

# Historical Clippings

Three Lakes Museum

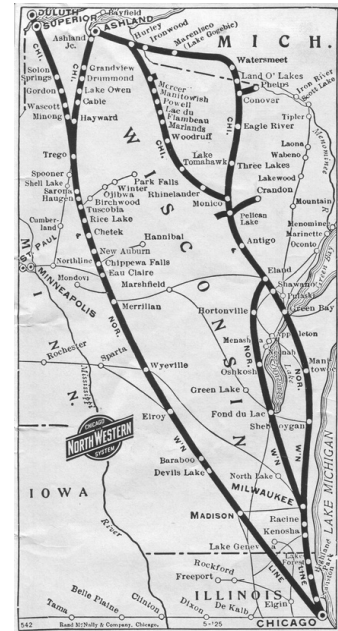
August 2023

## *In the Good Ol' Summertime*

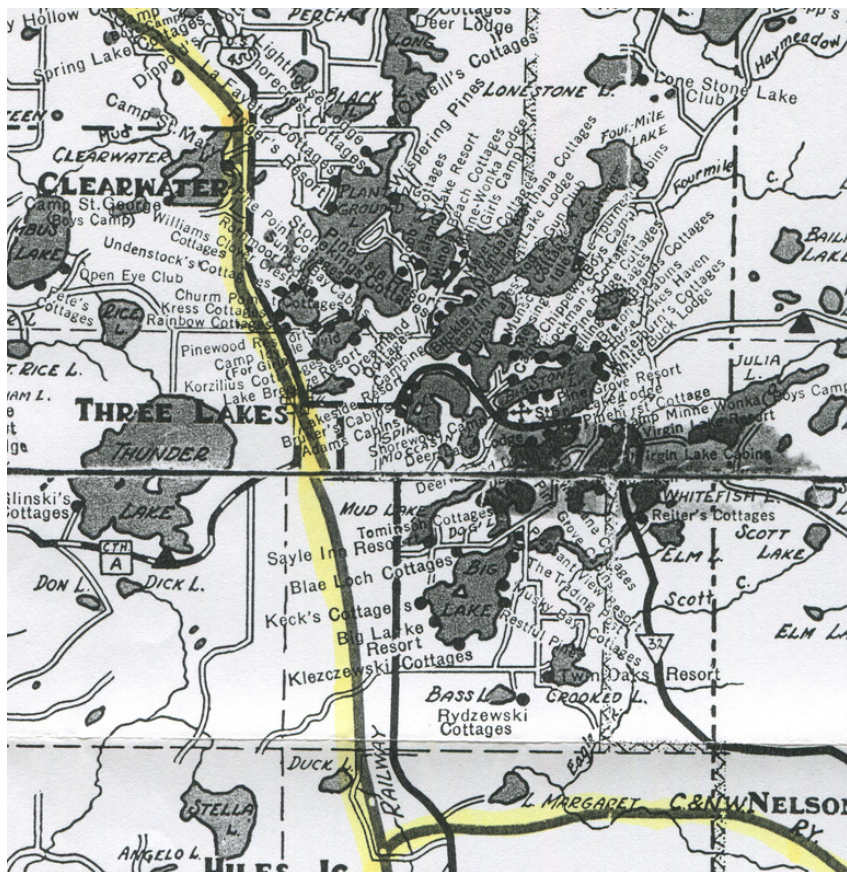
Three Lakes 1940

By the time the world was off spinning a new chapter in history in 1940, Three Lakes had already been working hard on the pages of its next story. Lumberjacks and logging had moved out of the area early. Following that was agriculture which on the barren land, except for potatoes and cranberries, had been a bust for the most part. The railroad that had created Three Lakes supported logging until its end around 1910 and transitioned to moving those potatoes to market. All of this time, the Chicago and Northwestern Railroad had provided transportation to the Northwoods from areas south but by the 40's it was running full steam ahead on tourism. It was a new era in Three Lakes continuing story. People loved this chapter!

It was all about the lakes. Even before the Otter Rapids Dam and the lift at the Burnt Rollways Dam altered the size of the waters in the early 1900's, the Eagle River and its chain of 27 lakes was already being advertised as the largest chain of inland lakes in the world.



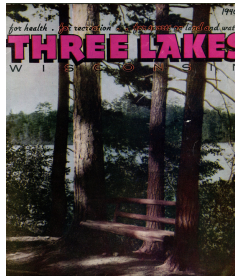
The Great North Woods Fishing and Tourist District of Northwestern Wisconsin and Upper Michigan reached directly by the Chicago and North Western System fast, air-conditioned trains: The Flambeau, afternoon train—Ashland Limited, overnight train; also the overnight Wisconsin Lakes Special, on Fridays northbound, Sundays southbound. Northwestern Wisconsin is reached by the Duluth-Superior Limited daily, an overnight train, and The Indian Head, a daytime train, for Chetek, Hayward and Drummond. Consult agent for schedules and full particulars.



