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Bay Leaves. Volume 7, No. 5 February 2, 1939

Williams Bay, Wisconsin: Frank M. Van Epps, February 2, 1939

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BAY LEAVES

& LAKE GENEVA OBSERVER

VOL. VII WILLIAMS BAY, WIS. FEBRUARY 2, 1939

NO. 5

STATE OF WISCONSIN
EXECUTIVE OFFICE
MADISON

January 26, 1939

Col. J.E. Atkins
Williams Bay, Wisconsin

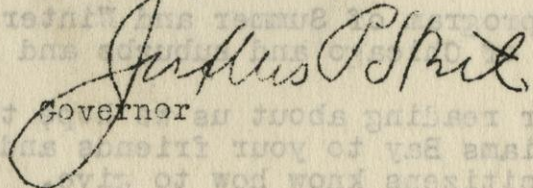
My dear Colonel:

It is with pleasure that I comment upon the fine civic spirit in Williams Bay, Wisconsin. You have not only beautified your city, but you have gone to the expense and care of supplying a fine water works system and sanitary facilities, together with the fine public park arrangement.

The small cities supply their state with beauty spots that attract folk from all sections of the country, and Williams Bay has the enviable reputation of being a cultural center imbued with the desire to make the most of its natural resources.

My congratulations and best wishes for your continued success in your endeavors.

Sincerely yours,


Governor

WHY ALL THIS ADO ?

The Village Board in the name of the Village of Williams Bay purchased from the Chicago & Northwestern Railway Company the land along the lake shore for park purposes. To celebrate the event this edition of Bay Leaves is published.

There were many compliments about the purchase. That gave the editor the idea of asking those whom we have elected to represent us in high offices and our neighboring executives what they thought of Williams Bay.

The letters came. You can judge from reading them just what they think of Williams Bay.

We are proud of our Village. During the decade ending 1930 it grew the fastest of any community in Walworth County. It is still growing, maybe not as fast as before, but in a substantial manner and as in the army after an advance effort is made to consolidate the lines, so in Williams Bay we have been building to catch up with the gains made.

You will find on other pages about the progress made since the incorporation in 1919.

You will see that Williams Bay though a small village is out of the ordinary. It is a rural community plus.

As in all small communities, we have a fine school and around the school many of the activities of the village center. A pupil can go from the kindergarten through one year of University work in the Bay. The Boy and Girl Scouts are sponsored by the teachers in the school. (There is a fine log cabin by the lake for meetings) There is a Six-Man Football Team which did credit to the Bay. The Basket Ball Teams are in first place in their league. The school has a very active Parent-Teachers Association. There is a Glee Club and a School Orchestra. The Gym is used for many village activities and serves as a community room.

There is a Library and Community Room with many fine volumes and with active attention of several of the leading citizens.

We have a Men's Community Club of fifty members who work for the good of the village, taking the place of such organizations as the Lions, Kiwanis or Rotary Clubs. The Annual Men's Banquet brings over 200 men together from this and neighboring communities for renewal of fellowship.

The program of Summer and Winter Sports attract thousands from the city of Chicago and suburbs and from nearer communities.

After reading about us we hope that you will say a good word for Williams Bay to your friends and extend to them a welcome such as our citizens know how to give.

We have lots of room yet for Summer homes in our lake shore subdivisions. You will find few places that you will like better. For those wishing modest cottage sites, we have them too.

Come on up, Summer or Winter. You'll like it any time.

United States Senate

COMMITTEE ON
AGRICULTURE AND FORESTRY

January 24, 1939

Mr. F.M. Van Epps,
Williams Bay, Wisconsin

Dear Friend:

I am very happy to congratulate the citizens of Williams Bay and the Village Board on the recent acquisition of the lake shore by purchase from the Chicago and Northwestern Railway. There isn't any question that this acquisition will make it possible for Williams Bay to go ahead and develop this shore into a most attractive place.

The fact that since 1930 you have completed a water and sewer system, paved main streets, erected a new fire station with two engines, and made many other improvements is indicative of the fact that the spirit of your community will not "down". In these days when the spirits of men in so many places are numb, your community exemplifies enterprise and courage. May this spirit spread throughout the width and breadth of our land.

Sincerely,

Alfred J. Ley

Congress of the United States

House of Representatives

January 10, 1939

Dear Mr. Van Epps:

The people of Williams Bay are to be congratulated on the progress made by the earnest people who live in your beautiful village. The purchase of the lake shore property at the Bay will add to your reputation, not only as a Summer resort but as a cultural center of the lake region of Wisconsin.

I have always thought that our own lake country is far more attractive than that of the north. I do not like to make invidious comparisons, but around Lake Geneva, and especially at Williams Bay, we have the hilly country, the varied landscape, the beautiful woods and the water.

