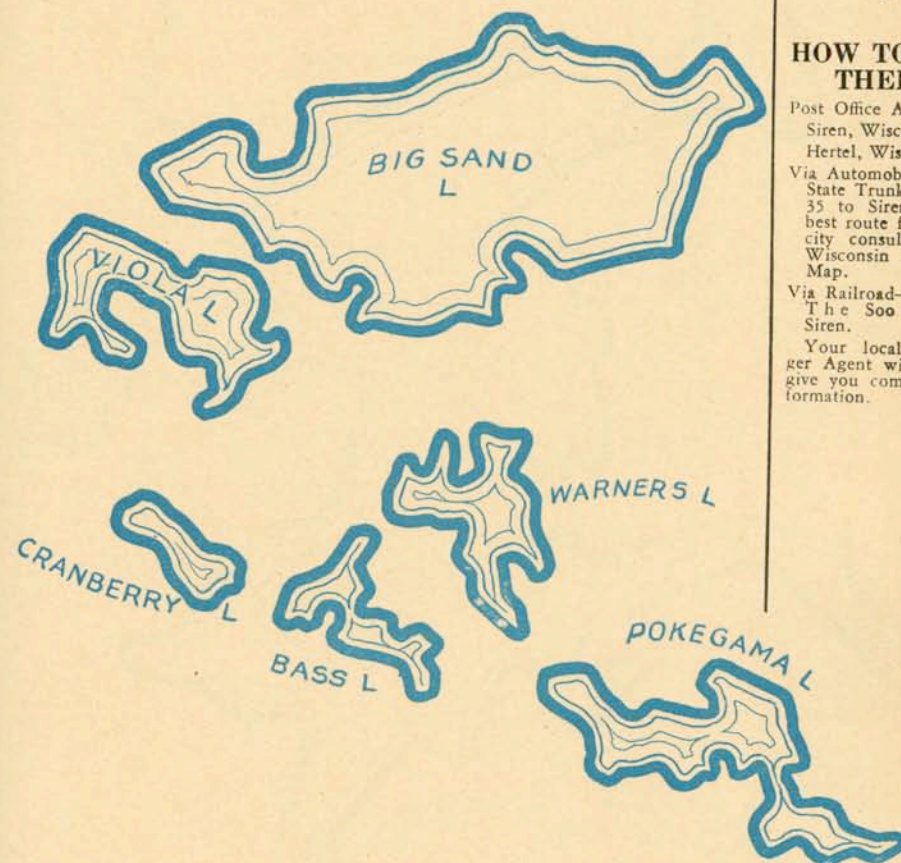


Yellow Lake and Devil's Lake north of Webster. Here is another group of fine fishing waters lying along Highway 70 near Siren, Wisconsin.

Clam Lake, the largest of the group is an excellent wall-eyed pike lake about three miles long and a third as wide. There are bass there too and all varieties of pan fish. Bass will probably rank first in other lakes of the group, with pickerel and northern pike and pan fish.

PIKE WATERS

CLAM LAKE BIG SAND LAKE Burnett County



HOW TO GET THERE

Post Office Address—
Siren, Wisconsin.
Hertel, Wisconsin.

Via Automobile—
State Trunks 70 and
35 to Siren. For
best route from your
city consult your
Wisconsin Highway
Map.

Via Railroad—
The Soo Line to
Siren.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

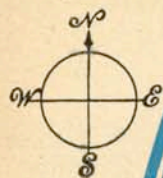
With trout streams near at hand you will find about all native game fish in the region except muskies, and if you hook one of those big northern pike you will not miss the Muskellunge.

Burnett County is well equipped to make your vacation a pleasant one . . . While there you should visit Interstate Park and the Dalles of the St. Croix in Polk County a few miles south. Brule, Forest and Pattison State Park are north in Douglas County.

PIKE WATERS

LAKE WISSOTA

Chippewa County



HOW TO GET THERE

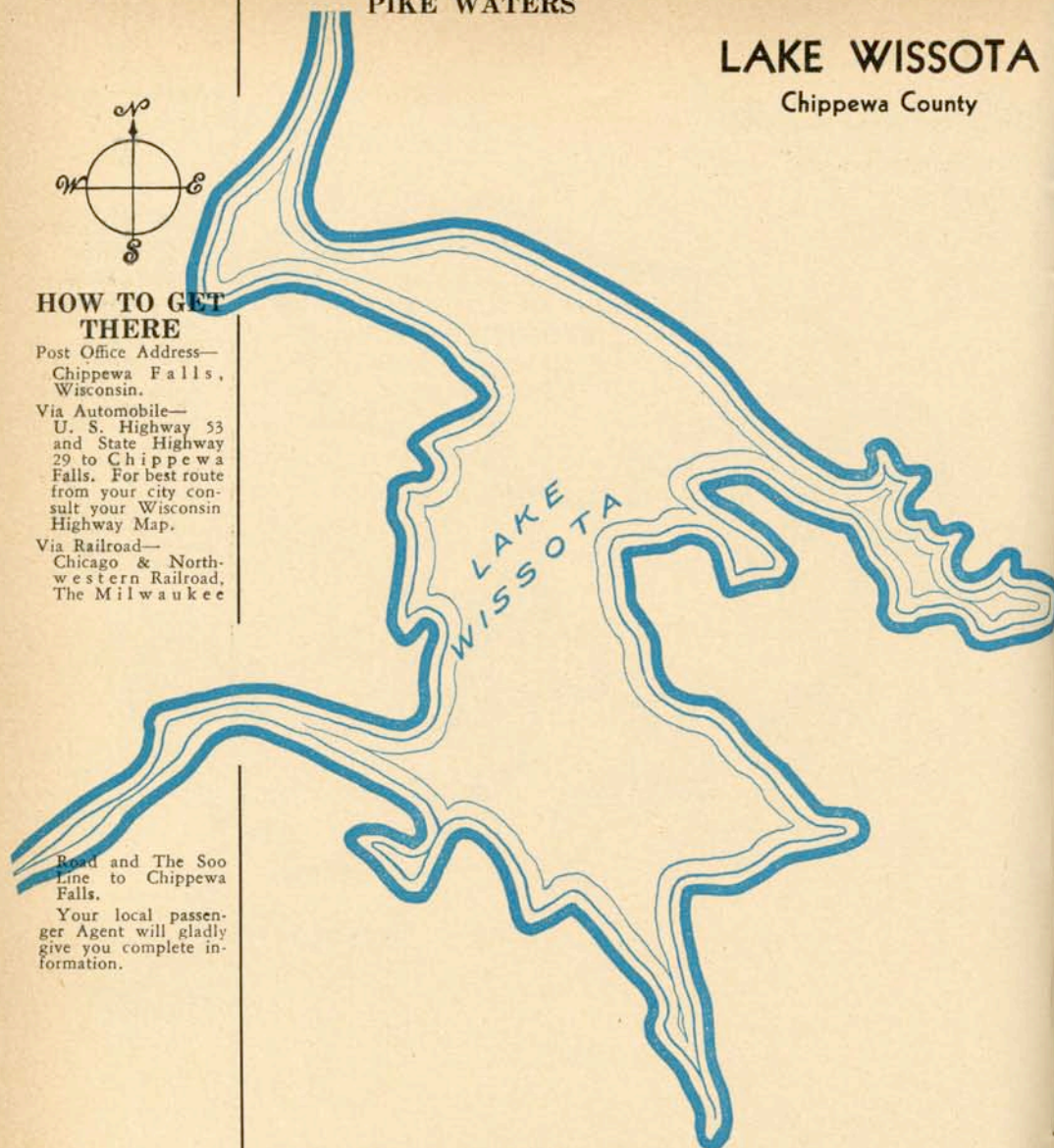
Post Office Address—
Chippewa Falls,
Wisconsin.

Via Automobile—
U. S. Highway 53
and State Highway
29 to Chippewa
Falls. For best route
from your city consult
your Wisconsin
Highway Map.

Via Railroad—
Chicago & North-
western Railroad,
The Milwaukee

Road and The Soo
Line to Chippewa
Falls.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

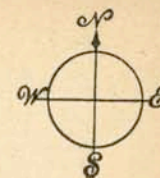


LAKE WISSOTA, where the Chippewa River pauses to rest a moment just above the dam at Chippewa Falls, is an intriguing body of water that should become one of the best pike lakes in the state. An artificial lake—backwater or flowage above the dam—it spreads over an expanse for rolling sand country forming ideal water for wall-eyed pike. These fish are stocked regularly, and since it is part of the Chippewa, famous pike and muskie stream of the north, it should gain rapidly in popularity. Pike in plentiful numbers are there now together with bass and various pan fish. You may find a muskie but they are not usually found this far south in the Chippewa. Chippewa Falls is a city that you will like and the lake itself is unusually picturesque.

PIKE WATERS

FOX LAKE

Dodge County



HOW TO GET THERE

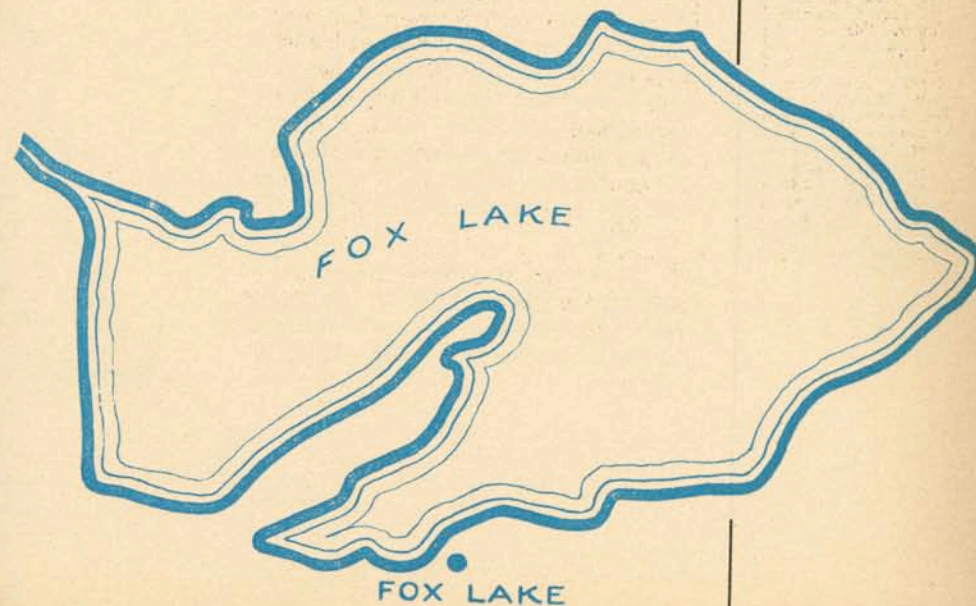
Post Office Address—
Fox Lake, Wisconsin.

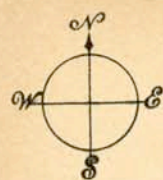
Via Automobile—
State Highways 33
and 68 to Fox Lake.
For best route from
your city consult
your Wisconsin
Highway Map.

Via Railroad—
The Milwaukee
Road to Fox Lake.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

FOX LAKE is one of those natural pieces of fishing waters that never seems to run out of fish. It is a relatively shallow lake about four miles long and a mile and a half wide with plenty of weeds, floating bog, both marshy and high shoreline, and numerous bars. You will find a dozen kinds of fish in Fox Lake. Here is a single day's catch made this year just after pike season opened—4 wall-eyed pike (2 to 4 pounds) 4 pickerel (northern pike) about three pounds each, 1 white bass (an excellent pan fish) about 2 pounds, 1 rock bass, 1 crappie, and 3 black bass that were returned to the water because bass season was not open. Also 2 dog fish and 1 gar fish—rough fish of no use. One day casting with artificial bait. The same day I saw a 15 pound northern pike caught on a bamboo pole. At Fox Lake you never know what the next fish might be.

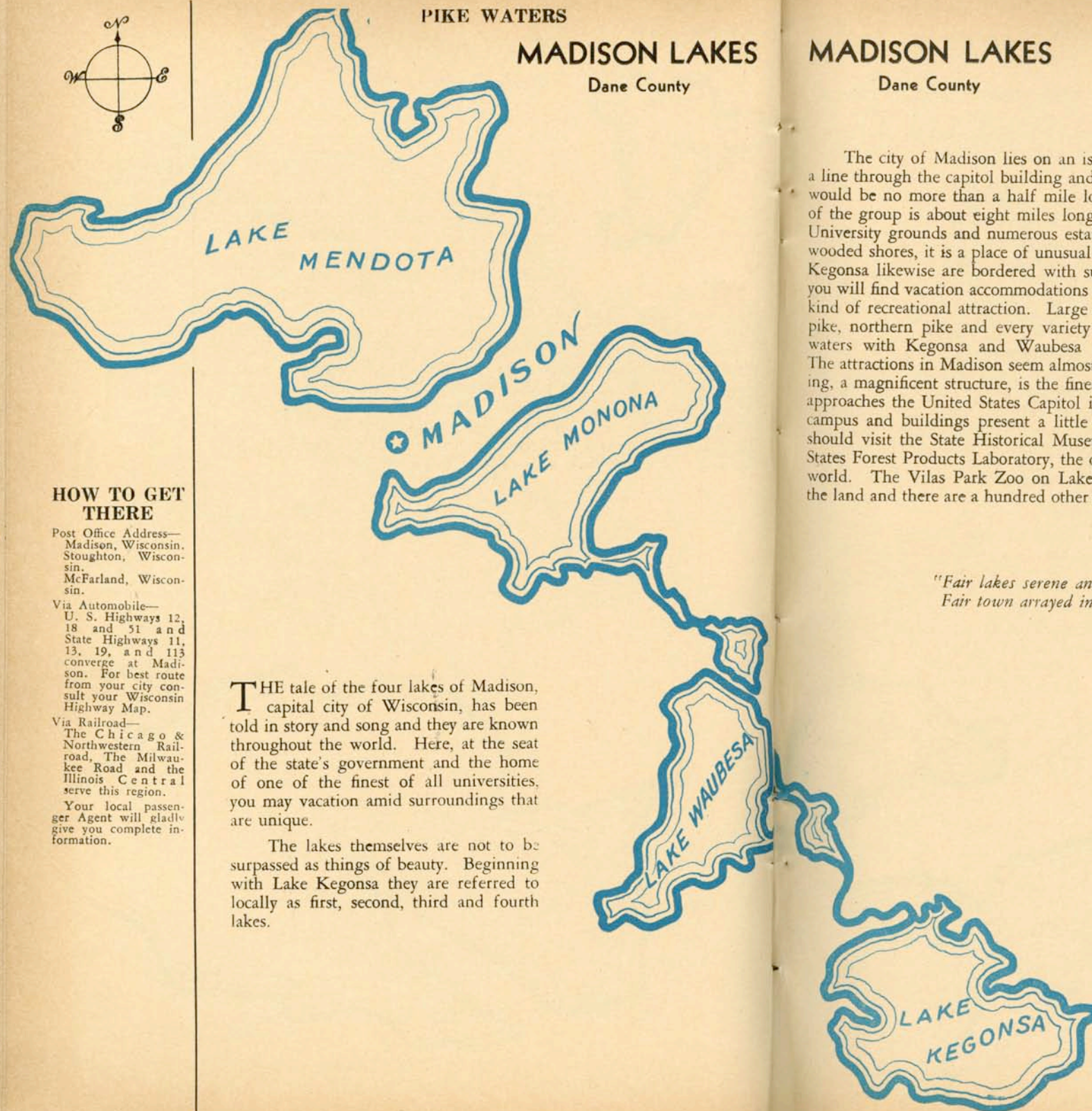




PIKE WATERS

MADISON LAKES

Dane County



HOW TO GET THERE

Post Office Address—
Madison, Wisconsin.
Stoughton, Wisconsin.
McFarland, Wisconsin.

Via Automobile—
U. S. Highways 12, 18 and 51 and State Highways 11, 13, 19, and 113 converge at Madison. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
The Chicago & Northwestern Railroad, The Milwaukee Road and the Illinois Central serve this region.

Your local passenger Agent will gladly give you complete information.

THE tale of the four lakes of Madison, capital city of Wisconsin, has been told in story and song and they are known throughout the world. Here, at the seat of the state's government and the home of one of the finest of all universities, you may vacation amid surroundings that are unique.

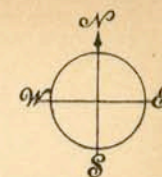
The lakes themselves are not to be surpassed as things of beauty. Beginning with Lake Kegonsa they are referred to locally as first, second, third and fourth lakes.

MADISON LAKES

Dane County

The city of Madison lies on an isthmus between the last two, and a line through the capitol building and touching Mendota and Monona would be no more than a half mile long. Lake Mendota, the largest of the group is about eight miles long and half as wide, and with the University grounds and numerous estates and summer homes lining its wooded shores, it is a place of unusual charm. Monona, Waubesa and Kegonsa likewise are bordered with summer homes and in the region you will find vacation accommodations to suit every taste and with every kind of recreational attraction. Large and small mouth bass, wall-eyed pike, northern pike and every variety of pan fish are found in these waters with Kegonsa and Waubesa usually preferred by fishermen. The attractions in Madison seem almost numberless. The capitol building, a magnificent structure, is the finest of all of the states and closely approaches the United States Capitol in Washington. The University campus and buildings present a little world within themselves. You should visit the State Historical Museum, the Library and the United States Forest Products Laboratory, the only institution of its kind in the world. The Vilas Park Zoo on Lake Wingra is one of the finest in the land and there are a hundred other things of interest.

*"Fair lakes serene and full of light,
Fair town arrayed in robes of white."
—Longfellow*



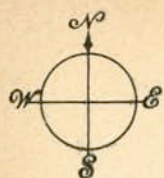
HOW TO GET THERE

Post Office Address—
Madison, Wisconsin.
Stoughton, Wisconsin.
McFarland, Wisconsin.

Via Automobile—
U. S. Highways 12, 18 and 51 and State Highways 11, 13, 19, and 113 converge at Madison. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
The Chicago & Northwestern Railroad, The Milwaukee Road and the Illinois Central serve this region.

Your local passenger Agent will gladly give you complete information.



HOW TO GET THERE

Post Office Address—
Lily, Wisconsin.
Via Automobile—
State Highway 55 to
Lily. For best route
from your city con-
sult your Wisconsin
Highway Map.



Via Railroad—
Soo Line Railroad
to Lily.
Your local passen-
ger Agent will gladly
give you complete in-
formation.

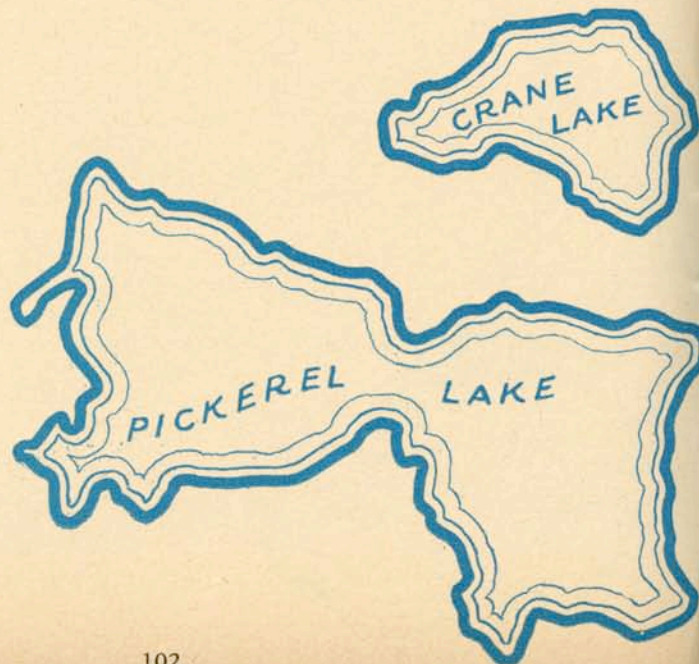
PIKE WATERS

PICKEREL LAKE

Forest County

IF THE sign of the fish hawk means anything you will find fish in these lakes that are situated in wild country up in Forest County and the northeast corner of Langlade County. For some "fishy" reason Pickerel and Crane Lakes are havens for fish hawks, and a pair of bald eagles has nested for years in a tamarac spire beside Crane Lake.

This writer, in years past has caught wall-eyed pike and northern pike in good numbers in these waters. There are bass too and big "jumbo" perch that will surprise you. Nearby trout streams complete the perfect picture for the fisherman. You will find excellent resort accommodations at Pickerel and Rolling Stone. At Crane Lake you are virtually out in the wilderness with no sign of civilization.