Logging had decimated the landscape and in many areas had cleared the land right down to the shoreline; it made the price of lake frontage cheap. The trees did eventually grow back. Looking at the CNW RR promotional of 1940, resorts dotted the shores of all of the lakes, ranging from Mom and Pop cabins next to their home to large operations consisting of multiple cabins with a lodge and dining hall offering guests the convenience of the American Plan. There was something for everyone.

Better roads were being built to get automobiles up here, and dirt lanes and bridges were taking people through the woods to the farthest lakes. Electricity came to town in the early 1930's but it wasn't until the mid 1950's that all in the Three Lakes area were electrified. Businesses in Three Lakes thrived on tourists. Life was good.

Published by the Three Lakes Resort Association, this 1940 edition of this promotional booklet gave the traveler every great reason to choose Three Lakes as a summer destination.



## Three Lakes--- A Friendly Town

THE town of Three Lakes is a thriving village with modern stores, a bank, a beautiful hotel, several excellent restaurants, fine garages and filling stations, a cheese factory, saw mill and lumber yard. It has two churches, a Catholic church and a Congregational church, and an excellent graded and high school.

It is not necessary for the vacationist to bring his supplies from home. He can purchase everything he needs at Three Lakes, groceries, meats, fishing tackle, drug needs, dairy supplies, outing clothes and shoes, etc.



### Discovered!

YOU'LL feel like Columbus when you come upon the unspoiled beauty of the vast wilderness of lakes and forests, of which Three Lakes is the capital, and find the rich treasure of the happiest vacation of your life. Best of all, this region is so accessible. It is only 330 miles north of Chicago on paved and hard-surfaced roads leading into U. S. 45, only overnight on a luxurious Pullman, only an afternoon's ride on a daylight streamliner, or a pleasant drive by car. To each explorer the region offers a rich reward in rest, relaxation, renewed health and the pleasure of complete enjoyment of the sport which pleases him under the most ideal conditions.

Almost 2,000 feet above sea level, this region offers the invigoration and stimulation of all mountainous areas. The air is thin and dry and free from dirt and dust. The ultra-violet and infra red rays of the sun penetrate easily, bringing new health and vitality to all who answer the invitation to come and play in this region. Those suffering from hay fever and asthma find relief.

The sweet, pine scented air, the challenge of the outdoors, the active days, the peace of the forest, all combine to make deep and health-restoring sleep possible every night. More and more doctors are recommending North Woods' vacations to those who have lost their zest for living, those who are nervous and high strung, pale children who don't want to eat and those who are suffering from the pressure of business or social demands. A few days in this marvelous climate works changes that are nothing short of miraculous.

### Accommodations . . .

THERE is every type of accommodation to meet the needs of any vacationist. There are beautiful lodges as modern as any city hotel, offering every convenience. Some resorts house their guests in individual cottages, completely modern and attractively furnished, and use their main lodges as dining rooms and recreation buildings.

For those of simpler tastes, there are other more rustic resorts that do not offer as many modern facilities, some with modern conveniences in two or three cottages or with a central bath house. All resorts offer good beds, most of them with inner-spring mattresses, well constructed cottages and thoughtful, unobtrusive service.

As wide a range in furnished housekeeping cottages is offered as in hotels and resorts. Some are luxuriously furnished, completely modern. Others are as attractively furnished, but offer their occupants a chance to go back to pioneer days, to really enjoy the fun of "roughing it."

### Air Conditioning . . .

THE principle of air conditioning lies in the forcing of air over water. This vast wonderland is naturally air-conditioned. Gentle breezes move over innumerable lakes, providing welcome coolness even on the hottest of summer days. The air picks up moisture from the lakes, and thus provides normal, healthy coolness, not the dry, parching breeze created artificially. Besides the coolness brought by the breeze swept shorelines, the elevation also insures relief from heat. As soon as the sun goes down, the air cools quickly, sweaters and light summer coats may be worn comfortably, and one can sleep under blankets, even in August.



### Unhurried Hours

EACH day begins with a promise that is fulfilled before night falls. There is no rush, no hurry, no bustle. One can do as he pleases. He may spend all day in the woods, or on the lake. He may go for a launch trip on the chain or a canoe trip.

For the vacationist who loves to roam, there are any number of trips to nearby scenic or historic spots, just short drives from Three Lakes. With this town as his headquarters, he may journey to Flambeau to see the Indian ceremonials, drive to the Porcupine mountains, explore the shores of Lake Superior, trace the Wisconsin river to its source or visit a number of famous falls in this region, and he will always return at night satisfied that Three Lakes pleases him most.