Sincerely yours,

Stephen Baile

EDWARD EVERETT AYER

(This is the ninth of a series of articles written about the first families who formed the Lake Geneva Summer colony)

It is because Edward Everett Ayer belongs in the company of famous men- wise and glorious in his time- that we here record his deeds.

He had a part in the **epic westward movement** across the Plains; he played an honorable role in the central tragedy of the nineteenth century, the Civil War. He was an active force during the picturesque and strenuous period of railroad expansion in the West that followed the Civil War; he was an enthusiastic and generous supporter of culture and fine arts in America; he exerted himself in philanthropic and constructive ways for the betterment of the American Indian; he threw his energies, along with other gifted leaders, into the project of making Chicago the finest city in the world to live in; and he had a main hand in the movement to preserve the Redwoods of California .

Edward's parents had been part of that rush to the Middle West after the Black Hawk War. Elbridge Gerry Ayer and his wife , both descendents of early New England families, came west shortly after their marriage in 1835 in Haverhill, Massachusetts. They landed in Southport, later to be known as Kenosha early in 1836, the same year that Wisconsin became a territory. Almost the entire journey was made by water; Albany to Buffalo by the Erie Canal, and then by way of the great lakes.

They remained in Southport for ten years and during that time five children were born into the home: Mary Ayer (1836), the first white child born in the town; Anna Maria, Edward Everett (born November 16, 1841); Julia Ann; and Henry Clay.

In 1846, his father took up two hundred acres of land at Big Foot Prairie and opened a little general store there, engaged a blacksmith and ran a blacksmith shop in conjunction with the store. Having been employed in a grain elevator in Kenosha, he saw an opportunity to engage in buying wheat from his neighbors and selling it at Kenosha. Hard work and foresight brought increasing prosperity.

He watched with interest the railroad coming out his way from Chicago in the early 50's and upon getting information that it would eventually pass by the present site, he sold his farm and bought four hundred acres of farm land there. In 1856, with two or three railroad men, he laid out the town of Harvard, Illinois. A little later he took a contract to build a certain portion of the Northwestern Railroad in that section, and soon after the railroad came to Harvard he got possession of the hotel built near the station and ran it for years.

"Judge" Ayer as he was called (not in-appropriately) was easily the leading man in his town and was loved and respected for his kindly and generous ways. Edward's mother was no less loved. There wasn't a birth or death that Mother was not on hand to help and Father was on hand where needed to give the necessary means to back up her services.

Mrs. Ayer was a strict tee-totaler and even objected to the "hot toddies", "mild tonics" and "mugs of fine old cider " that her husband now and then indulged in; and sometimes expressed the fear that they would bring him to " a bad end ". She was an advocate of Woman's Rights " and wrote poetry. She and the " Judge " often sang duets at social gatherings. They attended regularly the Baptist Church though brought up as Unitarians.

United States Senate

COMMITTEE ON FINANCE

January 26, 1939

Mr. F.M. Van Epps,
Williams Bay, Wisconsin.

Dear Mr. Van Epps:

I am very glad to take this opportunity afforded me by your recent letter to extend congratulations to

the citizens of Williams Bay in having acquired the railroad right of way and thus affording an opportunity for the development of the village beach.

Sincerely yours,

Robert M. La Follette

WISCONSIN LEGISLATURE
Senate Chamber

Dear Mr. Van Epps:

The news that your Village Board has purchased the lake shore at the Bay property, thus giving your village one of the finest shores for bathing on Lake Geneva, is particularly pleasing to me as your representative in the State Senate. Kindly convey my heartiest congratulations to the Village Board and others who have been instrumental in carrying out this worthwhile project.

It has been my privilege and pleasure to visit Williams Bay each summer for many years and rest assured I have been captivated by its attractive features, its facilities for recreation and the cordiality of its residents. All these estimable qualities will be greatly enhanced by the addition of this lake shore tract. People are naturally attracted to Lake Geneva because of its close proximity to several large cities, not alone in Wisconsin, but other states as well, and as a center for rest and recreation, it is unsurpassed.

Williams Bay holds one of the real beauty spots on this lake. Its hills and slopes charm the eyes of visitors to such an extent that one visit paves the way for more. The foresight of the Village Board and citizens in increasing its attractions and advantages by securing additional lake shore property is deserving of universal commendation, and I shall look forward with pleasurable anticipation to my visit next Summer.

With kindest personal regards and many good wishes for the future of Williams Bay, I am, Sincerely yours,

Conrad Shearer

Thus we get a picture of the environment in which Edward Everett grew up. He was one of happy large family which was not afraid to show its affection for one another. Schooling was not much in his life, his boyish pranks, such as the pin in the shoe, etc. made him marked by his teachers. He inherited a trait for bartering and very early engaged in trading and even bartering with his father.

When only ten he went alone on regular trips to Kenosha with grain and often showed unusually keen sight in handling difficult situations. These trips took him past the Williams home in what is now Williams Bay. His father took him on business trips to Chicago and other places and loaded responsibility upon his shoulders as fast as he could take it.