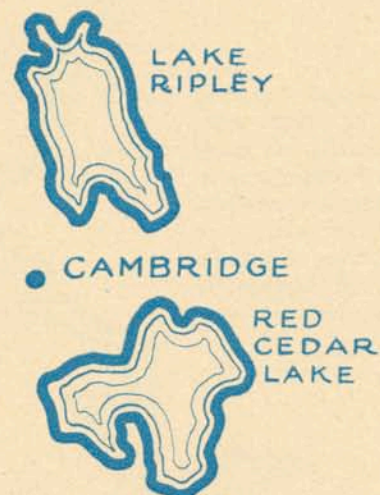


PIKE WATERS

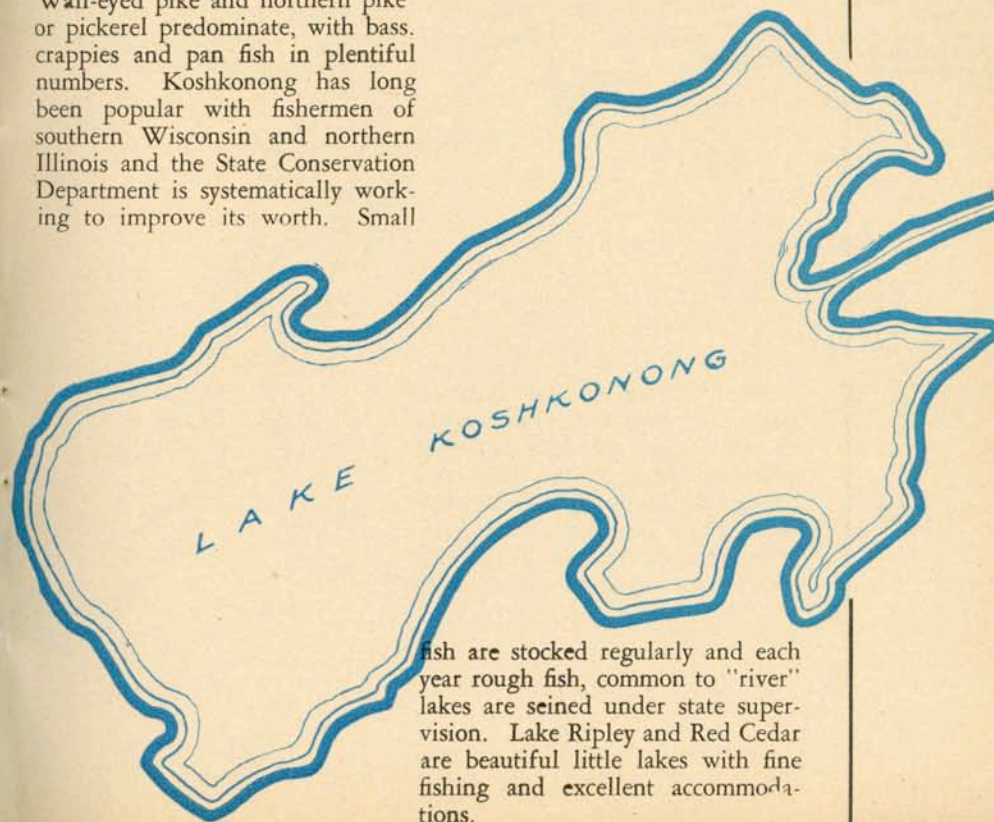
LAKE KOSHKONONG

Jefferson County

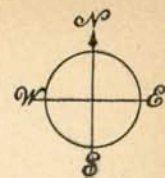
LAKE KOSHKONONG, one of the largest lakes in southern Wisconsin is an excellent piece of fishing water. It is here that the Rock River widens out to form a broad lake, relatively shallow, with ample water vegetation to give protection and food to countless fish.



Wall-eyed pike and northern pike or pickerel predominate, with bass, crappies and pan fish in plentiful numbers. Koshkonong has long been popular with fishermen of southern Wisconsin and northern Illinois and the State Conservation Department is systematically working to improve its worth. Small



fish are stocked regularly and each year rough fish, common to "river" lakes are seined under state supervision. Lake Ripley and Red Cedar are beautiful little lakes with fine fishing and excellent accommodations.

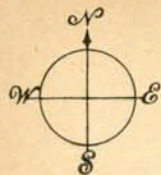


HOW TO GET THERE

Post Office Address—
Edgerton, Wisconsin.
Koshkonong, Wis-
consin.

Via Automobile—
U. S. Highway 51
and State Highways
59, 73 and 106 to
Edgerton. State
Highway 26 to
Koshkonong. For
best route from your
city consult your
Wisconsin Highway
Map.

Via Railroad—
The Chicago &
Northwestern Rail-
road and Milwau-
kee Road serve this
region.
Your local passen-
ger Agent will gladly
give you complete in-
formation.



HOW TO GET THERE

Post Office Address—
Tomahawk, Wisconsin.

Via Automobile—
U. S. Highway 51
and State Highways
86 and 91 to Tomahawk. For best route
from your city consult your Wisconsin
Highway Map.

Via Railroad—
The Milwaukee
Road and Soo Line
to Tomahawk.

Your local passenger
Agent will gladly
give you complete information.

PIKE WATERS

TOMAHAWK LAKE

Lincoln County

DOES not this unusual spread of water with its long arms, numerous bays, islands, and many small lakes, fairly breathe a story of picturesque country and excellent fishing? Twenty-five lakes, four rivers, and several trout streams in and near the city of Tomahawk, combine to give you a vacation area

with all of the activities that you like. You will find every variety of native game fish with wall-eyed pike and bass in the lead and enough muskie to make it interesting. There is a community spirit of welcome centering in Tomahawk that attracts thousands of tourists

TOMAHAWK LAKE

Lincoln County

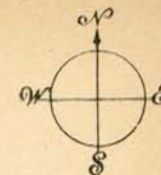
each year. Resorts are of the finest and Tomahawk offers "the finest free tourist camp in the whole State of Wisconsin. We challenge a comparison to it."

You may play golf, of course, and there are facilities for all forms of outdoor recreation.

WHEN YOU ARE FISHING FOR WALL-EYED PIKE

with live bait—let them take it. When you first feel the "bite" do not try to set the hook immediately. Pike will grab the bait lightly, run a few feet and then stop. Wait for the second run before setting the hook or you will lose your fish.

PIKE WATERS



HOW TO GET THERE

Post Office Address—
Tomahawk, Wisconsin.

Via Automobile—
U. S. Highway 51
and State Highways
86 and 91 to Tomahawk. For best route
from your city consult your Wisconsin
Highway Map.

Via Railroad—
The Milwaukee
Road and Soo Line
to Tomahawk.

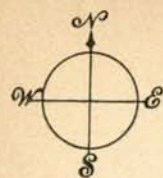
Your local passenger
Agent will gladly
give you complete information.

HIGH FALLS RESERVOIR LAKE NOQUEBAY

Marinette County

TOMAHAWK LAKE

Oneida County



HOW TO GET THERE

Post Office Address—
Crivitz, Wisconsin.

Via Automobile—
U. S. Highway 141
and State Highway
158 to Crivitz. For
best route from your
city consult your
Wisconsin Highway
Map.

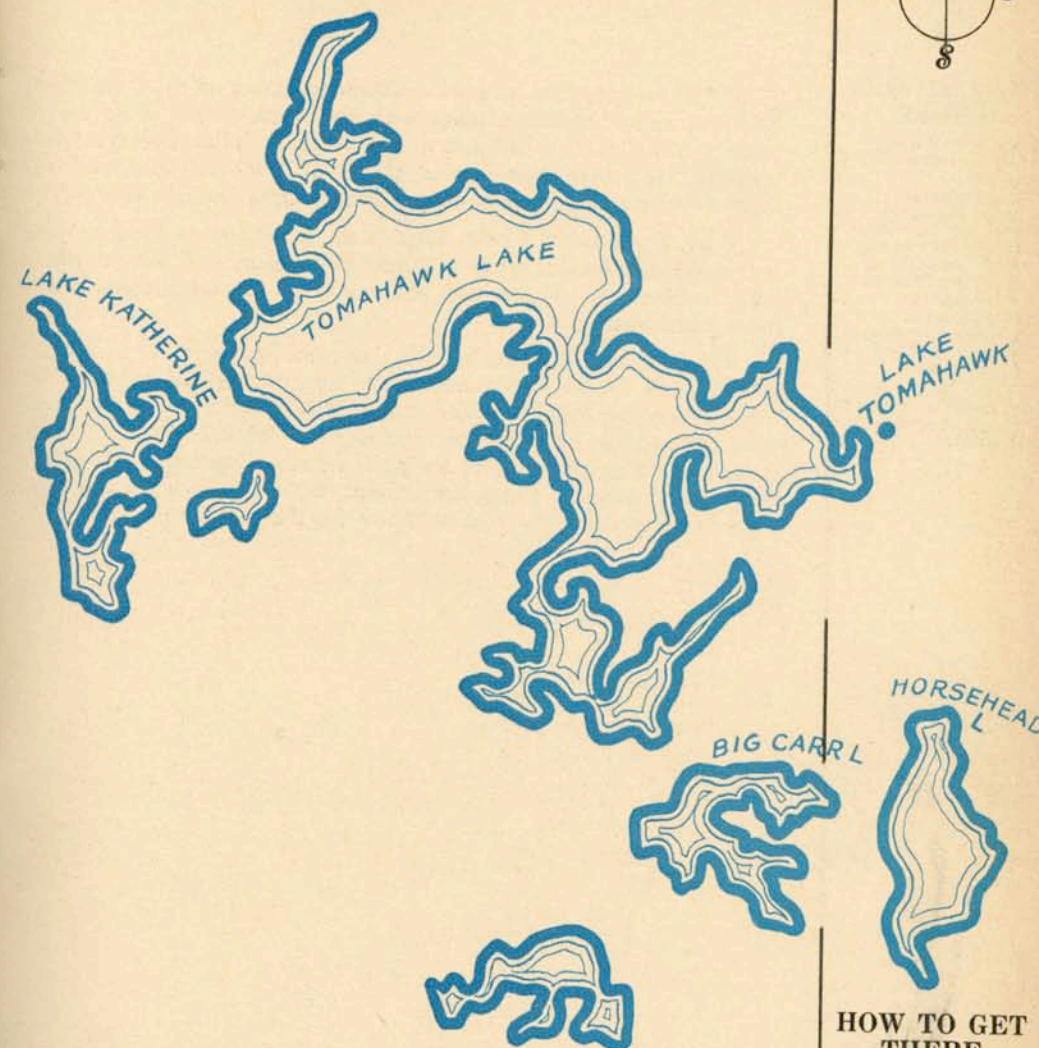
Via Railroad—
The Milwaukee
Road to Crivitz.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

UP AROUND Crivitz is an area that is distinctive. West of Crivitz where the Peshtigo River and the Thunder River come down from the north through a picturesque series of falls and beautiful lakes you will find many things of unusual interest. Thunder Mountain, the Three Falls of the Thunder River, High Falls Lake, Cauldron Falls and the lake of that name which space would not let us include in the map, are but a few of the things that have made the region famous. To the east is Noquebay Lake, tributary to the Peshtigo River.

You will find fishing for wall-eyed pike, bass, and big northern pike at its best in this region. Cauldron Falls, High Falls and Noquebay have long been famous as unusual pike lakes.

The entire region is rich in Indian lore and natives will tell you fantastic Indian legends which have given Thunder Mountain and Thunder Lake their names.



HOW TO GET THERE

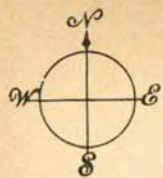
Post Office Address—
Lake Tomahawk,
Wisconsin.
Hazelhurst, Wiscon-
sin.

Via Automobile—
State Highway 47 to
Lake Tomahawk.
U. S. 51 to Hazel-
hurst. For best route
from your city con-
sult your Wisconsin
Highway Map.

Via Railroad—
Chicago & North-
western Railroad to
Lake Tomahawk.
The Milwaukee
Road to Hazelhurst.
Your local passen-
ger Agent will gladly
give you complete in-
formation.

DO NOT confuse this lake with Tomahawk Lake described on pages 104 and 105. These lakes are located near the town of Lake Tomahawk, just south of Minocqua, "the Heart O' the Lakes", and tributary to the Wisconsin River. In these waters you will find most varieties of Wisconsin game fish. Wall-eyed pike and bass rank first. There are muskies and northern pike, too, and a number of good trout streams close at hand. In season you will find excellent duck and deer hunting in this region as in practically every section of northern Wisconsin.

Nearby lakes are so plentiful that to name them would become monotonous. Northern State Forest and the Flambeau Indian Reservation, famous fishing areas lie but a matter of minutes to the north.



HOW TO GET THERE

Post Office Address—
Three Lakes, Wisconsin.

Via Automobile—
State Highways 26 and 32 to Three Lakes. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
Chicago & Northwestern Railroad to Three Lakes.

Your local passenger Agent will gladly give you complete information.

PIKE WATERS

THREE LAKES CHAIN

Oneida County

ONLY a county line caused us to class this group of lakes separately instead of including them with the Eagle Chain described on pages 80 and 81 that lie just to the north in Vilas County. As a matter of fact these two famous chains of lakes are connected and form a major group that one cannot undertake to describe in detail.

The Three Lakes Chain might well be classed as Muskie water but wall-eyed pike are there in plentiful numbers and bass, northern pike, muskies and all pan fish will assure all around success from a fishing standpoint.

Near Three Lakes you will find an unlimited field for recreation. Fishing will appeal to the novice and the experienced angler alike. The surrounding country is wild in the extreme and miles of woodland trails invite those who like to hike afoot. You can enjoy all water sports and there are facilities for golf, horseback riding, dancing and many other things. Three Lakes is an excellent place for the most ardent fishing party or a summer home for the entire family.

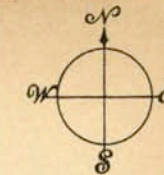
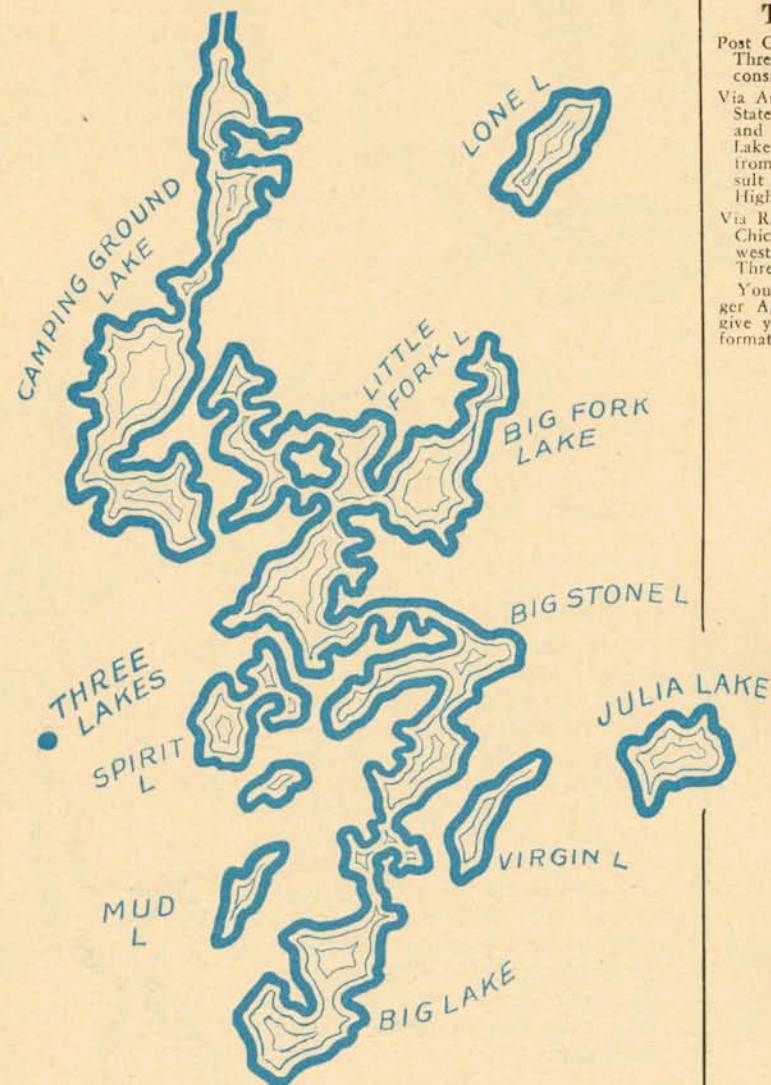
BE CAREFUL

when returning to the water undersized fish or those caught out of season. Be sure that your hands are wet before handling them. Dry hands will disturb the protective covering over the scales and cause a fungus growth that may bring death. If you are a true sportsman you will handle them gently and return all illegal fish to the water.

PIKE WATERS

THREE LAKES CHAIN

Oneida County



HOW TO GET THERE

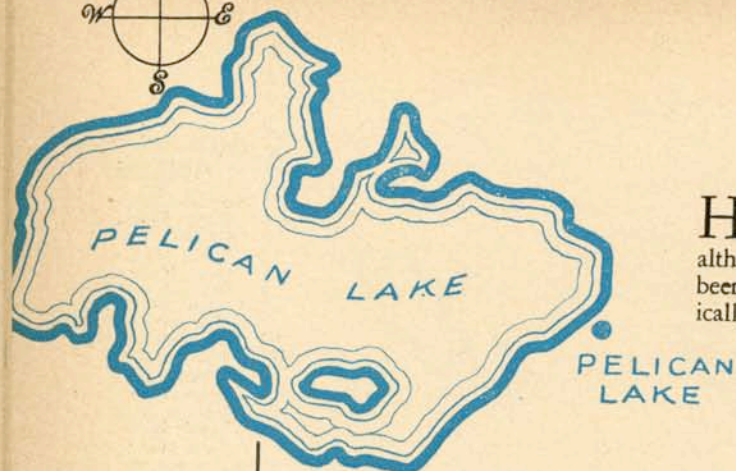
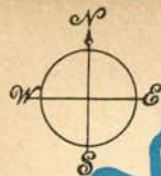
Post Office Address—
Three Lakes, Wisconsin.

Via Automobile—
State Highways 26 and 32 to Three Lakes. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
Chicago & Northwestern Railroad to Three Lakes.

Your local passenger Agent will gladly give you complete information.

PIKE WATERS



PELICAN LAKE

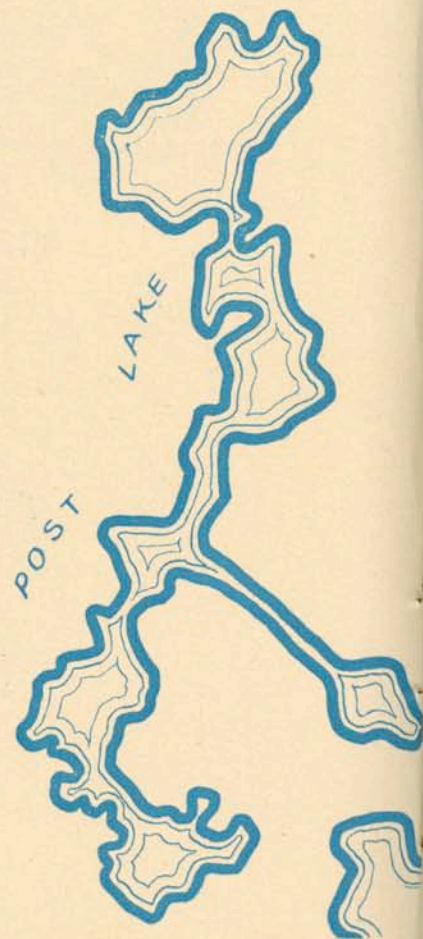
Oneida County

POST LAKE

Langlade County

HERE are two excellent lakes, both classified as pike waters, although Pelican Lake has long been known for its muskies. Physically these lakes are different and

present different problems to the angler. Pelican is a large body of open water with deep holes, bars rising close to the surface, and weedy bays. If you hook a Pelican Lake muskie you are in for a great time, and wall-eyed pike are so plentiful that you will always be assured of fish. The town of Pelican Lake on the east shore is a well known vacation rendezvous. Post Lake, at the headwaters of the Wolf River is situated in sand country with many beautiful stands of pine and is one of the best wall-eyed and northern pike lakes in the state. At the "narrows" the highway crosses the lake. Just below is the outlet of the Wolf, and for many miles downstream the scenery is unexcelled. You will like this entire region where you will find wild country at its best. Elcho and the lakes just west of the village have long been famous among muskie fishermen.



HOW TO GET THERE

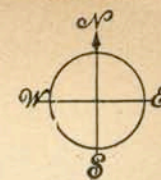
Post Office Address—
Pelican Lake, Wisconsin.

Via Automobile—
State Highways 26 and 47 to Pelican Lake and Elcho. County Trunk K to Post Lake from Elcho. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
Chicago & Northwestern to Pelican Lake.

