

# Historical Clippings

Three Lakes Museum

March 2025

## Field Days

With the days getting longer and the sun higher in the sky, winter is coming to an end. It's March and summer events are on the calendar. Planning is underway.

Sometime in early winter of 1948-49, a group of Three Lakes residents were planning too. Walt Goldsworthy, their leader, had moved to the area in 1947 and with his brother Vernon began developing the cranberry industry at Thunder Lake. He brought with him a love of nature and a respect for the environment and so it is not surprising that from his enthusiasm to share what he discovered in the northwoods, he gathered this group of people and organized the *Three Lakes Sportsmen's Club*. By April of 1949, with the by-laws written and Walt elected president, the club set out to create an event to celebrate and entertain, but most of all extend the welcoming hospitality of the people of Three Lakes.



THREE LAKES SPORTSMEN'S CLUB OFFICERS  
Reading from left to right are the officers of the Three Lakes Sportsmen's Club, sponsors of the Field Day event. Reading from left to right are: Mrs. VI Oikowski, secretary; Art Joers, treasurer; Mickey Singer, vice-president; Walter Goldsworthy, president.

They called it "Field Days" and according to metropolitan media reporters, those two days in July, that continued for seven summers, attracted thousands - numbers estimated at 6 to 7,000 spectators.

It was held at Marty's Showboat on the grounds of the Northernaire (where 22 years earlier in 1927, the Three Lakes Summer Carnival drew a crowd to what was then the Bridge Tavern).



Field Days in Three Lakes offered every attraction to be found at the Milwaukee Sentinel Sport Show, except the "timber toppers" contest. Demonstrations included lumber jack log rolling, wood chopping by world-renowned Peter McLaren, canoe paddling and safety techniques, bait casting and fly fishing, boat safety instructions, and the first boat races held in this area. There were trapshooting and archery exhibitions and field dog trials featuring some of the best known professional dog handlers in the United States. Other exhibitions included aquaplaning, diving and golf. Spectators could test their skills by signing up to compete.

**REGISTRATION CARD**

I want to enter the following contests in the Three Lakes Sportsmen's Club Field day, July 30-31:

- Bait Casting
- Fly Casting.
- Trap Shooting.
- Wood Chopping
- Swimming and Diving
- Canoe Race
- Row Boat Race
- Motor Boat Races.

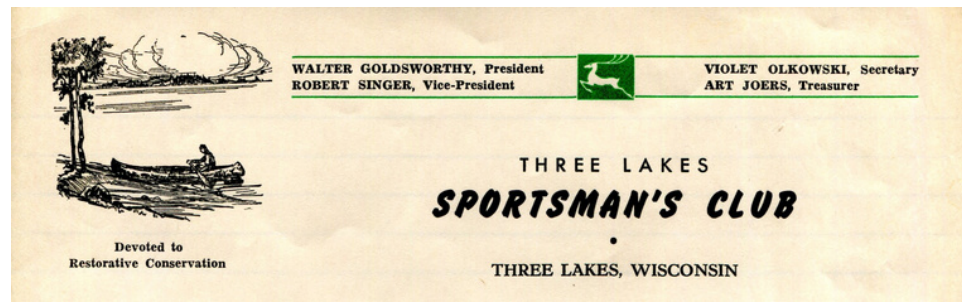
Name Cap Boyes

Address Three Lakes

No Entry Fee

Mail to P. O. Box 31, Three Lakes, Wis.

Invitations were sent out to dignitaries and public figures. In 1949 the Honorary Field Chairman was Governor Oscar Rennebohm. The list of Honorary Field Day Associates included Mel Ellis, sports writer for the Milwaukee Journal; Three Lakes own Cy Williams, baseball great; Pat Harder of the Chicago Cardinals; Curly Lambeau, Green Bay Packers Manager; Bob Becker, Chicago Tribune Sports Editor; and a host of others.



L to R Frank Olkowski, Annette Helmick, Gay Helmick, Vi Olkowski, Roundy Coughlin WI State Journal, Walt Goldsworthy Field Day Chairman, Ron Olkowski, Duane Helmick, Fred Roth Showboat Manager, Fred's grandson

## Greetings

The Three Lakes Sportsmen's Club sincerely hopes that all will find the hospitality and enjoyment of the Three Lakes area to their complete satisfaction.

May the memories of this occasion be pleasant and lasting, and worthy of your immediate acceptance of an invitation to join us next year. The officers and committee workers wish to thank all those who have contributed so wholeheartedly towards this event's preparation and presentation.

Their efforts are appreciated and your joining us is final proof of the goodwill and cooperation of all.

Cordially yours,

Walter Goldsworthy,  
Club President and Field Day  
Chairman.

Activities weren't limited to the Showboat grounds. Saturday morning in 1949 featured a parade down Superior Street with a street dance Saturday night. Possibly the following year, or year after, the dance was cut and was replaced by the Venetian Boat Parade. C E Wright was the committee chairman and he sent out a letter to all residents stating, "This project has never been attempted before in this territory, and for that reason will need everyone's whole hearted support in order to make it a success."

The letter encouraged residents to participate stating that the only expectation was that the boat would float. From there it was to just go wild. The parade would be viewed from the Showboat grounds and floaters were reminded to keep the height of their boat in mind if they would be coming under the Blue Ribbon Bridge. There was also a special assembly grounds on Big Stone that would be patrolled to keep "peekers" at bay until the parade. Wright ended his letter with, "So why don't YOU get busy right now and think up an idea" The evening concluded with dinner, music and Showboat entertainers at the Northernnaire Stratosphere Room.

That was a lot of planning!

### *The Sportsmen's Club Pledge*

*I give my pledge as an American to save and faithfully to defend from waste the natural resources of my country - its soil and minerals, its forests, waters, and wildlife*

**Sportsmen's Club**  
**FIELD DAY BANQUET**  
**Saturday, July 30, 1949**  
STRATOSPHERE ROOM  
**NORTHERNAIRE HOTEL**  
**THREE LAKES, WIS.**  
\$3.00 PER PLATE