Dances, singing classes, spelling contests were favorite amusements in the community. In the spelling contests he always went down early. On one Fourth of July he went to Delavan on horseback (one of the clumsy work horses) with 50 cents for spending money. One of the Delavan boys threw down in front of him a dollar and ordered a bottle of ginger ale. Says Edward "My, Lord, what a lot of money". If I ever get able to do a thing like that, I'd be the happiest fellow in the world".

He helped milk the cows as his part of the chores and some times rebelled against the task. A wagon train bound for "Pike's Peak or Bust" went through town one day and stirred the imaginations of young Edward and a desire to "Go West". Upon approaching his father about it he showed him ten cords of wood piled in the back yard and told him if he did that alright he could go. About half way through the job he was taken ill and was under the doctor's care for a week. He pluckily took up the job and finished it then asked "Now may I go to Pike's Peak?". "The trade's off" was the reply. "I knew you couldn't do it. You got sick under the job. I told you you would, too".

The desire to go West would not down and one day as he saw Horace Smith and beautiful Maria Gardner (his school boy idol) now husband and wife start off for California he went straight home to his father and said "I want to go to California". Being a wise father he admired the independence of his son, gave his consent.

So when his friend, Horace Hartwell, and family passed through the town arrangements were made for him to join them in the wagon train. The trip across the West was a great experience for Edward. Like all others he carved his name in various places enroute: Independence Rock with a cold chisel and hammer he wrote "Ed. E. Ayer Harvard, Illinois"; on a white skull of a horse he wrote "Ed. E. Ayer, 3,000 miles from home, without a cent". A coincident occurred when Carrie Carey, a girl from back of whom he was very fond, walking along behind the wagon saw the bone, picked it up and knew from this record on the sands of time that Ed Ayer was plodding westward. A month later he met her after a ride of thirty miles on horse back to spend a few hours in her company.

Running out of money, he stopped at Carson City, and after a tramp of ten miles got a job at the quartz mill at Devil's Gate as a shoveler at \$4.00 per day with hours from midnight to noon with an hour off for breakfast. He remained on the job long enough to get money enough to get him to San Francisco. When he finally landed in San Francisco, five months after leaving Harvard, he had twenty-five cents with which to start his fortunes.

(Continued in another issue)

WISCONSIN LEGISLATURE

ASSEMBLY CHAMBER

MADISON

January 18, 1939

Mr. F.M. Van Epps,
Williams Bay, Wisconsin

Dear Mr. Van Epps:

I wish to express to you and through you to the people of Williams Bay my most hearty congratulations on your acquisition of the lakeshore property purchased from the Chicago and Northwestern Railway Company.

This is another step by the alert and farsighted people of Williams Bay in making their beautiful village more beautiful and enticing to draw the people from their own country as well as Chicago and other parts, so they can enjoy the wonderful beauty and accommodations you have to offer.

I wish to compliment all of the citizens of your village and especially your officials whom I admire very much and who have, no doubt, made this wonderful improvement possible.

Respectfully yours,

O. E. Rice

Dr. O.E. RICE.

VILLAGE OF FONTANA ON GENEVA LAKE WISCONSIN

January 10, 1939

Dear Mr. Van Epps:

Of all the many projects and improvements that have made Williams Bay an outstanding community, certainly the recent acquisition of the waterfront by the Village is of the greatest importance. Your citizens can now have and enjoy a beautiful waterfront, second to none on the lake, one of which they can be genuinely proud.

To the Village of Williams Bay; to every individual who has worked and planned for this time; and particularly to the Village Officials, whose planning and patient negotiations have made this acquisition possible, the people of Fontana extend hearty and sincere congratulations!

Yours truly,

W. G. Fontana
Village President.

WORKING TO A PLAN

Washington ,D.C. Jan. 25.- AP. President Roosevelt today nominated Jacob Crane of Illinois to be assistant administrator and director of project planning of the United States Housing authority.

On July ,31, 1922 a booklet was published by the village of Williams Bay entitled " A Development Plan for Williams Bay ". The book was prepared by Jacob L.Crane,Jr., who had been invited by the Board to make a preliminary survey. Mr. Crane has followed up that kind of work and made a name for himself in City Planning. The President made the selection noted above because of the national reputation Mr. Crane now has in Housing.