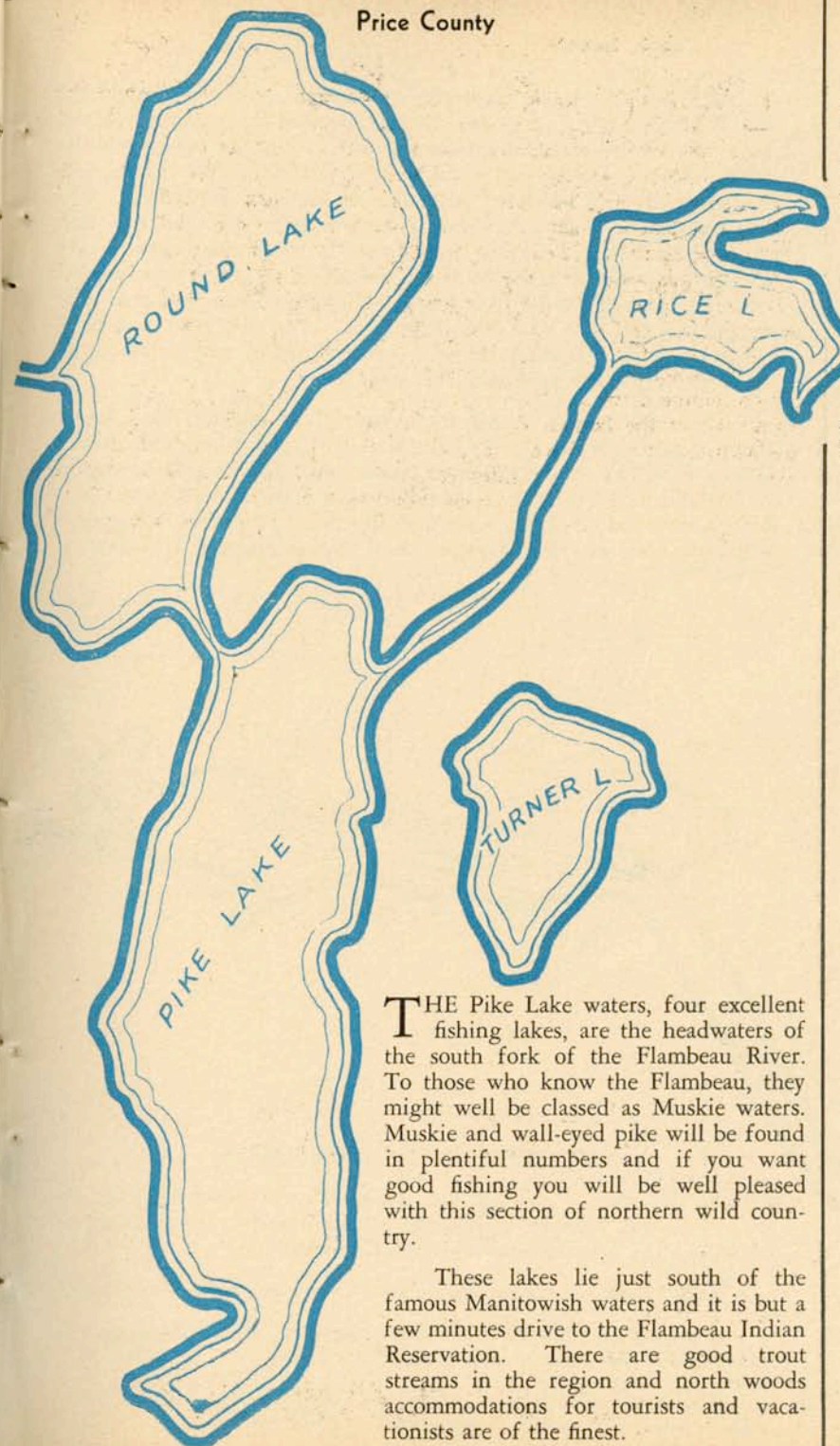
Your local passenger Agent will gladly give you complete information.

PIKE WATERS



PIKE LAKE

Price County



HOW TO GET THERE

Post Office Address—
Fifield, Wisconsin.

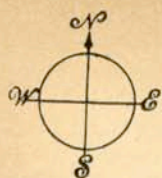
Via Automobile—
State Highways 13 and 70 to Fifield. These lakes border Highway 70 east of Fifield. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
The Soo Line to Fifield.

Your local passenger Agent will gladly give you complete information.

THE Pike Lake waters, four excellent fishing lakes, are the headwaters of the south fork of the Flambeau River. To those who know the Flambeau, they might well be classed as Muskie waters. Muskie and wall-eyed pike will be found in plentiful numbers and if you want good fishing you will be well pleased with this section of northern wild country.

These lakes lie just south of the famous Manitowish waters and it is but a few minutes drive to the Flambeau Indian Reservation. There are good trout streams in the region and north woods accommodations for tourists and vacationists are of the finest.



HOW TO GET THERE

Post Office Address—
Sauk City, Wisconsin.
Prairie du Sac, Wisconsin.
Merrimac, Wisconsin.
Okee, Wisconsin.

Via Automobile—
U. S. Highway 12
and State Highways
13, 60, 78 and 113
serve this region.
It will be best to
consult your State
Highway Map.

Via Railroad—
The Chicago &
Northwestern Rail-
road and the Mil-
waukee Railroad
serve this region.
Your local passen-
ger Agent will gladly
give you complete in-
formation.

LAKE WISCONSIN

Sauk County

LAKE WISCONSIN, backwater or flowage above the dam in the Wisconsin River at Prairie du Sac, stretches for a dozen miles or more up river through rolling sand country. Not yet extensively developed from a recreational standpoint, it should in time become one of the outstanding lakes for game fish in southern Wisconsin. The very fact that it is a part of the Wisconsin River will guarantee that fish will be there. Reaching away from the main river channel, the lake spreads out over many acres of land, much of which was wooded before the dam raised the river level. Wisconsin River wall-eyed pike are famous and you will find them here. You will also find bass, pickerel or northern pike, crappies, other pan fish, and hundreds of bullheads are caught up among the snags.

The whole region is picturesque and full of interest. It is just a fifteen minute drive to Devil's Lake State Park, and a hundred unusual attractions of the famous Baraboo Bluffs and Wisconsin Dells region are within an hour's drive. The villages of Okee and Merrimac border the lake on opposite sides and the State Highway Department operates a free ferry boat between these two points on Highway 113.

RIVER

AN EXPERIENCED FISHERMAN

will tell you that—Fish feed near points of land extending into the water—in small protected bays—where streams enter a lake, and where there are weed beds and other good hiding places.

Night fishing is almost always best during the hottest weather.

A surface lure is usually the best night bait. It should be moved slowly and if the water is calm so much the better.

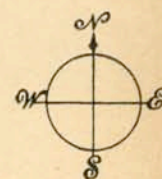
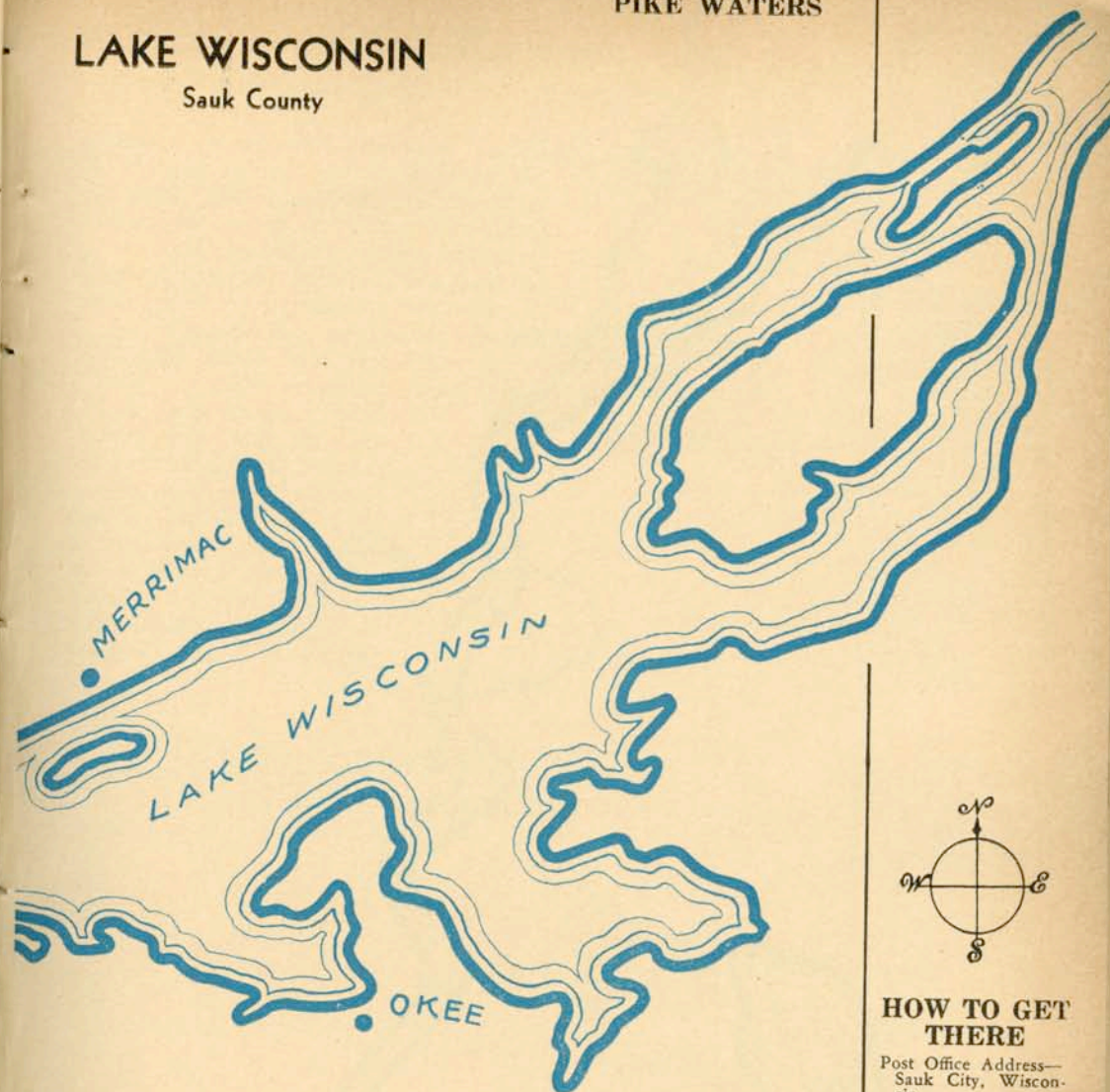
Wall-eyed pike feed at night and light colored surface lures, properly used, will usually bring results in good pike water.

PIKE WATERS

LAKE WISCONSIN

Sauk County

PIKE WATERS



HOW TO GET THERE

Post Office Address—
Sauk City, Wisconsin.
Prairie du Sac, Wisconsin.
Merrimac, Wisconsin.
Okee, Wisconsin.

Via Automobile—
U. S. Highway 12
and State Highways
13, 60, 78 and 113
serve this region.
It will be best to
consult your State
Highway Map.

Via Railroad—
The Chicago &
Northwestern Rail-
road and the Mil-
waukee Railroad
serve this region.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

WISCONSIN DELLS REGION

Sauk County

THE Wisconsin Dells region is custom-made to suit the vacation tastes of the most exacting. All summer long, from May to October, you will find rest and healthful recreation amid surroundings that are so varied and so picturesque that you may wonder when the procession of new things to see and new places to go will ever end.

In the Upper Dells—Stand Rock, The Navy Yard, Coldwater Canyon, Witch's Gulch, Artists' Glen and a score of other scenic masterpieces. At The Narrows the river literally runs on edge—but 52 feet wide and 150 feet deep. There are almost as many scenic wonders in the Lower Dells—The Sugar Bowl, Inkstand Rock, The Hawk's Bill and Congress Hall.

● WISCONSIN DELLS

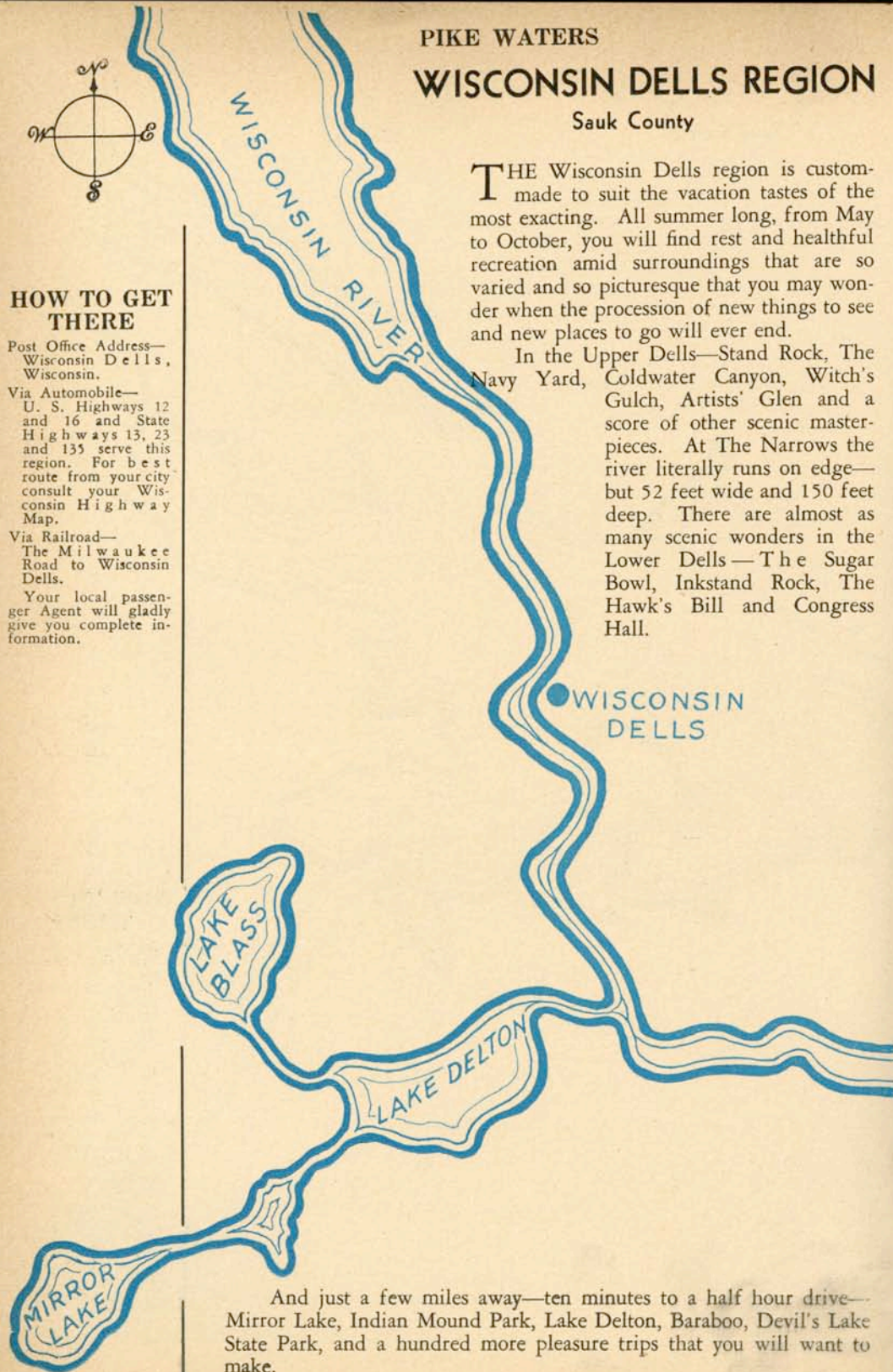
HOW TO GET THERE

Post Office Address—
Wisconsin Dells,
Wisconsin.

Via Automobile—
U. S. Highways 12
and 16 and State
Highways 13, 23
and 135 serve this
region. For best
route from your city
consult your Wis-
consin Highway
Map.

Via Railroad—
The Milwaukee
Road to Wisconsin
Dells.

Your local passen-
ger Agent will gladly
give you complete in-
formation.



And just a few miles away—ten minutes to a half hour drive—Mirror Lake, Indian Mound Park, Lake Delton, Baraboo, Devil's Lake State Park, and a hundred more pleasure trips that you will want to make.

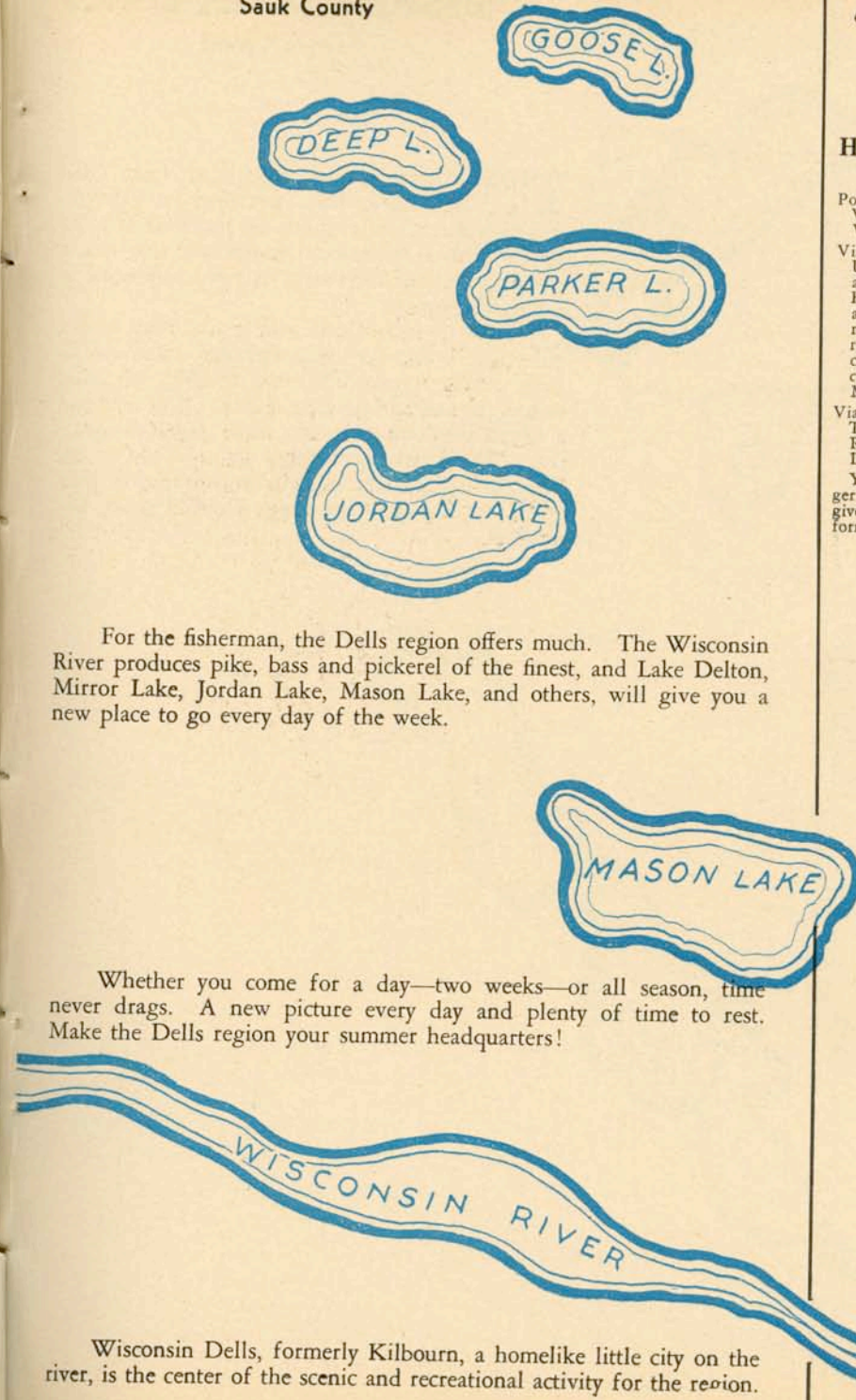
WISCONSIN DELLS REGION

Sauk County

For the fisherman, the Dells region offers much. The Wisconsin River produces pike, bass and pickerel of the finest, and Lake Delton, Mirror Lake, Jordan Lake, Mason Lake, and others, will give you a new place to go every day of the week.

Whether you come for a day—two weeks—or all season, time never drags. A new picture every day and plenty of time to rest. Make the Dells region your summer headquarters!

Wisconsin Dells, formerly Kilbourn, a homelike little city on the river, is the center of the scenic and recreational activity for the region.



HOW TO GET THERE

Post Office Address—
Wisconsin Dells,
Wisconsin.

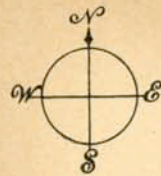
Via Automobile—
U. S. Highways 12
and 16 and State
Highways 13, 23
and 135 serve this
region. For best
route from your city
consult your Wis-
consin Highway
Map.

Via Railroad—
The Milwaukee
Road to Wisconsin
Dells.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

LAKE CHETEK SISSABAGAMA LAKES

Sawyer County



HOW TO GET THERE

Post Office Address—
Edgewater, Wisconsin.

Stone Lake, Wisconsin.

Via Automobile—
State Highways 70 and 27 to Stone Lake and County Trunk F to Edgewater. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
The Soo Line to Stone Lake.