## Housekeeping Cottages

- |                                  |                                  |
|----------------------------------|----------------------------------|
| Adams' Cabins                    | Pine Point Cottage               |
| Allendale Marthana Point         | *Pine Ridge Cottages             |
| Big Lake Cottages                | *Pine Wood Resort                |
| *Blae Loch Cottages              | *Reiter's Cabins                 |
| *Brenton's Cabins                | *Restful Pines                   |
| Brucker's Cabins                 | Rogers Resort                    |
| *Buckle Inn                      | *Rothmoor Lodge                  |
| *Burger's Modern Cottages        | *Sayle-In Resort                 |
| Churm Point Cottages             | Shorecrest Cottages              |
| *Dobbs' Cottages                 | Shorewood Camp                   |
| Deerwood Cottages                | *Stoneking's Cottages            |
| *Dreamland Cottages              | *Sunset Bay Modern Cabins        |
| *Drewry Lane                     | *Telling's Housekeeping Cottages |
| Gladys' Cabins                   | John F. Thomison                 |
| *Idle Acres Cottages             | *The Trading Post                |
| *Korzilius Cottages              | *Three Lakes Haven Resort        |
| *Knapp's Modern Cottages         | *Twin Oaks Resort                |
| *Lockman's Housekeeping Cottages | *Umdenstocks' Cottages           |
| Lohagon's Cottages               | *Van Bussum's Cottages           |
| *Medicine Lake Lodge             | Weise's Cottages                 |
| *Minola Beach Cottages           | Whispering Pines                 |
| *Musky Bay Cottages              | *Cy Williams Cottages            |
| *O'Neil Cottages                 | *Winterburn's Cottages           |
| Pine Grove Resort                | John Zimbinski                   |
| Pine Isle Lodge                  |                                  |

## American Plan

- Deer Lake Lodge
- \*Lake Breeze Resort
- Lakeside Resort
- \*Lighthouse Lodge
- Lone Stone Lodge
- \*Medicine Lake Lodge
- Pleasant View Resort
- \*Rothmoor Lodge
- Stone Lake Lodge
- \*Swartz's Deer Lodge
- \*Twin Oaks Resort
- Virgin Lake Resort
- \*White Buck Lodge

\*See advertisement

## Over Nite Cabins

- \*Rainbow Auto Court

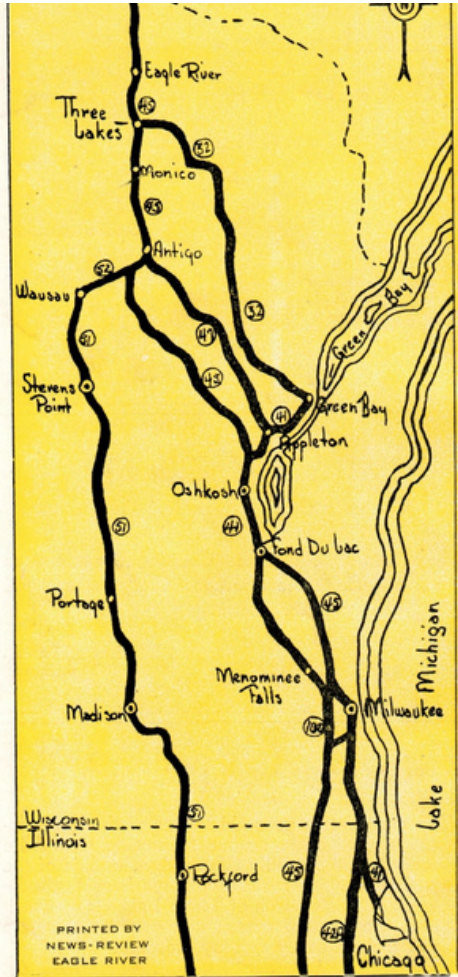
## Boys Camps

- Camp Chippewa
- Camp Minne-Wonka

## Girls Camps

- Camp Idyle Wyld
- Minne-Wonka Lodge

Published by  
Three Lakes Wisconsin  
Resort Asso'n



WHEN WRITING TO ADVERTISERS PLEASE MENTION THIS BOOKLET

\*asterisks indicate an advertisement in the book including proprietor, address and possible image. The book can be viewed at the Three Lakes Museum archives.

## Highways . . .

ANY highway connecting with U. S. Highway 45 will bring the vacationist to Three Lakes. All highways leading to Three Lakes are either paved or dust proofed, so that the motorist can make a swift, safe and enjoyable journey into the North Woods. Highway 32 also brings motorists into the Three Lakes area by a most picturesque route.

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Clips were taken from the *Three Lakes 1940* promotional tour book. It is found in the Three Lakes Historical Society archives and can be viewed in full there.



## Railroads . . .

The Chicago & Northwestern railroad services the Three Lakes area, offering special low rates throughout the summer. Overnight Pullmans bring vacationists into the region early in the morning after a comfortable night's ride. During the summer a daylight streamliner leaves Chicago early in the afternoon and arrives at Three Lakes around 8:30 in the evening. Dining and club car service are provided on both these trains. All resorts arrange to meet these trains upon request.