In the March 18, 1937 issue of Bay Leaves the outline of the plan was given and in the March 25,1937 issue the completion to date of the plan was given. That list bears repetition:

Topographical survey made, Edgewater Park purchased in 1923 for \$8,850 ; Comfort Station Built at Park at cost of \$1256.00; Bridle paths marked for equestrians; School considerably enlarged; Thirty acres purchased for Sewage Disposal now made into a recreational park for Winter Sports,etc.; cost \$8,612.90; Water Plant installed with purification and softener, last year to the original plant built in 1931; Winter Sports program inaugurated in 1936-7 and toboggan and ski jump built at Winter Sports Park; New Fire Station built by Volunteer Department at cost of \$7500; Fire Engine purchased in 1923 at cost of \$5,130, second engine purchased in 1937 for \$500 (second hand), fire apparatus other than engines cost upwards of \$2500; Village owns a Garage to house the trucks,grader, snow plow and tools; Frost Memorial Park was purchased by the Village in 1936 and improved by the Williams Bay Garden Club with assistance from Lake Geneva Garden Club and friends around the lake; Sewer Plant and mains completed in 1931 at cost of \$114,000; Geneva Street paved, many other streets improved and curb and gutter.

Now comes the purchase of the lake shore and its improvement outlined in the plan of 1922. Not all that was sketched but the important part - the lake shore.

The new highway which is being constructed by the State and County is being located back from the lake as near the railroad tracks as possible, two fine bridges are under construction, and when the new road is completed next Summer, the old black top will be torn up and added to the park, making about four more acres for park purposes.

It is too early to predict what will be done with the lake shore. The railroad company for the sum of \$2500 has given the village a deed for all the land south of the proposed highway and an easement for the road itself. Probably the first step will be to run the sewer mains to the bathing pier, in preparation for some fine improvement for bathers in a few years to come. All rights along the lake shore, including all leases were turned over to the village.

Much credit for the consummation of the transaction should be given to Mr.S.B.Chapin, who has taken a great deal of interest in our problems,being a large donor toward the purchase of Edgewater Park; he interested Mr.Rufus C.Abbott, a Director of the Railroad, who in turn got to the ear of President Fred W Sargent, who got a real picture of our problem. Our Village Trustees,(Past and present have worked on the problem), our engineer, our attorney and others have helped to bring about the purchase.

WILLIAMS BAY VOLUNTEER FIRE DEPARTMENT
CONRAD E. NIEHOFF
230 W. SUPERIOR STREET,
CHICAGO

November 3, 1938

Mr. F.M. Van Epps
Lake Geneva Observer
Williams Bay, Wisconsin

Dear Mr. Van Epps:

In our frequent trips to Williams Bay we always find it interesting to read BAY LEAVES which keeps us in intimate touch with the community.

I do believe that there are a number of things that are being sponsored by the Geneva Lake Home Owner's Protective Association, which should be given wider support and publicity. I also think that under the leadership of Mr. Spencer that this association will be a helpful influence to all who are interested in the development of the greater Lake Geneva area.

There are two things that are outstanding in mind and in order to accomplish them it is necessary to have the support of the community to a greater extent.

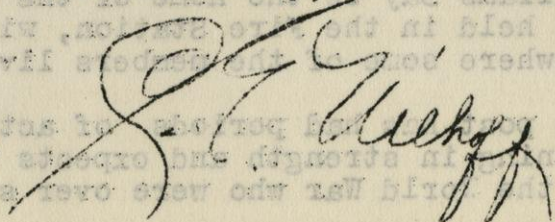
1 - Foremost in mind is the fact that the highways leading to Lake Geneva are inadequate to take care of the traffic properly. In fact, they are particularly dangerous under bad weather conditions, even when driving at a conservative rate of speed. The towns enroute should also be aware of this fact. Whether the state can take any action to improve this situation, I do not know, but if there is sufficient public sentiment towards an improvement of the highways I believe results can be accomplished.

2 - Train service has been inadequate and the facilities have not been maintained up to date. This should be stressed. Of course, I realize the unfortunate conditions in which the railroads are now finding themselves and, therefore, it is a problem that cannot be quickly or easily solved; but it should be kept before the public, nevertheless.

We enjoy the lake and its surroundings immensely, and we enjoy it just as much in winter as in the summer season.

I want to take this opportunity of wishing you further success.

Yours sincerely,



WILLIAMS BAY VOLUNTEER FIRE DEPARTMENT

Williams Bay citizens are justly proud of the Volunteer Fire Department. During the 15 years since it was organized it has been to 65 fires and kept the losses down to \$7,000. A really remarkable record. During the years the men have been fortunate as to accidents, there being only one minor injury.

At the January meeting of the department Col. Atkins presented to Fire Chief Victor Hansen, a gold badge for his fifteen years of untiring service.

The editor had the privilege of being the clerk in 1923 when the Fire Department was organized and the first engine purchased. The Fire Committee at the time was: Dr. E. J. Fucik, W. A. Lackey and E. H. Hollister. The purchase of the Stoughton engine at a cost of over \$5,000 was an important event in the Bay's history. Victor Hansen was the first Chief and the only one.