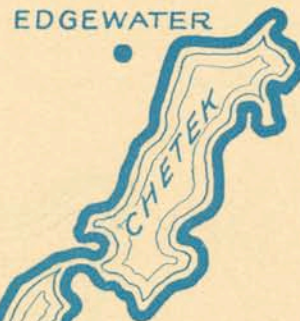
Your local passenger Agent will gladly give you complete information.



EDGEWATER

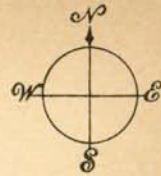
THESE lakes are closely related to Long Lake and Red Cedar Lake described on page 50 and the Court Oreilles group on pages 68 and 69. This assures a recreational community that is not lacking in any of the things that you may want in the north country.

Lake Chetek, about nine miles long and a mile wide is excellent pike and bass water and its large northern pike rival the muskies of other waters for size and fighting ability. You will find a dozen excellent places to make your headquarters. The Sissabagama lakes are tributary to the Chippewa River, and in addition to wall-eyed pike and bass, they rival the Court Oreilles group for muskies.



SHAWANO LAKE

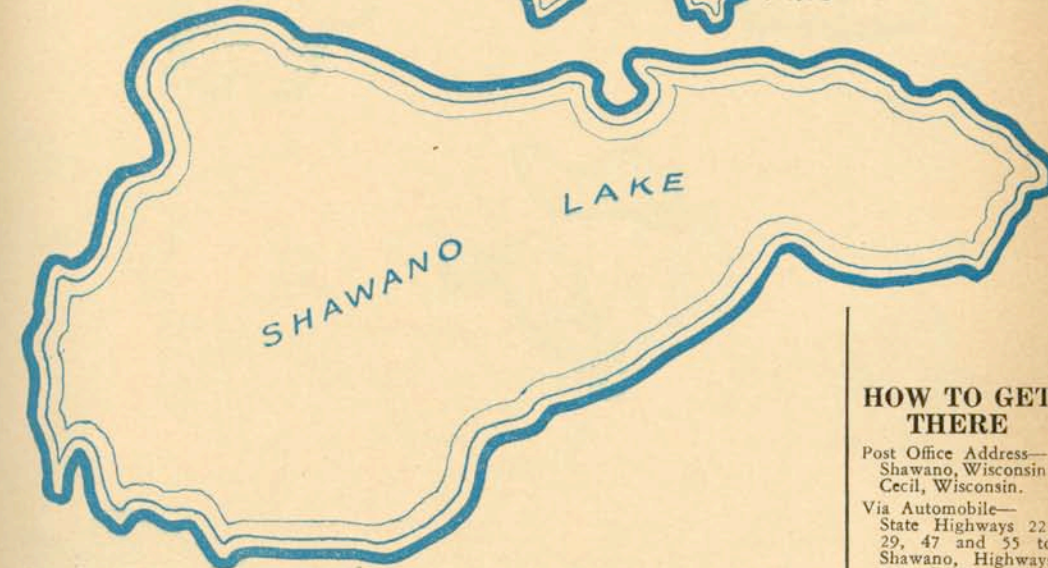
Shawano County



LULU LAKE



NIXON L



HOW TO GET THERE

Post Office Address—
Shawano, Wisconsin.
Cecil, Wisconsin.

Via Automobile—
State Highways 22, 29, 47 and 55 to Shawano. Highways 22 and 117 to Cecil. For best route from your city consult your Wisconsin Highway Map.

Via Railroad—
Chicago & Northwestern Railroad to Shawano and Cecil. Your local passenger Agent will gladly give you complete information.

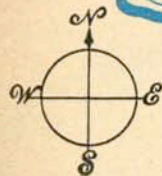
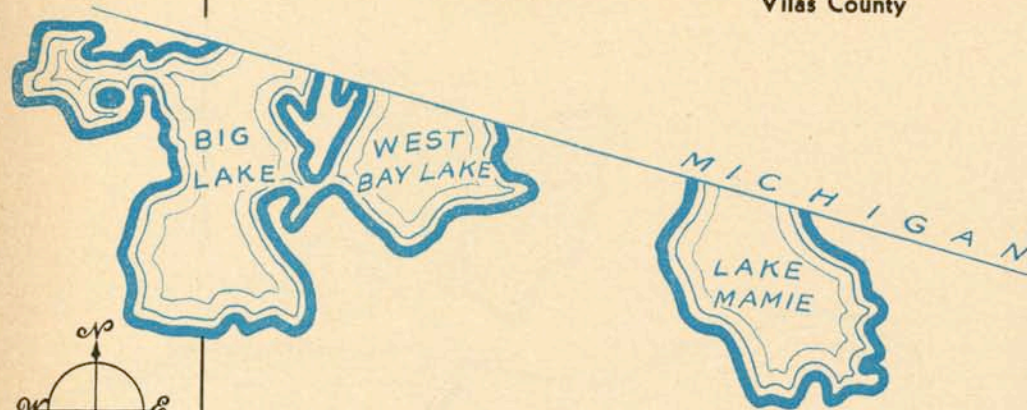
SHAWANO LAKE has long been considered by fishermen to be one of the finest pike lakes in the north. It's a good bass lake too, and there are plenty of pickerel and pan fish. Situated near the Menominee Indian Reservation it is an unusually fine place to combine good fishing with big woods and wonderful scenery.

The Wolf River and other famous trout streams are within easy driving distance.

Shawano Lake is about seven miles long and half as wide, relatively shallow, and with a varying high and low shore. Extensive weed beds and numerous bars make it a perfect "natural" for fish and even after years of popularity it continues to rank among the best.

CISCO WATERS and BORDER LAKES

Vilas County



HOW TO GET THERE

Post Office Address—
Land O' Lakes, Wis-
consin.

Via Automobile—
State Highway 26 to
Land O' Lakes.
County Trunk B
and other good
roads into lake areas.
For best route from
your city consult
your Wisconsin
Highway Map.

Via Railroad—
Chicago & North-
western Railroad to
Land O' Lakes.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

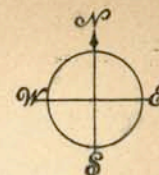
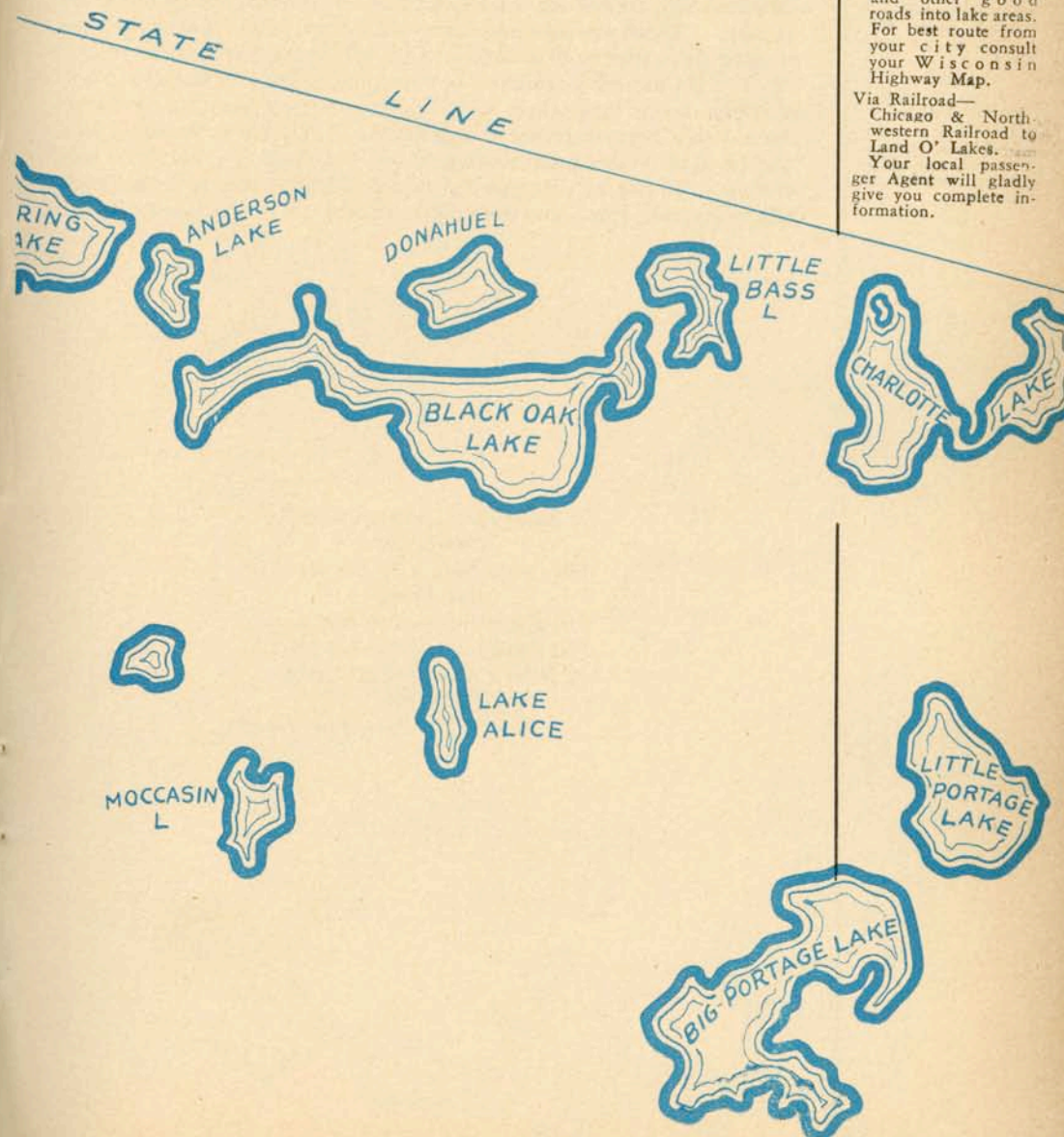
IT SEEMS impossible to try to describe here the beauty and all around worth of this splendid group of lakes up west of the village of Land O' Lakes along the Michigan border. Big woods, tall pines, few signs of civilization, and a hundred lakes seemingly crowding for a place on the map, will give you everything that you can wish for if you like the robust life of the forest country.



CISCO WATERS and BORDER LAKES

Vilas County

Big Lake, West Bay Lake, and Lake Mamie are border waters, part of the famous Cisco Chain that extends up into Michigan. For wall-eyed pike, pickerel and bass they have few equals. Black Oak Lake is a pike lake of the first water and every lake in the entire group will prove its merit. When you pack up to go up to this region prepare yourself for a sojourn with nature that you will never forget.

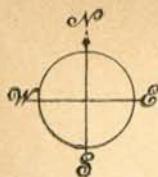


HOW TO GET THERE

Post Office Address—
Land O' Lakes, Wis-
consin.

Via Automobile—
State Highway 26 to
Land O' Lakes.
County Trunk B
and other good
roads into lake areas.
For best route from
your city consult
your Wisconsin
Highway Map.

Via Railroad—
Chicago & North-
western Railroad to
Land O' Lakes.
Your local passen-
ger Agent will gladly
give you complete in-
formation.



HOW TO GET THERE

Post Office Address—
Winegar, Wisconsin.

Via Automobile—
County Trunk W
through Winchester
from U. S. 51 to
Winegar. For best
route from your city
consult your Wis-
consin Highway
Map.

Via Railroad—
Chicago & North-
western Railroad to
Winegar.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

PIKE WATERS

WINEGAR REGION

Vilas County

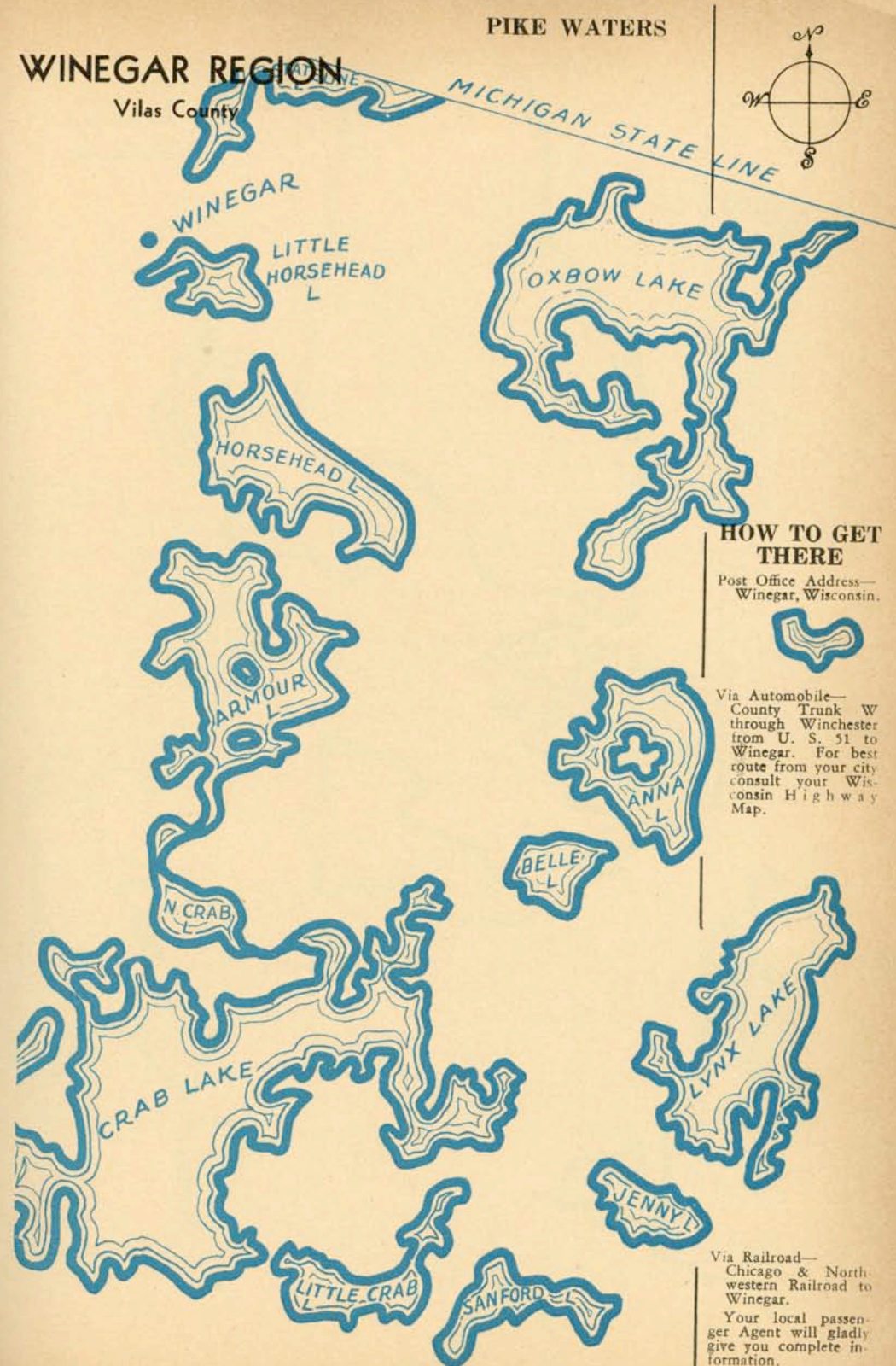
WHEN you look at this group of lakes, knowing that as many more were omitted from the map for obvious reasons, you will wonder where they have found room to build a town, how they managed to cut roads through, and where there is room for the forests that they tell you about. It's that way up around Winegar, the most concentrated lake area of all Vilas County which is noted for its hundreds of lakes. There are lakes and lakes—and more lakes—and every kind of game fish native to Wisconsin. They are classed here as pike waters, but it might as well be muskies or bass. Some lakes of the group are, of course, better than others for pike, or muskie, or bass, but to discuss those details here would be an endless task. Your host in this region will be glad to spend an evening to tell you about it. Let it be said that you will not be disappointed in the Winegar region if you want fish, big woods, game, and the simple outdoor life of the forest country.

*"A feller isn't plotting schemes
Out fishin'
He's only busy with his dreams
Out fishin'
His livery is a coat of tan
His creed—to do the best he can;
A feller's always mostly man,
Out fishin'."*

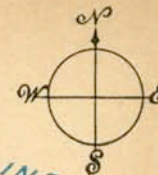
—Edgar Guest.

WINEGAR REGION

Vilas County



PIKE WATERS



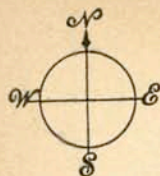
HOW TO GET THERE

Post Office Address—
Winegar, Wisconsin.

Via Automobile—
County Trunk W
through Winchester
from U. S. 51 to
Winegar. For best
route from your city
consult your Wis-
consin Highway
Map.

Via Railroad—
Chicago & North-
western Railroad to
Winegar.

Your local passen-
ger Agent will gladly
give you complete in-
formation.



HOW TO GET THERE

Post Office Address—
Winegar, Wisconsin.

Via Automobile—
County Trunk W
from U. S. 51
through Winchester
to Winegar. For
best route from your
city consult your
Wisconsin Highway
Map.

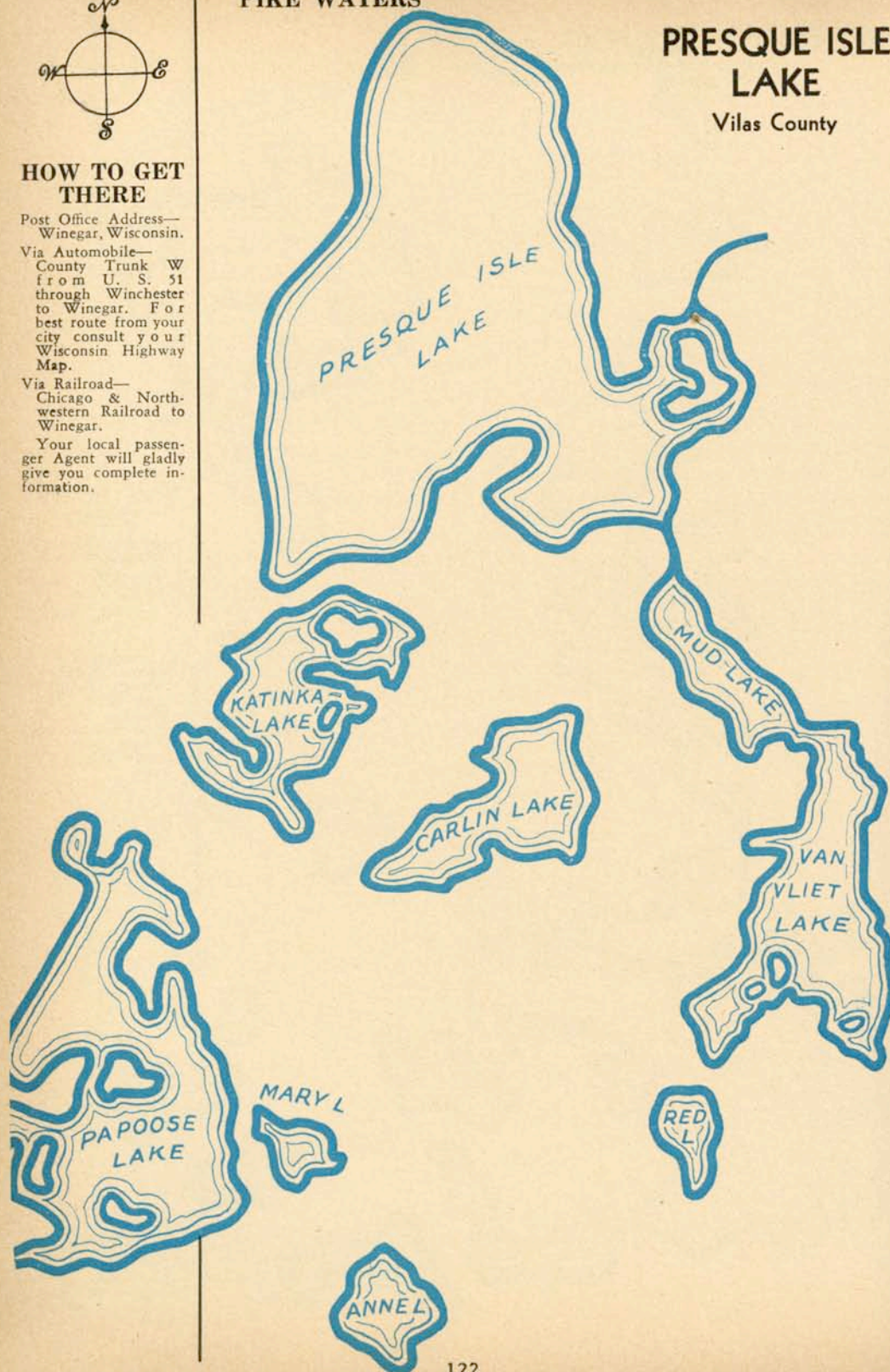
Via Railroad—
Chicago & North-
western Railroad to
Winegar.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

PIKE WATERS

PRESQUE ISLE LAKE

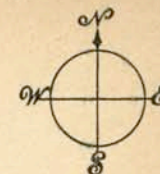
Vilas County



PIKE WATERS

PRESQUE ISLE LAKE

Vilas County



HOW TO GET THERE

Post Office Address—
Winegar, Wisconsin.