Members of the Department now are: Charter Members now serving- Victor Hansen, Elmer H. Hopkins, Alfred Johnson, F. Arthur Anderson, Don Krause, George Krause, Carl M. Bjorge, Robert E. Burton, Rudolph Johnson, Edward Stenstrom, Walter Robertson, A. C. Ohl, Jesse Gardner, Ben Moeller.

Other members: Lambert Lindquist, August Fleming, Mike Ambrose, L. A. Hollister, Henry Kenyon, Joe Ambrose, Edgar Sleeman, Frank Vavra, Reuben Palmbach, Herbert Robertson, Louis Kaphengst, J. Albin Johnson.

Honorary Members: Harry Breen, L. A. Rasmussen, Roy Johnson, Eric Werner, E. H. Hollister.

The Department graduated two years ago from the rented quarters where they met for the meetings around a stove and sit on top of the fire engine, boxes, etc. to plan for the beautiful new building which they now occupy. Yes, a brick building housing two fire engines and another stall which is rented to the Water Department, a large assembly room, village office and department office.

The building was built by the Department and is owned by the Department. The members have received no compensation for services and put all their money into the building fund. Friends of the Village and around the lake by their loyal patronage of the Mid-Summer Fairs have helped to raise the other funds needed. It won't be long now before the building will be clear of debt.

Hats off to the Firemen!

GENEVA LAKE POST NO. 2373 VETERANS OF FOREIGN WARS

Williams Bay is the home of the V. F. W. Post. Most of the meetings are held in the Fire Station, with occasional meetings at Lake Geneva where some of the members live.

The post has had periods of activity and inertia. Just now it is gaining in strength and expects to enroll many of the service men in the World War who were over seas, from other places in the county.

Officers: Commander, Jack Bartenbach; Jr. Vice Com., Walter Madsen; Sr. Vice C., E. L. Warner; Adjutant, Walter Hansen; Quarter Master, Dewey Denton; Service Officer, Leslie Sawyer.

CITY OF LAKE GENEVA

The City of Lake Geneva is pleased with the acquisition of the lake front by the Village of Williams Bay. Now

the solution of village and city problems is on a more common level. The interests and objectives are so nearly the same that a friendly cooperation of both communities

for the mutual advancement of both should always be our immediate aim. Surely at all times should we each be solicitous for the welfare of the other.

Greetings and salutations from the City of Lake Geneva!

LEWIS G. BROWN

President, Chamber of Commerce.

WALTER M. LEDGER,

Mayor

We join with our Mayor and President of the Chamber of Commerce in congratulations to the citizens of Williams Bay.

GAMBLE AGENCY STORE W. J. HOOKER

"Why pay more when you can
got it ir'less at
Gamble's."

Plumbing & Heating

EST. 1906

Power to Pass
That's Dixie Gas

FERGUSON ANIMAL HOSPITAL

PENDERGAST OIL CO.

Drs. T.H. & S.E. Ferguson

LAKE GENEVA AUTO STATION

BUICK & PONTIAC Sales Service

For exceptional values
in '36, '37 & '38 USED CARS.

JOE'S HOME BAKERY

MAIN STREET

by

Annie Napper Hess

It's summer time - 50 years ago - the sun is setting over Williams Bay as the long afternoon train, chair cars and Pullmans is pulling into the new depot, just completed. Williams Bay was without train service until June 1st, 1888.

All about the newly painted station are gay equipages of various sorts, all horse drawn, from the family brougham and tally-ho to the small "dog" cart, the former in charge of family coachman and footman, the latter with nursemaids and children - all gathered to await the arrival of the train.

Across the street on each side of the long pier are the steamers, private ones on one side, public boats on the other. There's the Admiral, newly built, the Commodore, and farther down at the end of the dock, those two pioneer "queens" the Lucius Newberry, and the Lady of the Lake - both with double decks and side wheels, like the Mississippi River boats, - little pilot houses on top.

In 1939 these boats are but a memory - all gone. One morning in midwinter of 1901, the Newberry, tied to the Lake Geneva dock, where she had been all winter, through some unknown reason caught fire. The wind being in the right direction, her tow ropes having burned away, she was soon following her old course "up the lake". Before rounding the Fairbank Point, having burned to the water's edge, she sank. Twenty years after she was built, the Lady of the Lake was taken to the deep part of the lake and sunk.

Attached to the train is an extra car - full of youngsters, 75 or 80 of them. They are among the first brought from Chicago's congested districts for a two week's holiday in the country, to be guests of the new Holiday Home which opened in 1888. During these 50 Summers, Holiday Home has never been closed. Some of the private boats are now being filled with these children.

We notice the "Arrow" of George Sturges, the "Princess" of O.W. Potter, the "Passaic" of Richard T. Crane, right now the great ironmaster with his aristocratic bearing, is walking down the pier to his boat, greeting his crew with courtesy and pleasure as he steps aboard. Equally handsome is N.K. Fairbank, whose trim little "Cisco" is awaiting him in her bright coat of green paint, for that was always the color of the "Cisco"; there is John T. Lester's "Reinnette" named after his wife, who is on board with the two lovely Lester daughters, Helen and May. S.W. Allerton is boarding his "Time" and Edward E. Ayer's "Tula" is also there, the "Thistle" with Mrs. Chalmers aboard awaiting her husband, William J. Chalmers - all gathered to greet members of the family or incoming guests. And all these boats propelled by steam.

Just rounding Cedar Point, perhaps a bit late, coming into the Bay with her tall masts "against the sky" and her ruddy faced skipper, Capt. "Archie" in command, sails the "Gertie" one of the earliest of the lake steamers. On board we see Mrs. George L. Dunlap and her jolly fun-loving sister, Mrs. Orson Smith. They are coming no doubt to meet the lord and master of the household just back from Chicago.

(continued another page)

WILLIAMS BAY, WISCONSIN

The late Zona Gale Breese once wrote, "The small town today is a place where one can find plenty of leisure, where people talk about their gardens, where children have a place in the home, where members of the family come into intimate contact with each other, and where there is not the air of breathlessness that plants one impression on top of another so fast that all is lost."

Williams Bay is a friendly place; it has its organizations for the men; for the women; for the boys and girls; constructive groups who work for the betterment of the community.

Its men and women take an active part in the running of the village. At the village



VILLAGE OFFICERS—1938-'39

Left to Right— F. M. Van Epps, Clerk. Alfred A. Pederson, Trustee; Harry E. Breen, Trustee; Louis A. Rasmussen, Trustee; Chas. E. Wilson, Attorney; Oscar M. Waterbury, Treasurer; Arthur C. Ohl, Constable; John E. Atkins, Village President; Phil J. Fogle, Justice of the Peace; Albert T. Anderson, Assessor; Victor Hansen, Supervisor; Joseph M. Biagi, Engineer; Roy E. Johnson, Eric J. Werner, Herbert A. Bradt, Trustees.

caucus in March each year, nearly half the voters are on hand to select those who are to run for the various offices and handle the affairs of their village.

At elections a much larger per cent than average get to the polls to cast their ballots.

No wonder, from this interest that the village has been fortunate in the type of men who have been the village presidents since the incorporation in 1919—such men as Mr. Storrs B. Barrett, M. T. Peterson, Dr. Paul B. Jenkins, J. S. Hotton, F. Arthur Anderson, and Col. J. E. Atkins.

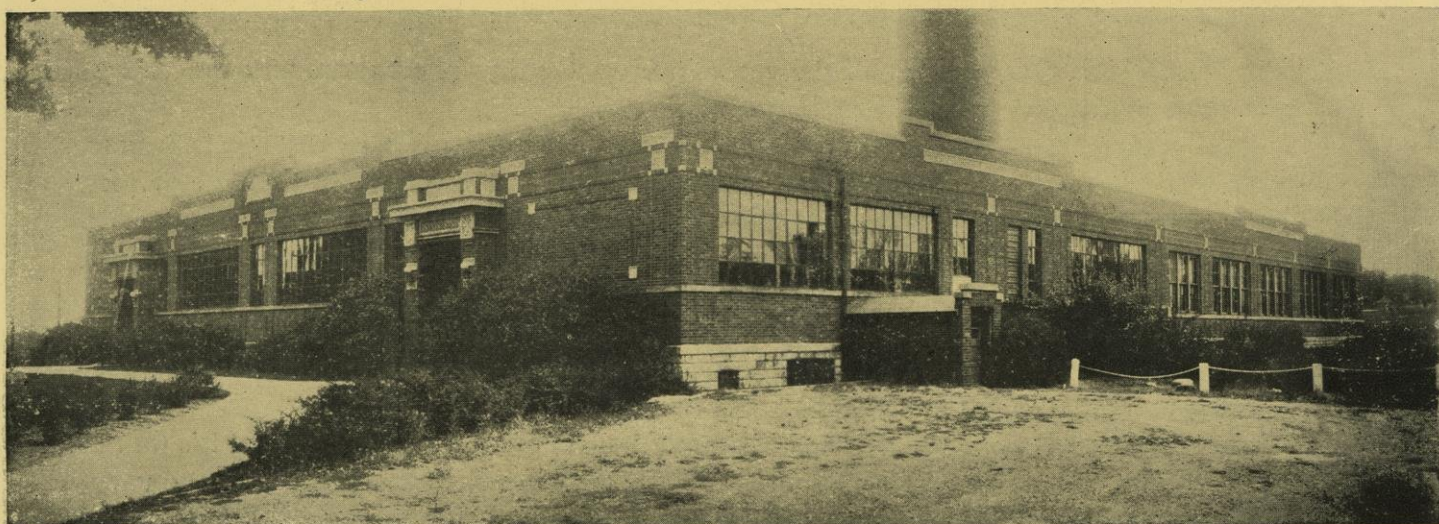
Service on the village board means hours of time on committees and attendance at meetings; supervision of projects; all for the benefit of the whole village, with little thought of personal gain, and at very small compensation.