Via Automobile—
County Trunk W
from U. S. 51
through Winchester
to Winegar. For
best route from yo
city consult yo
Wisconsin Highway
Map.

Via Railroad—
Chicago & North-
western Railroad to
Winegar.

Your local passen-
ger Agent will gladly
give you complete in-
formation.

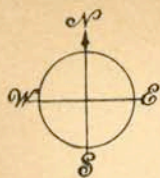
THE two preceding pages tell you something about the lakes of the Winegar section. Presque Isle and other lakes shown here are in the same region, and for years have served as the summer playground of a vast number of fishermen and outdoor folks.

Presque Isle, the largest lake of the group is about six miles long and three wide, with high shoreline and numerous sand and gravel bars. In places it is almost 150 feet deep, excellent water for wall-eyed pike. All of these waters will prove to be good pike lakes, and because they are tributary to the Flambeau, you will find muskies in good numbers. Bass are there, of course, and pan fish of all varieties are plentiful. Lying just above Northern State Forest and the Manitowish waters you will find big forests, game in abundance, and that "feeling" of the big outdoors that will forever lead people into the north country.

YOUR HEALTH

If you are healthy, everything in life should be a source of pleasure. Without health, few things are truly enjoyable—great minds and happy temperaments are dwarfed for the want of it . . . It follows that the greatest of all follies is to sacrifice health for any other kind of happiness, whatever it may be.

Despite the many kinds of pleasure that Wisconsin's great outdoors holds for you, no single thing will exceed the health-building virtues of this vast playground.



PIKE WATERS

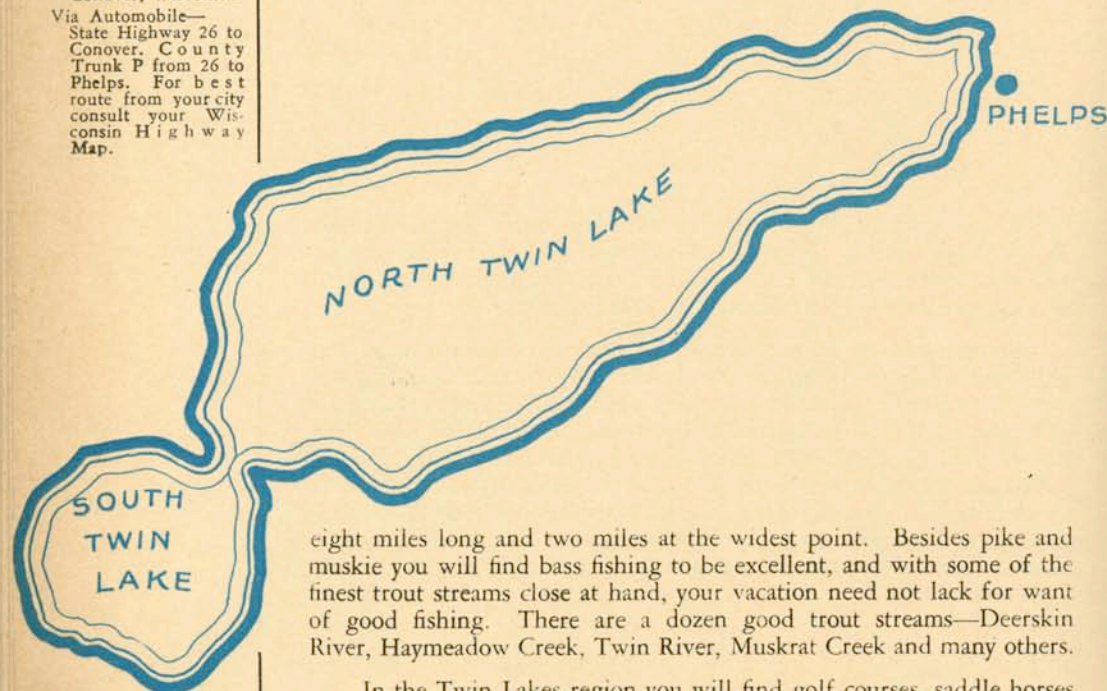
North and South TWIN LAKES

Vilas County

HOW TO GET THERE

Post Office Address—
Phelps, Wisconsin.
Conover, Wisconsin.

Via Automobile—
State Highway 26 to
Conover. County
Trunk P from 26 to
Phelps. For best
route from your city
consult your Wis-
consin Highway
Map.



eight miles long and two miles at the widest point. Besides pike and muskie you will find bass fishing to be excellent, and with some of the finest trout streams close at hand, your vacation need not lack for want of good fishing. There are a dozen good trout streams—Deerskin River, Haymeadow Creek, Twin River, Muskrat Creek and many others.

In the Twin Lakes region you will find golf courses, saddle horses and every facility for health giving recreation.

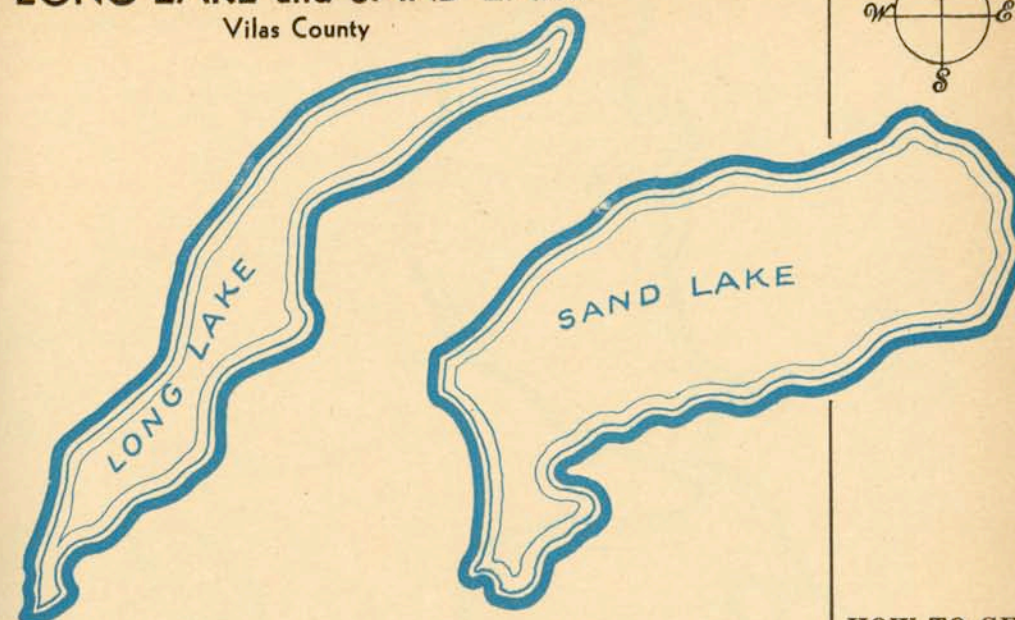
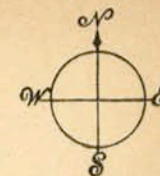
"It is not what one uses to catch fish so much as the number that he catches that make him an angler and a sportsman, or—well, the other thing."—O. W. Smith.

Via Railroad—
Chicago & North-
western Railroad to
Conover and Phelps.
Your local passen-
ger Agent will gladly
give you complete in-
formation.

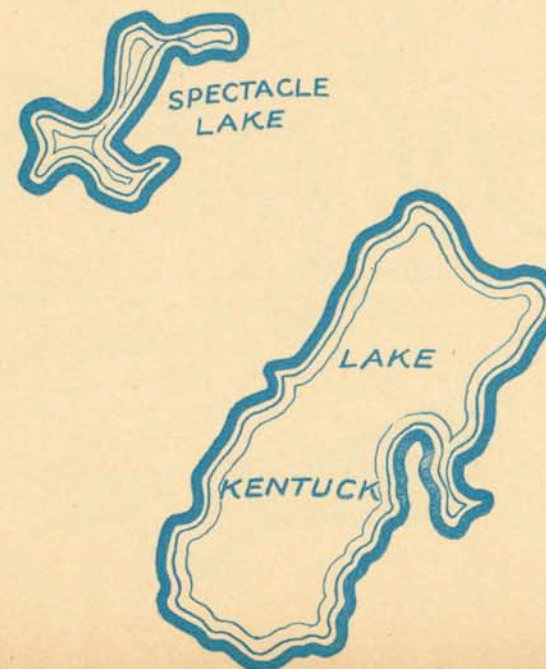
PIKE WATERS

LONG LAKE and SAND LAKE

Vilas County



HERE are four fine lakes in Northeastern Vilas County and in the heart of one of the State's finest trout fishing areas. Long Lake and Sand Lake are especially good for wall-eyed pike and bass, with muskies in fair numbers. You will find everything here to make your vacation one of real pleasure. Spectacle Lake and Lake Kentuck to the south have few equals as bass waters, with plenty of wall-eyed pike.



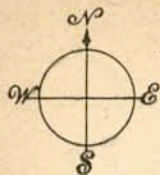
HOW TO GET THERE

Post Office Address—
Phelps, Wisconsin.

Via Automobile—
County Trunk P to
Phelps from State
Highway 26. For
best route from your
city consult your
Wisconsin Highway
Map.

Via Railroad—
Chicago & North-
western Railroad to
Phelps.

Your local passen-
ger Agent will gladly
give you complete in-
formation.



HOW TO GET THERE

Post Office Address—
Woodruff, Wisconsin.

Via Automobile—
U. S. Highway 51
will take you
through Northern
State Forest with
good country roads
branching out to the
many lakes. For
best route from your
city consult your
Wisconsin Highway
Map.

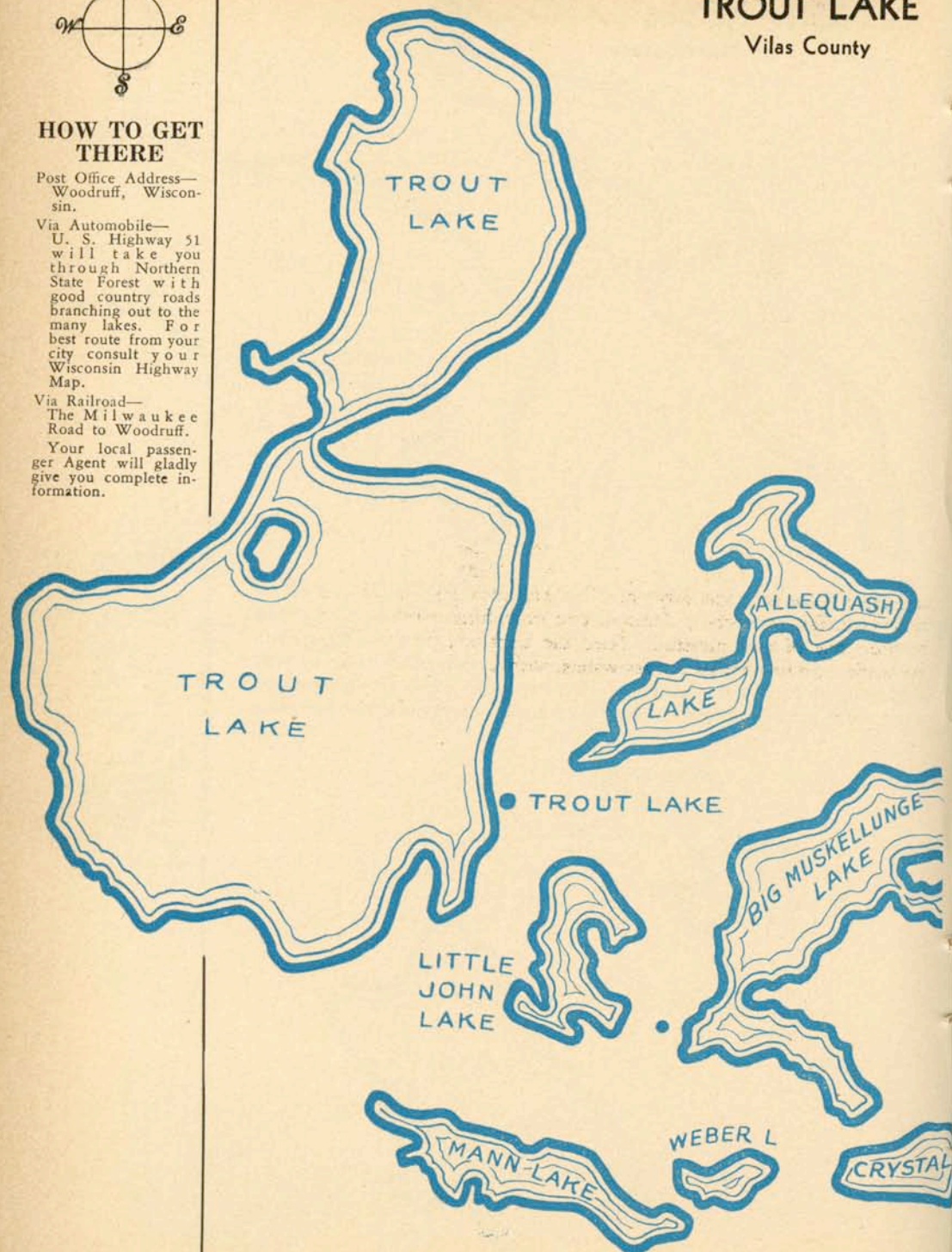
Via Railroad—
The Milwaukee
Road to Woodruff.

Your local passenger
Agent will gladly
give you complete information.

PIKE WATERS

TROUT LAKE

Vilas County



PIKE WATERS

TROUT LAKE

Vilas County

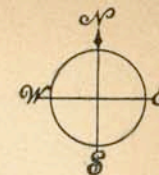


THERE is probably no more famous group of lakes in all Wisconsin, speaking from viewpoints of north woods atmosphere and fishing worth, than those shown here.

Situated in the heart of Northern State Forest, you will find the forestry headquarters, for the region at Trout Lake. One of the state's forest nurseries is located here, and the region is the home of a herd of elk that have continued to prosper since being imported from the west.

Trout Lake is a deep spring water lake and one of the few lakes in the state where lake trout may be caught. Its wall-eyed pike catches are famous throughout the north country. There is fine bass fishing too and enough muskies to make that thrilling sport worth while. Other lakes in the group produce pike, bass and muskies and with trout streams and a hundred other lakes nearby the region is truly a fisherman's paradise.

Northern State Forest with Trout Lake as the key point of interest will prove a place of outstanding beauty and interest. Whether artist or poet you cannot conceive of a region more generously endowed with the things that lead men into the great out-of-doors.



HOW TO GET THERE

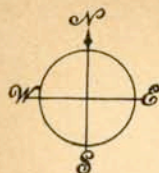
Post Office Address—
Woodruff, Wisconsin.

Via Automobile—
U. S. Highway 51
will take you
through Northern
State Forest with
good country roads
branching out to the
many lakes. For
best route from your
city consult your
Wisconsin Highway
Map.

Via Railroad—
The Milwaukee
Road to Woodruff.

Your local passenger
Agent will gladly
give you complete information.

PIKE WATERS



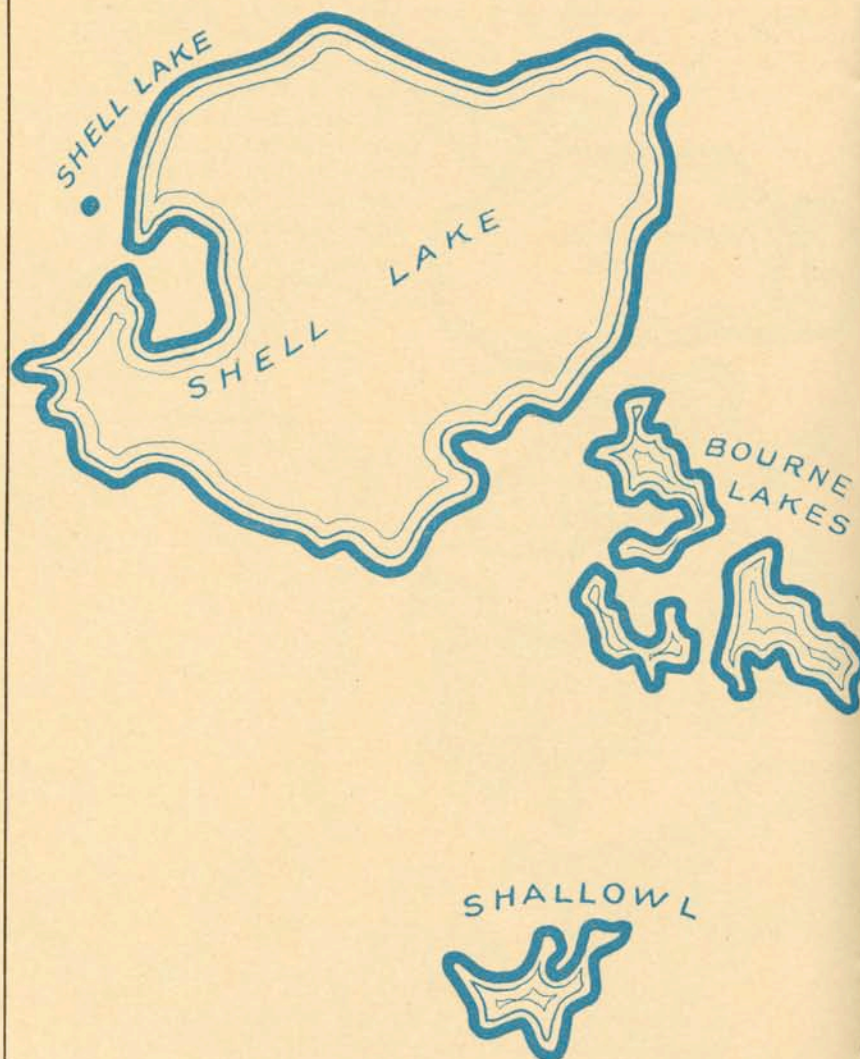
HOW TO GET THERE

Post Office Address—
Shell Lake, Wisconsin.

Via Automobile—
State Highway 24 to
Shell Lake. For best
route from your city
consult your Wisconsin Highway Map.

Via Railroad—
Chicago & Northwestern Railroad to
Shell Lake.

Your local passenger Agent will gladly give you complete information.



SHELL LAKE, and an industrious town of the same name, are located in the heart of the northwest Wisconsin fishing country. The lake itself is a beautiful piece of water of about four square miles, with sandy shoreline, sand and gravel bottom, plenty of vegetation and ideal for wall-eyed pike and bass. Pike are stocked regularly and for all around worth the lake will prove its merit to fishermen. There are northern pike too, some of them large enough to make up for the lack of muskies. You are not far from muskie territory and nearby trout streams compare favorably with those of other regions. Long Lake and the Court Oreilles region lie to the east and when at Shell Lake you are but a short drive to the maze of lakes in Burnett County.

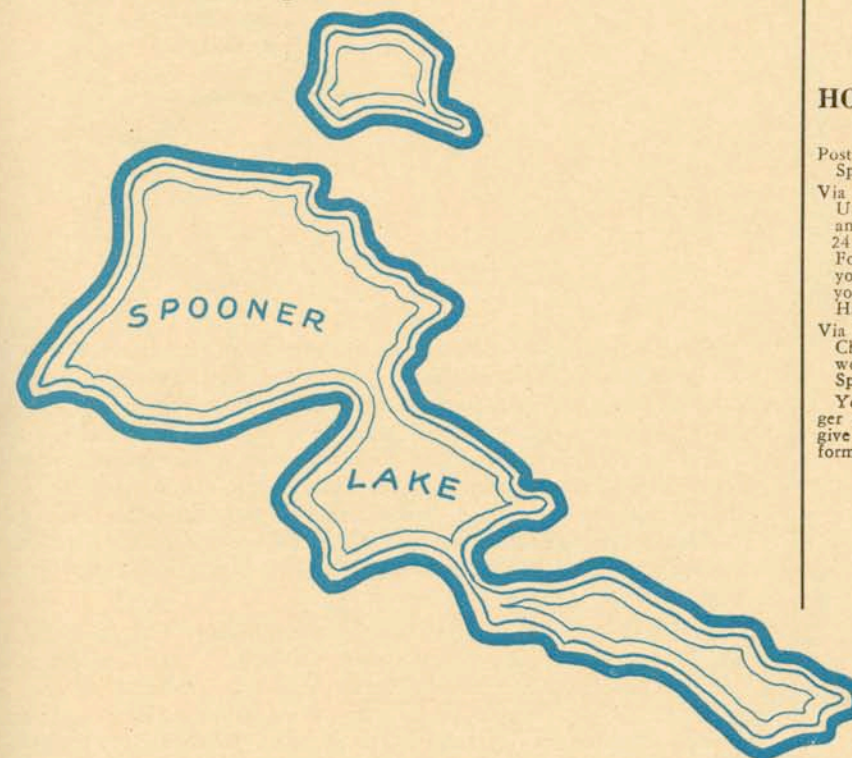
SPOONER REGION

Washburn County

SPOONER LAKE is listed here to "mark the spot" of some unusual fishing waters near the town of Spooner, one of the fishing capitols of northwest Wisconsin. The lake itself produces wall-eyed pike, bass, and northern pike, but is not so much favored by fishermen as a group of lakes lying just to the west that space would not permit including in the map.