It is said that the salvation of the nation and its adherence to the ideals of its founders, is to be found in the small community. If in high places the same unselfish; non partisan loyal service; were to be given as do the officials of the small community give, there would be a long step taken towards solving our political, economic and social problems.

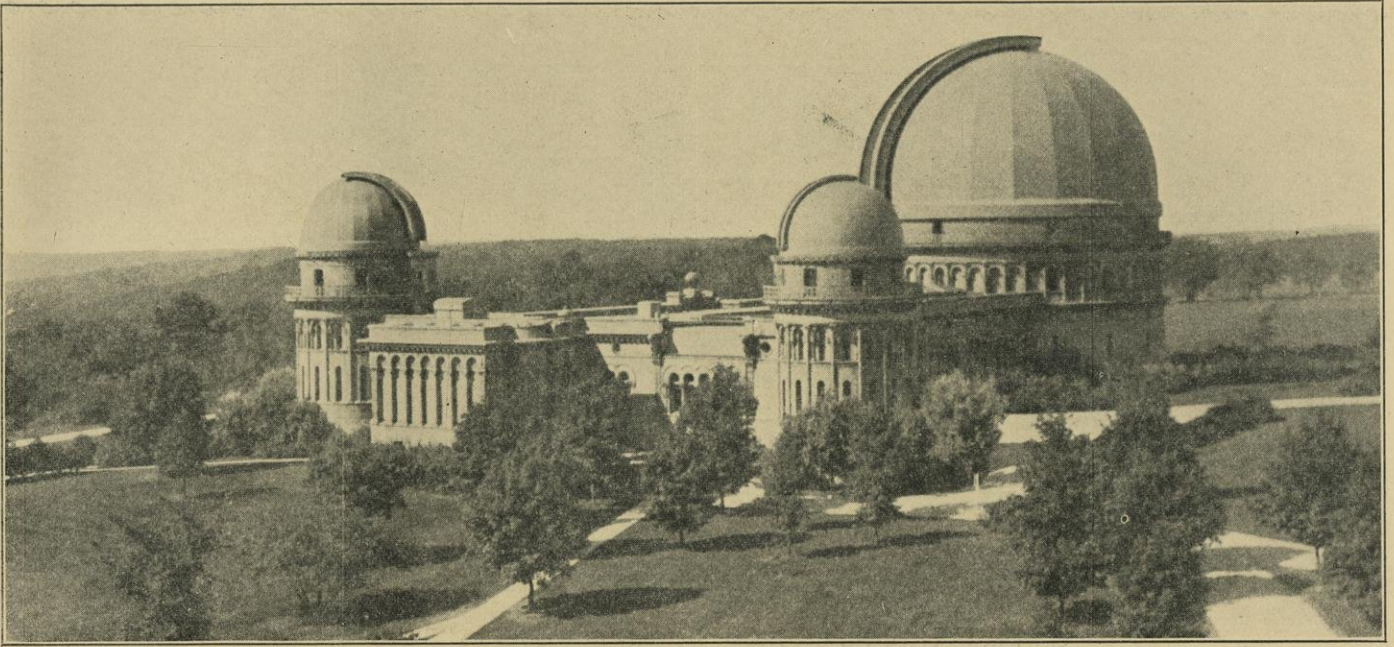


WILLIAMS BAY VOLUNTEER FIRE DEPARTMENT

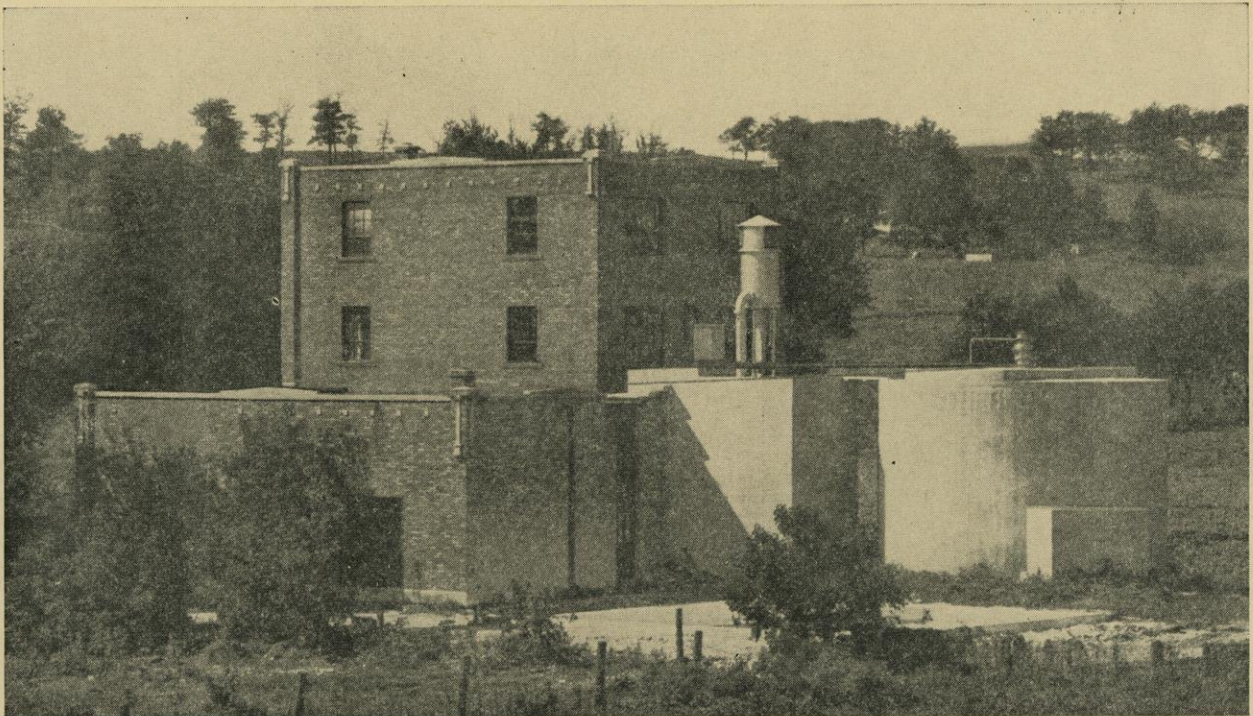
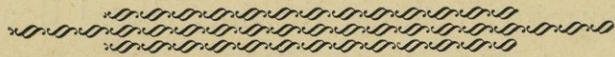
First Row: August Fleming, Edgar Sleeman, Frank Vavra, Herbert Robertson, Roy E. Johnson, Edward Stenstrom, Henry Kenyon, Walter Robertson; Alfred Johnson. *Standing:* Victor Hansen, Chief; Harry E. Breen, Lawrence A. Hollister, Carl M. Bjorge, Eric J. Werner, A. C. Ohl; Ben