County Trunk A out of Spooner leads through the McKenzie Lake region—108 lakes within a radius of ten miles from Big McKenzie Lake, all situated in rugged and picturesque forest country for which Wisconsin is famous.

Throughout the region you will find everything needed to make your vacation an outstanding success.



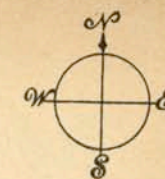
HOW TO GET THERE

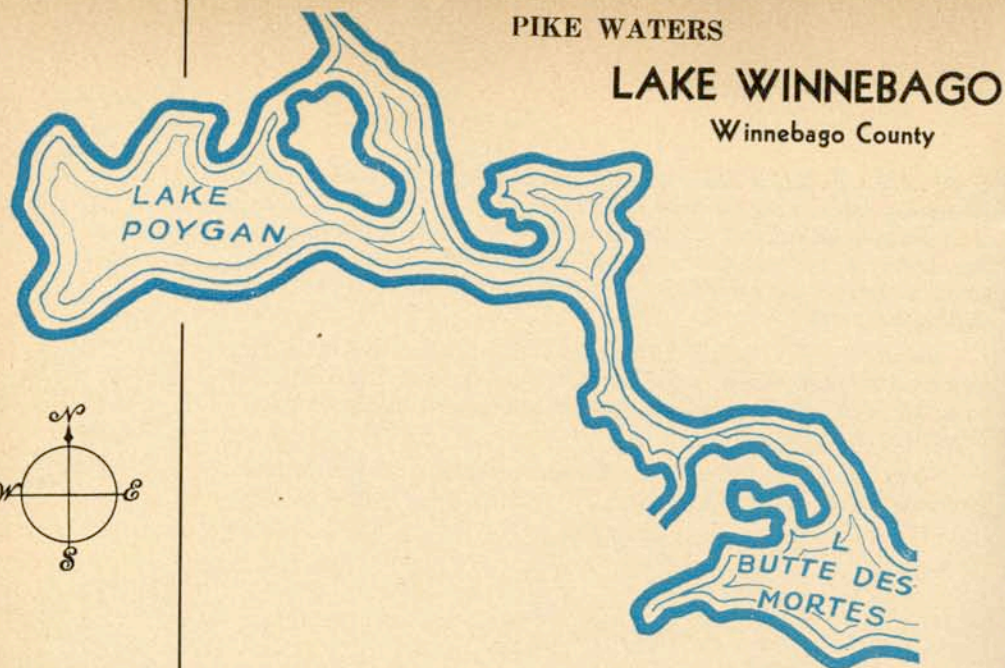
Post Office Address—
Spooner, Wisconsin.

Via Automobile—
U. S. Highway 53
and State Highways
24 and 70 to Spooner.
For best route from
your city consult
your Wisconsin
Highway Map.

Via Railroad—
Chicago & Northwestern Railroad to
Spooner.

Your local passenger Agent will gladly give you complete information.





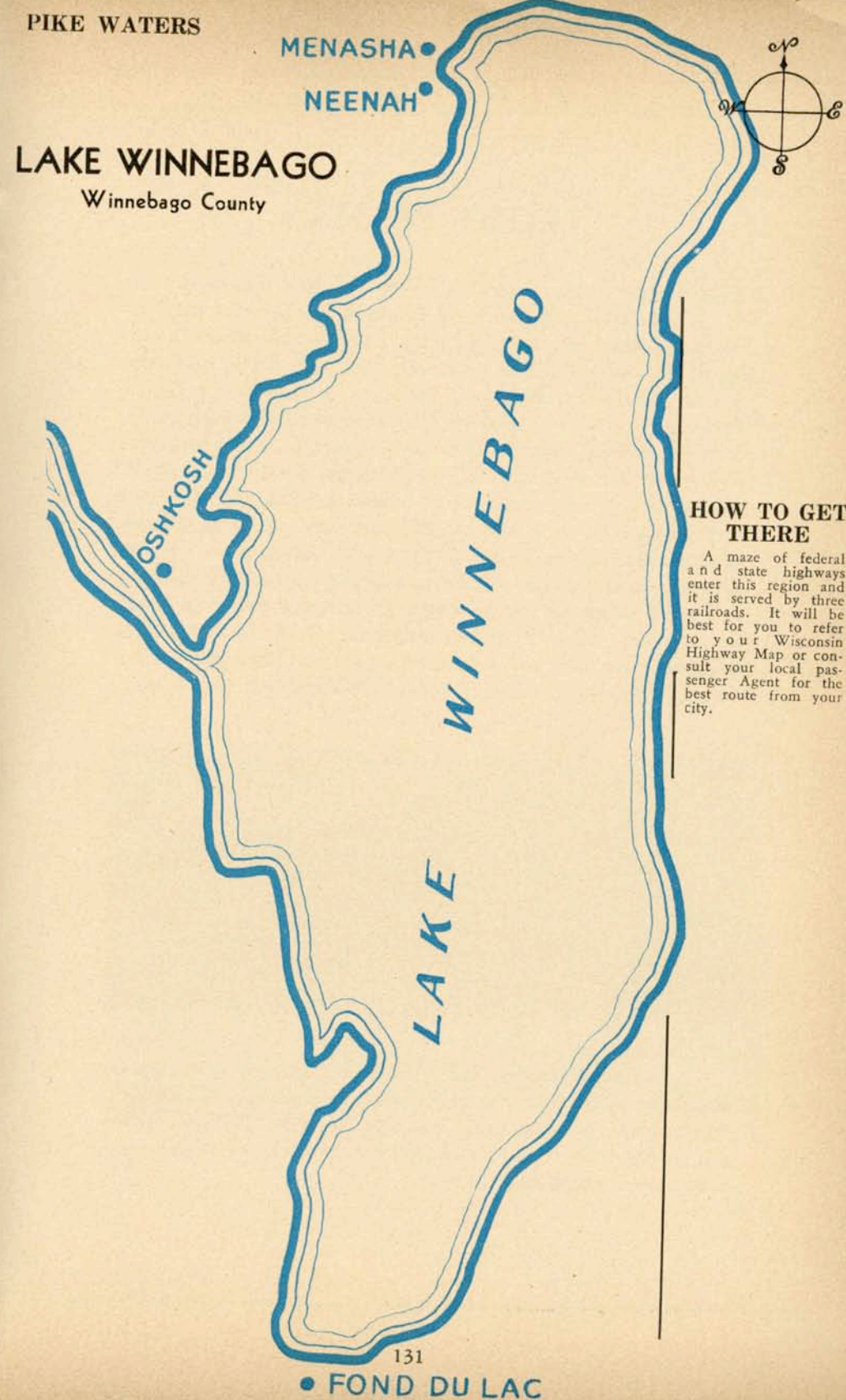
HOW TO GET THERE

A maze of federal and state highways enter this region and it is served by three railroads. It will be best for you to refer to your Wisconsin Highway Map or consult your local passenger Agent for the best route from your city.

IT IS fitting that we should save one of the most unusual water areas in Wisconsin until the last. Lake Winnebago, the largest lake in America lying within a single state, is about thirty-six miles long and ten miles wide. For wall-eyed pike, bass, northern pike and pan fish it has few equals. In addition it is the home of the famous "Winnebago" white bass and the "runs" of these fish up the Wolf River every spring rival in interest the Salmon runs of the northwest. Countless thousands of these fine food fish fight their way up river to spawning grounds, and fishermen swarm to the Wolf during these runs in late May and early June.

The Wolf coming down from the north through Poygan and Butte des Morts empties into Winnebago at Oshkosh. Just above Butte des Morts the Fox River coming from the south joins the Wolf. At Menasha the Wolf leaves the lake on its way to Green Bay . . . Many famous industrial cities are in the Fox and Wolf valleys and Lake Winnebago region. This is one of the largest paper manufacturing centers in America and manufactured products from Appleton, Neenah, Menasha, Oshkosh and Fond du Lac are used throughout the world.

The Lake Winnebago region is a "little world" in itself. You should plan to visit this area.

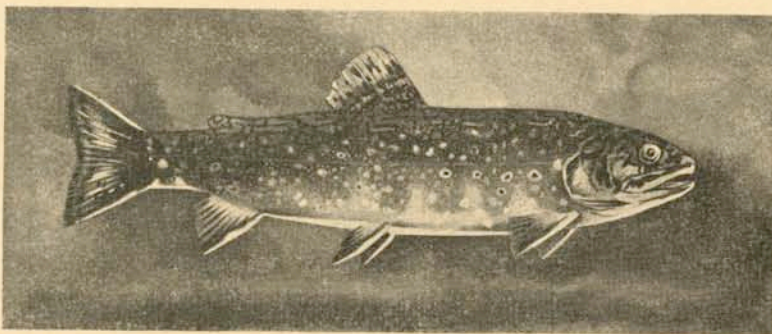


HOW TO GET THERE

A maze of federal and state highways enter this region and it is served by three railroads. It will be best for you to refer to your Wisconsin Highway Map or consult your local passenger Agent for the best route from your city.

TROUT WATERS

FEW states are more abundantly blest with good trout waters than is Wisconsin. The Brule, the Evergreen, the Deerskin, the Wolf and many others are names of "magic" among trout fishermen who know. Streams and brooks containing trout seem almost numberless and are broadly distributed over the state. A Conservation Department survey reveals that there are trout in fifty-one of the seventy-one counties. These blanket the north country, and the southwest quarter of the state, with its rounded hills and mountain-like streams, is rapidly gaining in popularity among trout fishermen. You will find good trout waters as far south as Iowa, LaFayette, Dane and Green counties. Waushara county, less than half way upstate, has a wealth of good streams. In the broad sense, fine trout fishing may be had in so many sections of Wisconsin that to attempt to list the streams here would be an endless task. If you are vacationing in almost any part of Wisconsin your host and a hundred others will direct you to trout waters. This is true without exception in the northern lakes country.



Native brook trout are most widely distributed—forty-seven counties having brook trout streams. Rainbow and German Brown trout, imported into the state many years ago, thrive in Wisconsin waters and the latest fish census shows thirty-five counties with rainbow and twenty-seven with German Brown.

The State Conservation Department is making unusual progress in the propagation of our three principle species of trout. Extensive hatcheries are operated at Madison, Wild Rose, and at Interstate Park in Polk County. The Department also cooperates broadly with local groups of sportsmen throughout the state who maintain ponds for rearing trout until large enough to release in nearby streams . . . If you get into the habit of making Wisconsin your trout fishing headquarters, you will soon have a score of favorite spots that will rival any of your experience.



Glenacre Springs, a private brook trout pond in Langlade County, typical of many such ponds that are operated under license of the State Conservation Department.

OTHER WISCONSIN GAME FISH



IN PRECEDING pages we have discussed the leading varieties of Wisconsin game fish—bass, muskellunge, wall-eyed pike and trout—in relation to the lakes and streams which they inhabit. There are many other varieties of excellent food fishes, all with their followers among anglers, but obviously it would not be practicable to cover each separately as a group. Listed below are those other fish that are best known—

NORTHERN PIKE—broadly distributed in Wisconsin waters. Resembles the muskie in appearance, a gamey scrapper, an excellent food fish, and sometimes reaches 30 or 40 pounds.

PICKEREL—The true pickerel seldom exceeds a pound or two in weight. Often confused with Northern Pike and many Northern Pike are called Pickerel. Widely distributed through Wisconsin waters.

PERCH—One of the best of food fishes. To be found throughout Wisconsin and easily taken by the most inexperienced angler.

BLUE GILLS and SUN FISH—are closely related and plentiful throughout the State. Distinguished by broad flat body and excellent food fish.

CRAPPIE—Called calico bass and many local names. Excellent food fish and widely distributed.

ROCK BASS—or goggle-eye, a favorite of many anglers and widely distributed.

Other varieties of excellent food fishes are white bass, common in Lake Winnebago, many types of sunfish, catfish and bullheads. You will find much of interest in the study of the many types of Wisconsin game fish.



FISH LAWS

Open Season—Bag Limit—Legal Size

KIND OF FISH & LOCALITY	OPEN SEASON	BAG LIMIT	
		Quantity	Minimum Length
(1) Large-mouth black bass (Oswego-green), small-mouth black bass (yellow): (a) In Green lake, Green Lake county, & outlying waters..... (b) In all other counties and waters.....	July 1 to March 1 June 20 to March 1 May 25 to March 1	10 each day 10 each day 25 each day	10 inches 10 inches 7 inches
(2) White bass..... (3) Strawberry bass, calico bass, silver bass, crappie, rock bass.....	May 25 to March 1	20 each day	7 inches
(4) Trout of any variety except lake trout, in all waters..... (5) Pike of any variety..... (6) Pickerel..... (7) Muskellunge.....	May 1 to August 31 May 25 to March 1 May 25 to March 1 May 25 to March 1	15 each day 10 each day 10 each day 1 each day	7 inches 13 inches 16 inches 30 inches

(8) Sturgeon, and the spawn eggs and fry thereof (a) In Buffalo lake in Marquette county; in Puckaway lake in Marquette and Green Lake counties; in Lake Poygan in Waushara & Winnebago counties; in Lake Winneconne, Big and Little Lakes Butte des Morts in Winnebago county; in the Fox river in Winnebago county, and in the Wolf river in Waupaca and Winnebago counties..... (b) In the waters of Lake Winnebago, in Calumet, Fond du Lac and Winnebago counties, by spearing only.....	Sept. 5 to Oct. 31 Jan. 5 to March 1	Five each season Five each season
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(9) Catfish..... (10) Bullheads (a) In the Mississippi river and Lake Pepin..... (b) In all other waters..... (11) Perch, sunfish, roach.....	May 25 to March 1 All year May 25 to March 1 All year	25 each day 25 each day 40 each day 25 each day	15 inches 7 inches No limit No limit
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Non-resident Fishing License (all legal fish)\$3.00

Resident Fishing License (rod and reel only).....\$1.00

(Continued from page 14)

FLAMBEAU RIVER STATE FOREST—(Sawyer County)

Wisconsin's newest state forest, 3000 acres of wild country along the Flambeau River, famous fishing stream of the north. This area is covered with virgin hemlock and hardwood and is accessible by trails or canoe from Park Falls on State Highways 13 and 70.

INDIAN RESERVATIONS

For information about Wisconsin Indian Reservations turn to section "Wisconsin Indians"—page 16.

WISCONSIN DELLS—(Sauk County)

One of Wisconsin's most famous scenic spots where the Wisconsin River cuts its way for miles through picturesque canyons and gorges. The Dells region will always be a place of utmost beauty. For further information refer to page 114 . . . Reached by U. S. Highways 12 and 16 and State Highways 13, 23 and 135.

APOSTLE ISLANDS—(Bayfield County)

First Protestant Mission in Wisconsin on Madeline Island. For further information refer to page 25 under section "Bass Waters".

DOOR COUNTY PENINSULA

One of Wisconsin's grandest scenic spots. For more information refer to page 30 under section "Bass Waters".

MILWAUKEE

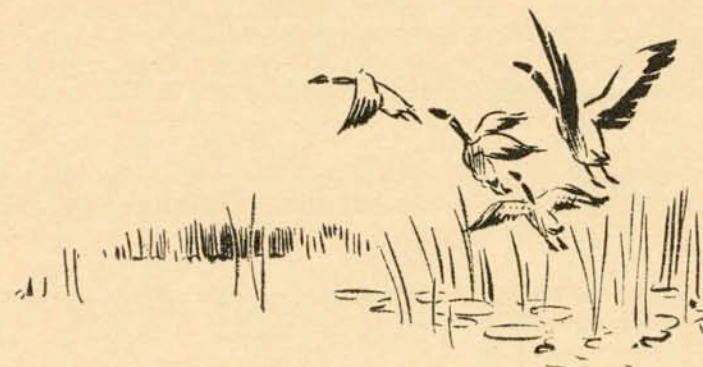
Wisconsin's largest city and twelfth in the United States. Famous manufacturing city, lake port and scenic spot. Noted for its zoo, parks and scenic drives. Rich in historical interest. A dozen roads lead to Milwaukee.

SOUTHWESTERN WISCONSIN

Draw a line from Stevens Point west to the Mississippi and another south to the state line and you bound an area that overflows with scenic trips. This area includes the castellated crags around Tomah and Neillsville and the famous unglaciated area with its rolling hills, mounds, caves and picturesque valleys.

MADISON—(Dane County)

The capital city with four beautiful lakes, state University and many things of scenic and historic interest. For further information see page 100.

**WISCONSIN GAME**

THE Indians that greeted the early explorers in the upper Great Lakes and Mississippi River regions knew the area that is now Wisconsin as a vast wilderness country teeming with wild game and wild fowl. It was truly a happy hunting ground . . . When civilization came and grew it followed that the wild life population decreased. Nonetheless Wisconsin today is one of the leading wild game states of the nation. With millions of acres of wild country to afford natural cover and environment, and through the foresight and careful planning of an efficient Conservation Department, many species of wild animals and game birds are increasing in numbers each year.

Typical of this progress is the experience of one southern Wisconsin county. In 1929 two thousand pheasant eggs were hatched artificially and the young birds released. During a two day open season in 1932, four thousand cock pheasants were legally killed . . . The Conservation Department, through state propagation and cooperation with private citizens, is rapidly bringing Wisconsin to the front as a leading state for upland birds—pheasants of several varieties, quail, prairie chicken and grouse. These birds may be seen frequently along the roadsides of Wisconsin and in a few areas you may run across a flock of wild turkeys that are increasing under careful supervision.

A one buck law and controlled hunting season is building up Wisconsin's deer supply. During a short hunting season in 1933 over 30,000 buck deer were legally shot, and a game census this year shows no noticeable decrease in numbers. You are almost certain to see deer during your stay in the north.

Wisconsin is a natural haven for ducks, geese, and other wild water fowl. Many of these birds nest in our lakes and streams and countless millions traverse the state during their annual migrations. The true sportsman will keenly enjoy duck hunting in Wisconsin's natural environment.

Rabbits and all small animals native to the middle west are abundant in Wisconsin and in the summertime the state is a songbird's paradise.

Beaver are increasing in numbers and you will thrill when you see their unique dams and ponds.

Out in the wilderness you will find bear, wild cat, otter, fox, wolves and many other animals without which the forest country would lose much of its charm. And finally it is good to know that all of these wild creatures are harmless and will actually add to your enjoyment of your Wisconsin visit.



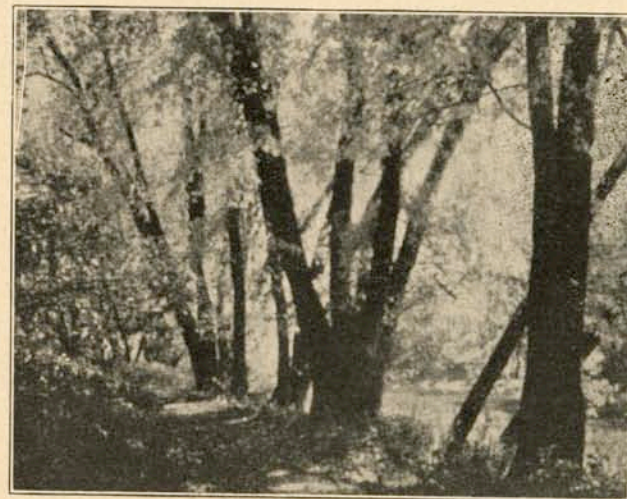
State of Wisconsin Conservation Department

JUST as a large manufacturing plant requires a maintenance department to keep its machinery tuned up and in good running condition, so does Wisconsin require a maintenance division to look to the welfare of its forests, its fish, its game, and its great outdoors.

The State Conservation Department, ably manned and well equipped, has a long and pleasing record of progress in the field of conservation. Its ultimate purpose is to build up rather than merely hold its own, and with the cooperation of Wisconsin's citizens and visitors good fishing will improve, forest areas will increase in size and beauty, game will become more abundant, and all, for generations to come, will continue to enjoy Wisconsin's out-of-doors.

The State Conservation Department operates many fish hatcheries for the propagation of trout, bass, pike, muskellunge and other fish. It controls State Parks and Forests and maintains forest nurseries for aiding reforestation.

Bird and game farms are maintained and many areas of the state are becoming famous for upland birds—pheasant, grouse, prairie chicken and quail. Rangers and conservation wardens patrol this vast playground to guard against fire and the depredations of the unscrupulous . . . Broadly speaking this department is the guardian of Wisconsin's out-of-doors and the continued help of everyone will guarantee its lasting enjoyment.



(Courtesy State Conservation Department)



WISCONSIN GOLF CLUBS

THROUGHOUT Wisconsin the tourist and vacationist will find excellent facilities for playing golf. Even in the north country wonderful courses have literally been hewn out of the wilderness, and many of the fairways in the state are unusual in layout, and will test the skill of the most experienced.

The following list of Wisconsin Golf Clubs, while not complete, will aid those visitors who are planning a "golfing" trip through Wisconsin. A few of those listed are private clubs with exchange privileges only, but most of them are open to the public at nominal fees.

PARTIAL LIST WISCONSIN GOLF CLUBS

ANTIGO Antigo-Bass Lake C. C. 9 holes	CHETEK Chetek Golf Club 9 holes
APPLETON Butte des Morts G. C. 18 holes Municipal Golf Club 9 holes	CHILTON Calumet Golf Club 9 holes
ARCADIA Arcadia Golf Club 9 holes	CHIPPEWA FALLS Chippewa Falls Country Club 9 holes
ASHLAND Chequamegon C. C. 9 holes	COLUMBUS Columbus Country Club 9 holes
BAILEY'S HARBOR Maxwelton Braes 18 holes	CRANDON Crandon Golf Club 9 holes
BARABOO Baraboo Golf Club 9 holes	CUDAHY (See Milwaukee)
BARRON Barron Golf Club 9 holes	DARLINGTON Darlington Golf Club 9 holes
BEAVER DAM Old Hickory Golf Club 9 holes	DELAVAN Delavan Country Club 18 holes Lake Lawn Hotel C. 18 holes
BELOIT Beloit Municipal Golf Club 18 holes Fairbanks-Morse Rec. Park 9 holes	DELTON (Mirror Lake) Dellview Hotel Course
BLACK RIVER FALLS Black River Falls C. C. 6 holes	EAGLE RIVER The C. C. of Eagle River 9 holes Eagle Waters Golf Club 9 holes
BRODHEAD Decatur Lake Country Club 9 holes	EAST TROY Lake Beulah Country Club 9 holes
BURLINGTON Brown's Lake Golf Assn. 18 holes	EAU CLAIRE Eau Claire Country Club 18 holes
	ELKHART Quit-Quit-Oc Golf Club 18 holes

ELKHORN Lauderdale Country Club 9 holes	LANCASTER Lancaster Country Club 9 holes
EPHRAIM Peninsula Park Golf Club 9 holes	MADISON Burr Oaks Public G. Course 18 holes Edgerton Country Club (P. O. Edgerton, Wis.) 9 holes Lake Ripley Country Club (P. O. Cambridge, Wis.) 18 holes Madison Municipal G. C. 9 holes Monona Golf Club 18 holes Mount Horeb Golf Course (P. O. Mt. Horeb, Wis.)
FISH CREEK Evansville Country Club 9 holes	MANITOWOC Lincoln Field Club 18 holes
FOND DU LAC Takodah Golf Club 18 holes	MARSHFIELD Marshfield Country Club 9 holes
FOX LAKE Fox Lake Golf Club 9 holes	MAYVILLE Mayville Golf Club 9 holes
GREEN BAY Green Bay Public Golf Club 9 holes Oneida Golf & Riding Club 18 holes	MELLEN Mellen Country Club 9 holes
HARTFORD Hartford Golf Club 12 holes	MENOMONIE Menomonie Country Club 9 holes
HAYWARD Hayward Golf Club 9 holes	MERRILL Merrill Golf Club 9 holes
JANESVILLE Janesville Municipal G. C. 9 holes	MILWAUKEE Brown Deer Municipal Golf Course Park 18 holes Currie Park Municipal G. Course 18 holes Greenfield Park G. C. 18 holes Lac La Belle Golf Club (P. O. Oconomowoc, Wis.) 9 holes Lake Park 18 holes St. John's Golf Club (P. O. Delafield, Wis.) 9 holes Waukesha Country Club (Waukesha, Wis.) 18 holes
JEFFERSON Meadow Springs Golf Club 9 holes	MINERAL POINT Blue Grass Country Club 9 holes
KAUKAUNA Kaukauna Golf Club 9 holes	MINOCQUA Minocqua Heights C. C., Inc. 9 holes
KENOSHA Washington Park Golf Course 9 holes Nippesing Lodge Assn. (P. O. Genoa City, Wis.) 27 holes Powers Lake Country Club (P. O. Genoa City, Wis.) 9 holes	
LAKE GENEVA Big Foot Country Club (P. O. Fontana, Wis.) 18 holes Geneva Lake Yacht & Golf C. 18 holes Hillmoor Golf Club 18 holes	
LA CROSSE La Crosse Country Club 18 holes	
LADYSMITH Ladysmith Country Club 9 holes	
LAKE MILLS Tyranena Golf Club 9 holes	

MINONG

Edgewood Golf & Fishing Resort
9 holes

MONROE

Monroe Country Club
9 holes

MT. HOREB

Mt. Horeb Golf Club
9 holes

NEENAH

Neenah-Menasha Golf Club
18 holes

NEW LONDON

New London Golf Club
9 holes

NEW RICHMOND

New Richmond Golf Club
9 holes

OCONTO

Oconto Golf & Country Club
9 holes

OSHKOSH

Maxcy Golf Course
18 holes
Tuscumbia Country Club
(P. O. Green Lake, Wis.)
18 holes

PARK FALLS

Park Falls Country Club
9 holes

PHELPS

Smoky Lake Country Club
9 holes

PORTAGE

Swan Lake Country Club
9 holes

PRAIRIE DU CHIEN

Villa Louis Country Club
9 holes

PRAIRIE DU SAC

Lake Wisconsin Country Club
9 holes

RACINE

Meadowbrook Golf Club
18 holes

RANDOLPH

Stark Country Club
9 holes

RHINELANDER

Rhineland Country Club
9 holes

RICE LAKE

Hi Dale Golf Links
9 holes

RICHLAND CENTER

Richland Country Club
9 holes

RIVER FALLS

River Falls Golf Club
9 holes

SALEM

Salem Country Club
18 holes

SAYNER

Plum Lake Golf Club
9 holes

SHAWANO

Shawano Lake Golf Club
9 holes

SHEBOYGAN

Pine Hills Country Club
18 holes

SPARTA

Sparta Golf Club
9 holes

STEVENS POINT

Stevens Point Country Club
9 holes

STOUGHTON

Stoughton Country Club
9 holes

STURGEON BAY

Door County Country Club
9 holes

SUPERIOR

Superior Country Club

TOMAH

Tomah Golf Club
6 holes

TWIN LAKES

Commodore Barry Country Club
18 holes

VIROQUA

Viroqua Golf Club
9 holes

WATERTOWN

Watertown Country Club
9 holes

WAUPACA

Waupaca Golf Club
9 holes

WAUPUN

Rock River Country Club
9 holes

WAUSAU

Wausau Country Club
9 holes

WAUTOMA

Wausara Country Club
9 holes

WHITEWATER

Whitewater Country Club
9 holes

WISCONSIN DELLS

Dells Golf Course
9 holes

WISCONSIN RAPIDS

Bull's Eye Country Club
18 holes

WOODRUFF

Trout Lake Golf & Country Club
18 holes

RESORTS and CAMPS in WISCONSIN



WISCONSIN, with its thousands of lakes, countless acres of woods and wild country, and thousands of miles of streams and rivers, is a vacation state with few equals. For many years it has been the leading summer playground of the middle west and it follows that individual communities and the state as a whole, have developed their recreational areas so that everything that the visitor may want will be available.

Whether "peasant" or "king" you will find the accommodations of your liking in practically every Wisconsin community. There are elegant hotels and resorts that cater to those who want the best. You will find homelike places that reach out to the average man. And there are many hosts who have found that happy medium where everyone meets as one large family and all are made to feel at home. The camper will find camping areas throughout the state, many of them of the most modern type with cabins and all sanitary conveniences. "Rooms for Tourists" is a common greeting along the main trunk highways and in leading recreational areas. Wisconsin hospitality will be found most congenial.

Whether your desire is a tourist camp, a typical fishing camp, the homelike resort, or a place for a king you will find what you want. You may inquire when you arrive or a letter to the town clerk of the community you have selected telling of the kind of accommodations you desire, will bring courteous and complete information.



HOTELS IN WISCONSIN



HIGH standards of sanitation and safety have placed Wisconsin hotels in the upper class among hotels of all states. Under rigid supervision of the Hotel and Restaurant Division of the State Board of Health, everyone supplying food or lodging to the transient public must adhere to standards of practice intended to assure safety, comfort and convenience. The state code of management has kept pace with improvements in transportation and the growth of tourist traffic, and is largely responsible for the present high standards of Wisconsin hotels, resorts and public eating places.

The following list of hotels, while incomplete is representative of Wisconsin accommodations for the traveler. It will be of help to you in planning the itinerary for your trip through Wisconsin.

ABBOTSFORD—Thompson	CLINTONVILLE—Marson, New Columbia
ALGOMA—Stebbins, Algoma	COLUMBUS—Tremont
ANTIGO—Butterfield, Schneiter, Hoffman	CRANDON—Crandon
APPLETON—Conway, Appleton, Northern	CRIVITZ—St. Paul
ASHLAND—Knight, Menard, 7th Ave.	CUMBERLAND—Cumberland, Commercial
BAILEYS HARBOR—Maxwellton Braes	DARLINGTON—Darlington
BALSAM LAKE—Balsam Lake	DELAVAN—Delavan, Delavan Gardens
BARABOO—Warren	DEPERE—Broadway
BARRON—Commercial	DODGEVILLE—Higbee
BAYFIELD—Bracken	DRUMMOND—Drummond
BEAVER DAM—Rogers, Beaver	EAGLE RIVER—Arbutus Inn
BELOIT—Hilton, Loren, Grand	EAU CLAIRE—Eau Claire, Commercial, New Galloway
BERLIN—Whiting, Park	EDGERTON—Carlton
BLACK RIVER FALLS—New Freeman, New Merchants	ELCHO—Ye Olde Muskies Inn
BOSCOBEL—New Boscobel	ELKHART LAKE—Michaels
BRILLION—Brillion	ELKHORN—Lorraine, Nickel Plate
BRODHEAD—Shorb	EVANSVILLE—Central
BURLINGTON—Badger, Burlington	FENNIMORE—Fenway Tavern
CABLE—Cable	FOND DU LAC—Retlaw, Erving, Calumet
CAMBRIDGE—Village Inn	FORT ATKINSON—Blackhawk
CASSVILLE—Denniston	FOX LAKE—Fox Lake
CEDARBURG—Wiesler	FREMONT—Fremont
CHETEK—Yellow Lodge	GALESVILLE—Gardner, Riverside
CHILTON—Chilton	GENOA CITY—Gateway
CHIPPEWA FALLS—Northern, Chippewa, New Wisconsin	GREEN BAY—Northland, Beaumont
	GREEN LAKE—Gurdy

HARTFORD—Republican	PARK FALLS—Kollmer
HARTLAND—Commercial	PELICAN LAKE—Pelican Lake
HAYWARD—Giblin	PEMBINE—Algonquin
HORICON—Horicon	PESHTIGO—Cholette
HUDSON—Hudson	PHILLIPS—Grand View
JANESVILLE—Monterey, Myers, London	PLATTEVILLE—Tracy
JEFFERSON—Jefferson	PLYMOUTH—Curtiss
JUNEAU—Grand	PORTAGE—Raulf
KAUKAUNA—Kaukauna	PT. WASHINGTON—Mayer
KENOSHA—Dayton	PRAIRIE DU CHIEN—Old Sanitarium
KEWAUNEE—Karsten	PRINCETON—American
KIEL—Graceland	RACINE—Racine, Nelson
LA CROSSE—Stoddard, Linker, La Crosse	REEDSBURG—Huntley
LAKE GENEVA—Traver	RHINELANDER—Oneida
LANCASTER—Wright	RICE LAKE—Land O'Lakes, Central
MADISON—Lorraine, Belmont, Park, Capitol	RICHLAND CENTER—Park
MANITOWOC—Manitowoc, Hay	RIPON—Grand View, Le Roy
MARINETTE—Marinette, Northern	ST. CROIX FALLS—St. Croix Inn
MARSHFIELD—Charles, Blodgett	SAUK CITY—Curtis
MAUSTON—Mauston	SHAWANO—Murdock
MAYVILLE—Beaumont	SHEBOYGAN—Foeste, Grand
MEDFORD—Fayette	SHELL LAKE—Lake View
MELLEN—Atcherson	SPARTA—Sidney, Garvin
MENASHA—Menasha	SPOONER—Spooners
MENOMONEE FALLS—Eagle	SPRING GREEN—Meyers
MENOMONIE—Marion	STEVENS POINT—Whiting, Majestic, Belmont
MERRILL—Badger, Lincoln	STOUGHTON—Kegonsa
MILLTOWN—Parkins	STURGEON BAY—Swoboda, Carmen, Roxana
MILWAUKEE—Schroeder, New Pfister, Wisconsin, Medford, Plankinton, Republican, Martin, New Randolph, Maryland, Belmont, Royal, Antlers, Miller, Astor, Ambassador, Shorecrest, Plaza, Marquette Tower	SUPERIOR—Androy, Superior, Saratoga
MINERAL POINT—Royal	THIENSVILLE—Aussem
MINOCQUA—Minocqua	THREE LAKES—Badger
MINONG—Minong	TOMAH—Sherman
MONROE—Eugene, Ludlow	TOMAHAWK—Tomahawk
MONTELLO—Tremont	TWO RIVERS—Hamilton
NEENAH—Valley Inn	VIROQUA—Fortney
NEILLSVILLE—Merchants	WALWORTH—Wayside
NEW GLARUS—New Glarus	WATERTOWN—Commercial, Washington
NEW HOLSTEIN—Wisconsin	WAUKESHA—Avalon
NEW LISBON—Victoria	WAUPACA—Inn
NEW LONDON—Elwood, Grand	WAUPUN—Waupun
NEW RICHMOND—Beebe	WAUSAU—Wausau, New Northern
OCONOMOWOC—Majestic	WAUTOMA—Chase
OCONTO—Parker	WAUWATOSA—Underwood
OSHKOSH—Raulf, Athearn	WEST BEND—Geib, Geib's Annex
	WEYAUWEGA—Marlyn
	WHITEWATER—Walworth
	WILD ROSE—Wild Rose
	WIS. DELLS—Hile, Helland, Crandall
	WIS. RAPIDS—Witter, Dixon

WISCONSIN AIRWAYS



OUT of the night comes the drone of a motor—bright lights flood the field—a plane sweeps into the glare and down the runway. The night mail is in . . . Through hours of darkness—over miles of Wisconsin country-side—the pilot has made his way from the north-west with only the singing of the wind as an accompaniment to the steady roar of his motor. The mail and passengers must go through safely and on time . . .

Wisconsin has kept pace with the development of commercial and private aviation enterprises until today those areas of greatest population are serviced by established airlines, and there are few cities without private planes operated for pleasure and personal business.

Aviation has found its way into the north country and in the principal recreation centers one will find good landing field facilities. Every lake is a "landing field" for sea planes and your vacation trip will more likely than not, take you to a region where aerial scenic trips are available at nominal cost. You will never forget your first skyride over Wisconsin forest and lake country.

The dream of many adventurous fishermen is to some day take a "gypsy" fishing trip up north in an amphibian plane, with every lake and waterway a landing field, and vast areas of wild country quickly accessible.

Commercial airline time tables available in your city will tell you of all regular routes through Wisconsin.

IN APPRECIATION

THE author of this guide book to Wisconsin's great outdoors is sincerely grateful for the splendid way in which many have cooperated to make possible its publication. Some have given freely of their time and experience so that the reader might have true facts. Others have generously contributed to its success. It is our hope that it will lead the reader to a better understanding of this great commonwealth of Wisconsin that nature has so generously bestowed with the things that people enjoy . . .

Wisconsin-Chicago Centennial of Progress Committee

Wisconsin Conservation Department

Wisconsin State Historical Museum

Wisconsin Highway Department

Allis-Chalmers Mfg. Co., West Allis, Wisconsin

Bergstrom Paper Company, Neenah, Wisconsin

Carnation Company, Milwaukee, Wisconsin

Cudahy Brothers Company, Cudahy, Wisconsin

Gillette Rubber Company, Eau Claire, Wisconsin

Edward Hines Hardwood & Hemlock Co., Park Falls, Wisconsin

Hoberg Paper & Fibre Company, Green Bay, Wisconsin

Kimberly-Clark Corporation, Neenah, Wisconsin

Marathon Paper Mills Co., Rothschild, Wisconsin

Milwaukee Railway and Light Company, Milwaukee, Wisconsin

Neenah Paper Company, Neenah, Wisconsin

The C. Reiss Coal Company, Sheboygan, Wisconsin

Riverside Paper Corp., Appleton, Wisconsin

A. O. Smith Corp., Milwaukee, Wisconsin

Whiting Plover Paper Company, Stevens Point, Wisconsin

EDUCATION IN WISCONSIN

IT IS characteristic of Wisconsin's progressive attitude toward education that the first kindergarten in the United States was established in this state and that the climax of its educational system, the University of Wisconsin, should have achieved an outstanding and unique place among the universities, not only of the United States, but of the world.

Long before Mrs. Carl Schurz, a pupil of Froebel, established the first kindergarten in the United States at Watertown in 1855, Wisconsin had demonstrated aggressive leadership in the matter of providing free education for its children. And comparatively recently the late President Eliot of Harvard, not given to reckless praise, placed the University of Wisconsin as indisputably the leading state university of the nation.

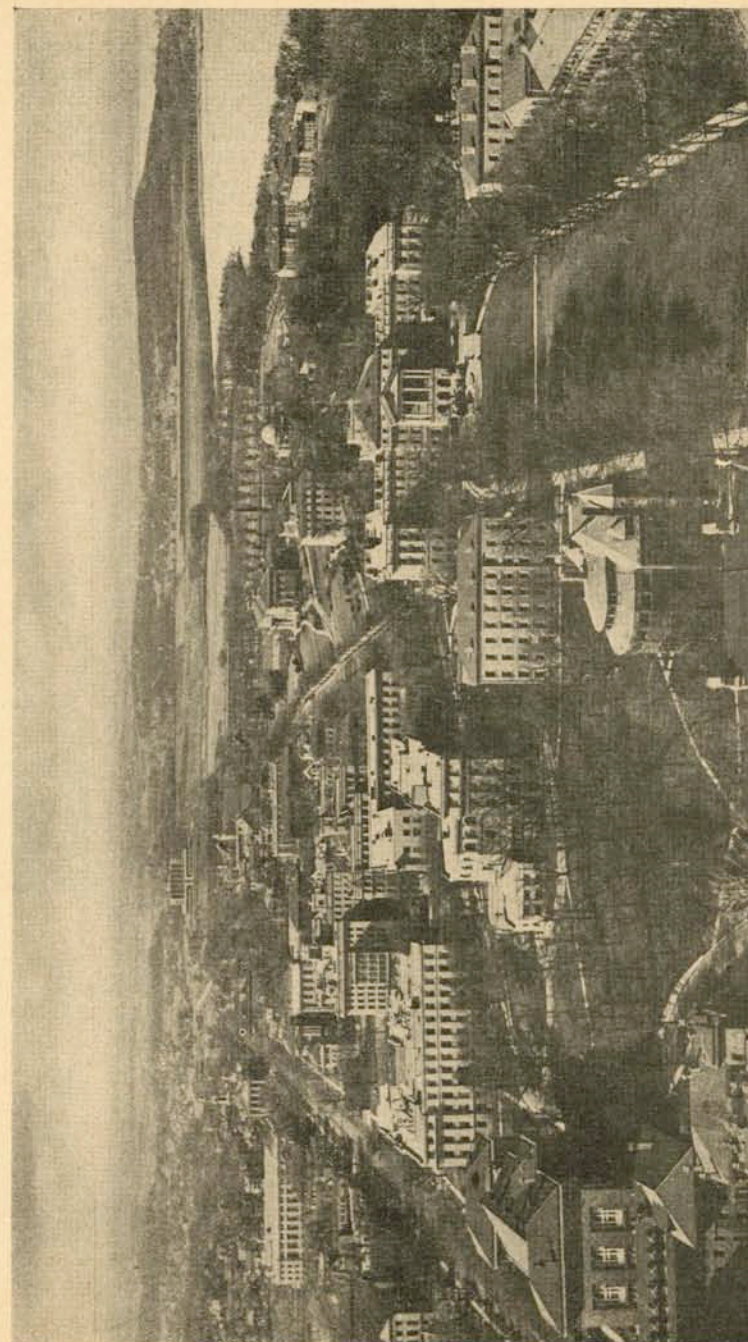
From kindergarten, through university, and including special education for the physically and mentally handicapped, as well as elaborate vocational training centers, the State provides well for its citizens.

Last year more than 650,000 children were enrolled in some division of Wisconsin's system of public education. Nearly 8,000 governmental boards, departments, and commissions carried on this public function at a cost of more than \$71,000,000. This represents an increase of \$20,000,000 or forty percent in a decade.

As you journey through Wisconsin you will find modern, substantially built elementary school buildings in every town and village, and periodically along the country highways you will enjoy the trim little rural schools, usually nestling under shady trees and—if school is in session—flying the flag of our country.

In 1927 the legislature, largely at the insistence of the state superintendent, passed a state aid bill for elementary schools. Under this plan the state gives \$250 aid for every elementary teacher and the county must match this amount. In the year of 1929-30 \$5,809,007.48 was paid out by the department under this law, an amount which was financed by a state levy on property of one and one-tenth mills. Twenty-five years ago only about 14% of the boys and girls of high school age were enrolled in the secondary schools of our state. Today there are about 60% of the population of high school age enrolled in Wisconsin secondary schools.

Educators everywhere are interested in the far-sighted and intelligent attitude Wisconsin has taken in endeavoring to safeguard the



University of Wisconsin on Lake Mendota at Madison

health of its school children through a number of cooperative channels of effort. A school health service has been organized which employs capable nurses to give physical examinations, report physical and dental defects, manage free clinics, teach hygiene, give vaccinations, distribute milk, and perform the countless similar duties calculated to make the youth of the state grow into healthy and valuable citizens.

Wisconsin has adequate schools to train its blind, deaf, and physically and mentally deficient individuals, and makes every effort to create the best possible opportunities for seriously retarded children. Vocational schools in forty-four Wisconsin cities are providing additional opportunities today to more than ninety thousand students who do not fit into the program of the regular full-time schools, because of employment during school hours, or poverty, or physical handicap, or vocational background, or age, or some other reason.

The state board of vocational education, which was created in 1911, directs the furnishing of this part-time school contact. It is an agency to combine education with labor, based on three fundamental principles: first, an effective part-time school attendance law for juvenile workers; second, a separate fund provided by a continuing state appropriation and local mill tax; and third, separate administrative boards representing the groups directly affected: employers, employees, and the public.

The University of Wisconsin at Madison, the capital city of the state, has already been mentioned. Approximately eight thousand students annually enroll at this famous institution where they sit at the feet of scholars, scientists, and educators known for their personalities and achievements all over the civilized world. No trip to the Badger state should overlook a visit to the beautiful University of Wisconsin campus.

In addition to serving its thousands of students in actual attendance at Madison, the University of Wisconsin is truly a servant of all the citizens of the state. Through its extension courses 17,466 students all over the state took special courses by mail last year and more than 6,000 others enrolled in the Milwaukee branch where regular class instruction is given in the freshman and sophomore years in letters and science and engineering.

All the colleges at the university are constantly engaged in research and educational activities of beneficial interest to the state. The School of Agriculture, for instance, makes soils tests for farmers, provides hog cholera serums, conducts special farmer's meetings, broadcasts daily radio programs on better farming methods. Similarly the engineering school offers its services to Wisconsin industry when

peculiar problems arise. The departments of commerce and sociology are constantly conducting surveys and issuing reports to providing facts on economic or social problems to those interested. The rapidly growing medical school has a large state hospital in connection with it, and here free treatment and help is given to state citizens needing medical treatment or surgical care. A children's orthopedic hospital is also maintained by the university.

The state's public school system is rounded out by a complete net work of teacher-training colleges. Elementary and secondary teachers are trained in nine State Teachers' Colleges, Stout Institute and at the University of Wisconsin. Rural teachers are trained in each of the teachers' colleges, in 31 college normals, and 17 high school training departments.

The public school system is supplemented by several high grade private or denominational schools among which may be mentioned Beloit College, Ripon College, Lawrence College, Carroll College, St. John's Military School at Delafield, and Milwaukee Downer.

Marquette University in Milwaukee is a large Catholic higher institution of learning with many specialized colleges attached to it, including law and dentistry. Marquette's buildings add beauty and dignity to Milwaukee's business district.

Under this chapter on education may be mentioned the countless boys' and girls' camps which stud the map of the state. Your journey through Wisconsin's north woods, in particular, will bring you to many of these pleasant places where America's boys and girls are learning the value of friendly comradeship in a health-giving, muscle-building environment.



Industrial Wisconsin

J. H. H. ALEXANDER

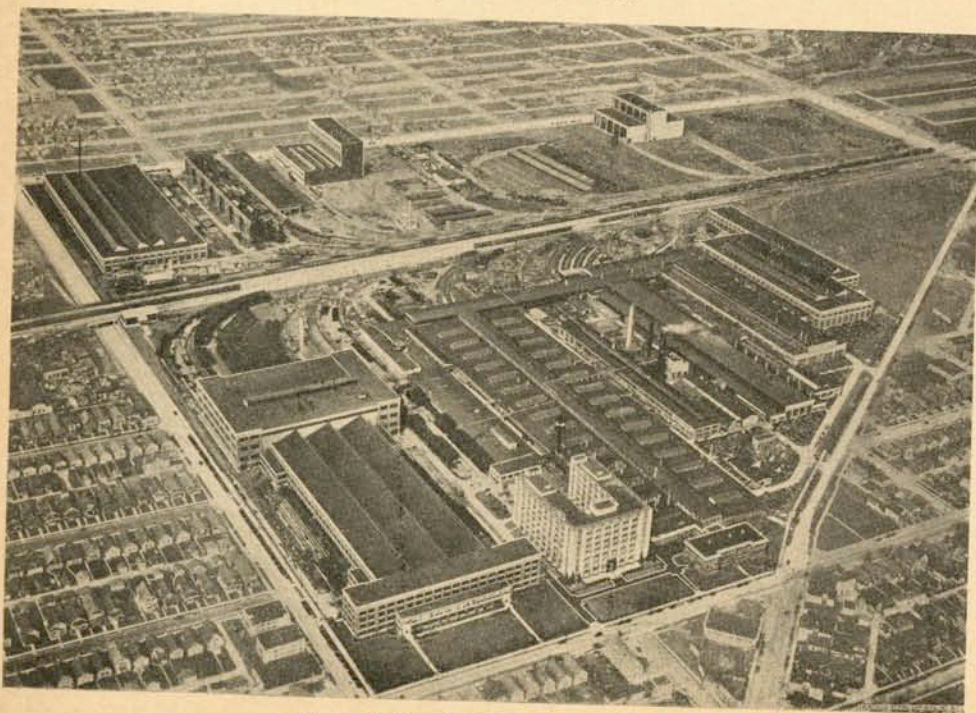
Wisconsin Manufacturers' Association

WISCONSIN is the state where corn and clover and cows shake hands across the milk pail—which was manufactured in a Wisconsin factory.

In other words, Wisconsin is a state that can boast about its ideal farm-and-factory balance. Wisconsin is the Nation's example state depicting industrial and agricultural diversification, the state of farm-linked factories and factory-linked farms, with each operating to their mutual benefit and to the benefit of the Badger State as a whole.

The Wisconsin picture shows a total population of 2,939,006. Of this number, 1,129,546 were reported as being gainfully employed at the time the 1930 census was taken. A close-up examination of the number gainfully employed reveals the fact that 290,134 were engaged in agriculture and 375,852 were engaged in manufacturing and mechanical industries.

Every time the clock ticks, Wisconsin's factories turn out manufactured articles with a factory value of \$68.44!



Plant of A. O. Smith Corp., Milwaukee, Wis.

Every minute of every day and night throughout the year, Wisconsin's factories produce goods valued at \$4,106.54. Every hour from sun to sun the whirring wheels of Wisconsin industry create useful articles worth \$246,392.71. Every day of the year, Sundays included, the wheels hum to the productive tune of \$5,913,425.13. That accounts for \$2,158,400,172—the grand total output by Badger State factories in one year.

INDUSTRIAL WISCONSIN TODAY

The manufacture of dairy products heads the list of Wisconsin's industries, naturally, with Wisconsin ranking as the leading dairy state in the Union.

Compared to the manufacture of dairy products, Wisconsin's motor vehicle manufacturing industry is a relative newcomer which was first mentioned in the 1910 census. This comparatively new member of Wisconsin's diversified industrial family has grown to exceed the foundry and machine shop industry in value of products. If the closely allied motor vehicle body manufacturing industry were combined with it, the motor vehicle industry of the Badger State would exceed its mammoth dairy industry.

Wisconsin ranks first nationally in the manufacture of all dairy products combined, in aluminum manufactures, in the manufacture of wrapping paper, in pea canning, in excelsior manufacturing, in the production of horse blankets and fly nets and in dressed flax and hemp.

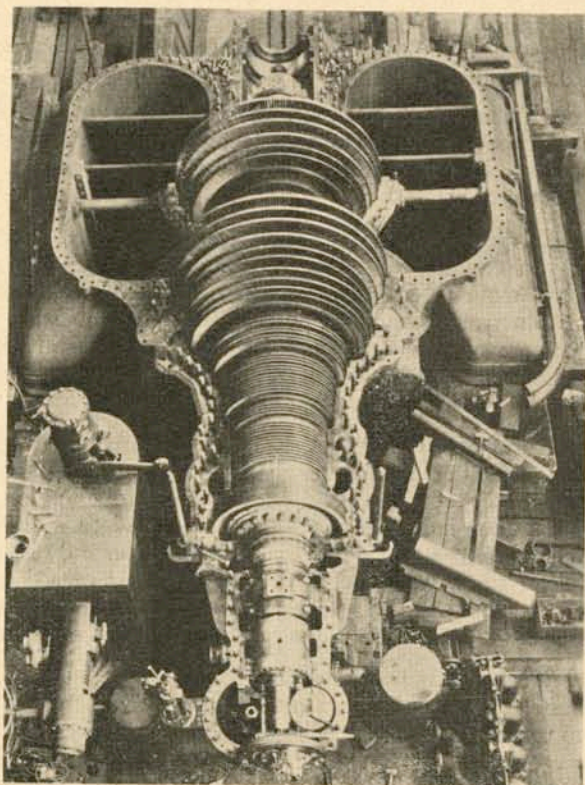
Wisconsin produces more outboard rowboat motors, more Diesel and semi-Diesel engines, more concrete mixers, more sawmill machinery, more ore crushers and stone crushers, more bottling and bottle washing machinery, stationary and portable internal combustion engines, motor vehicle engines manufactured for sale to automobile factories, dredging and excavating machinery, automobile frames and more welded pipe than any other state in the United States.

In the census of manufactures, 126 industries are listed for Wisconsin. Of the 126 industries enumerated, 93 exceed one million dollars in annual value of products, and 33 range less than one million dollars. Wisconsin has four industries that exceed the hundred million dollar mark, compared to 87 that range between one million and one hundred million dollars annually. Five of the 87 industries exceed fifty million dollars, so it is readily seen that Wisconsin's greatest numerical strength lies in the 82 industries that are neither large nor small.

Many Wisconsin industries do not loom large as members of the state's industrial family, and as a natural consequence these industries may fail to receive the measure of credit that they deserve. Viewed in the shadow of such outstanding leaders as the manufacture of dairy products, motor vehicle manufacturing, foundry and machine shop products and the paper and wood pulp industry—the Babe Ruth members of Wisconsin's industrial team—the smaller industries by contrast are dwarfed in relative importance.

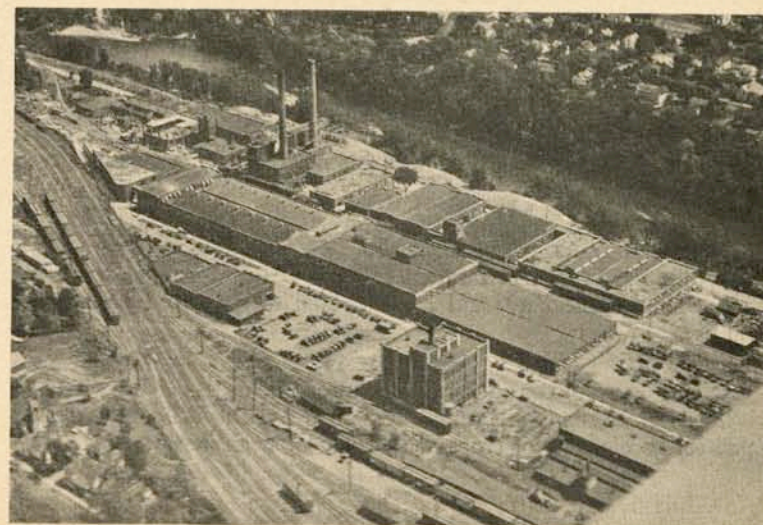
It is only when the numerous small industries are studied as a group, and when the total number of wage earners is disclosed, that the true worth of these highly diversified "small children" of Wisconsin's industrial family comes to light. Though ten industries in the state account for about one-half of the state's factory output, the remaining industries outrank the leaders not only in number of establishments but in number of employees and payroll.

A complete enumeration of Wisconsin's industries, with the value of products, state rank and national rank of each, would far exceed the limited scope of this discussion. For that reason, only the ranking twenty industries are tabulated, as follows:



WISCONSIN'S INDUSTRIAL LEADERS

Rank in State	Rank in U. S.	Commodities Produced by Wisconsin Factories	Value of Products
1st	1st	Butter, cheese, condensed and evaporated milk -----	\$218,256,081
2nd	3rd	Motor vehicles -----	177,452,567
3rd	6th	Foundry and machine shop products -----	127,357,554
4th	4th	Paper and wood pulp -----	125,050,600
5th	4th	Motor vehicle bodies and motor vehicle parts -----	87,691,426
6th	14th	Slaughtering and meat packing -----	75,793,912
7th	2nd	Engines, turbines and water wheels -----	62,549,223
8th	5th	Boots and shoes -----	57,315,001
9th	4th	Knit goods -----	55,838,366
10th	8th	Furniture -----	49,150,009
11th	9th	Electrical machinery -----	48,027,662
12th	8th	Lumber and timber products -----	45,714,935
13th	2nd	Rubber tires and inner tubes -----	43,923,143
14th	6th	Leather; curried, tanned and finished -----	35,077,010
15th	11th	Bread and bakers' products -----	30,907,062
16th	6th	Planing mill products -----	29,448,470
17th	16th	Car and general construction and repairs -----	28,667,665
18th	6th	Brass, bronze and other nonferrous metals -----	25,745,145
19th	14th	Printing and publishing; newspapers and periodicals -----	24,883,221
20th	8th	Canning and preserving; fruits and vegetables -----	23,907,057



Plant of Gillette Rubber Co., Eau Claire, Wis.

Wisconsin Agriculture

DEPARTMENT OF AGRICULTURE AND MARKETS

WHILE Wisconsin's countryside is a vacationland, it is also a workshop. The 181,767 farms in the state represent an investment in land, buildings, machinery, equipment, and livestock of nearly two and a quarter billion dollars.

Wisconsin is a state of home owners and farm owners. While nearly 62 per cent of all families in the state own their own homes, nearly 82 per cent of the farms are operated by their owners. This condition is reflected in the fact that nearly 93 per cent of Wisconsin farmers have automobiles, over 64 per cent take daily newspapers, nearly 60 per cent have telephones, 49 per cent have radios, over 34 per cent have motor trucks, 25 per cent have electric lights, and nearly 45 per cent have power washing machines.

While various soil types are found throughout the state in areas of larger or smaller extent, most of these soils are productive if properly managed although different methods of farming are employed in managing sandy loams, red clays, clay loams, or black sandy loams. Wisconsin's agriculture is generally favored by its climate. While the temperature is cold in winter, it is favorable to crop growth in summer and the hard freezing of the winter destroys vast hordes of insect pests that are found in states farther south in great abundance. The Great Lakes, Michigan and Superior, temper the climate in certain portions of the state.

The growing season in Wisconsin averages from 100 to 170 days and the average rainfall is from 30 to 31 inches a year, 81 per cent of which falls from April to October inclusive thereby coming when most needed for crop growth. Wisconsin has never known a complete crop failure.

The land area of the state is about 35,364,100 acres, and of this about 61.9 per cent is in farms, while the balance is in undeveloped land, forests, waste land, and land devoted to cities and nonagricultural use.

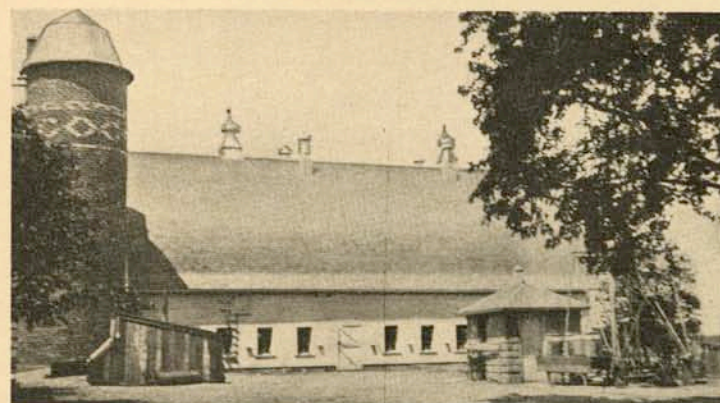
Years ago Wisconsin farmers learned the lesson of the gamble which exists in one-crop farming and as the result Wisconsin is now noted for its diversity of crops and sources of farm income.

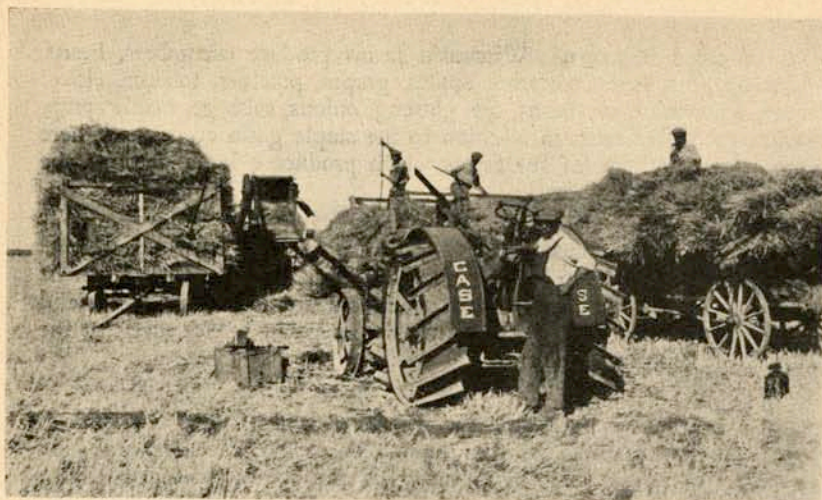
While five out of every six dollars of gross farm income in Wisconsin is derived from live stock and live stock products, a wide vari-

ety of crops is grown. Wisconsin farms produce cucumbers, beans, canning peas, hemp, cherries, apples, grapes, potatoes, tobacco, clover seed, buckwheat, soy beans, rye, ginseng, onions, cabbage, maple syrup, sweet corn, flax seed, in addition to the staple grain crops, and there are a large number of fur farms which produce a large share of the fur in the United States.

Because of its importance Wisconsin has taken pains to protect its livestock industry. It is now a modified accredited area and bovine tuberculosis has practically been eliminated from its dairy cattle and state testers test over 1,000,000 animals per year to make sure that the disease is kept under control.

Every care is employed by private individuals and concerns in cooperation with and under the supervision of the state dairy and food division to protect the high quality of the state's products. Every pound of cheese and every pound of butter that leaves Wisconsin factories must meet a definite standard and grading operations have been extended to include peas, tobacco, cabbage, and other crops. Many of these grading and standardizing operations are supported by the industries themselves because of their *direct value*.





Wisconsin's rank with other states in agriculture is as follows:

First in cheese, producing nearly 64 per cent of the United States total, the output in 1931 being 309,956,000 pounds.

First in condensery products, producing nearly one-third of the Nation's output with a total in 1931 of 701,798,000 pounds.

First in milk, with an annual production of 11,176,400,000 pounds.

First in canning peas, valued at \$6,666,000 in 1930. Wisconsin puts up about half of the United States pea pack each year.

First in number of milk cows, 2,150,000 in 1932; in dairy cow sales with 59,852 in 1931.

First in manufactured dairy products of all kinds.

First in number of silos, with 117,400.

First in production of clover seed with 193,900 bushels in 1930 worth \$2,210,000.

First in cow-testing associations.

First in production of clover and timothy hay, producing 3,982,000 tons in 1930.

First in tame hay production with 4,992,000 tons in 1930.

Second in value of all cattle—3,213,000 cattle in 1932.

Second in acreage of cucumbers for manufacture with 8,280 acres.

Second in production of snap beans for canning with 10,400 tons from 9,500 acres in 1930.

Third in creamery butter—176,091,000 pounds in 1931.

Third in cranberries, 45,000 barrels in 1931.

Third in cabbage, valued at \$1,467,000 in 1930.

Fourth in livestock and livestock products, valued in 1931 at \$229,627,000.

Fourth in value of horses—\$48,958,000, Jan. 1, 1931.

Fourth in oats production—97,400,000 bushels in 1930 worth \$32,142,000.

Fifth in rye, 2,425,000 bushels in 1930 worth \$1,091,000, and 23,902,000 bushels of barley worth \$12,190,000.

Fifth in potatoes, 24,924,000 bushels in 1931.

Sixth in value of cherries produced, with 719,000 trees.

Seventh in trees tapped for maple products, in tobacco and sweet corn.