Moeller; Rudolph Johnson; Don Krause; Louis Kaphgenst; Geo. Krause; F. Arthur Anderson; Mike Ambrose; E. H. Hopkins; L. A. Rasmussen.



CONSOLIDATED RURAL SCHOOL DISTRICT NO. 1. BUILDINGS AND SITE \$108,000.00. EQUIPMENT \$17,000.00.

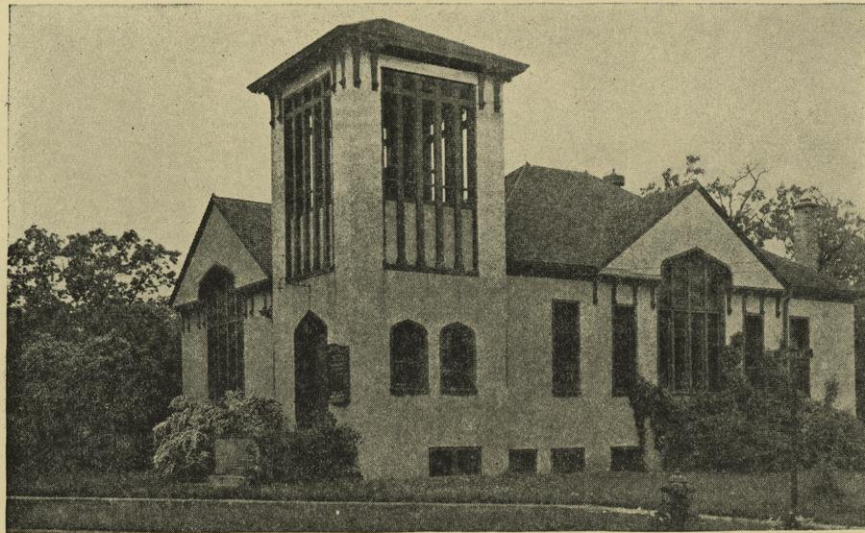


THE DOMES OF YERKES OBSERVATORY, LOCATED AT WILLIAMS BAY
ADD TO THE BEAUTY OF THE LANDSCAPE



WILLIAMS BAY WATER PLANT

With the recent Water Purification and Softening Plant added, is one of the most modern.



CONGREGATIONAL CHURCH Recently Remodeled and Redecorated

PLAY GROUND FOR CITY FRIENDS

In Summer ---

Swimming, Fishing, Rowing, Speed Boat Rides, Sailing,
Leisurely Trips Around Lake Geneva, Golfing, Tennis,
Hiking, Bicycling and Horseback Riding.

In Winter ---

Skating, Ice Boating, Skiing, Tobagganing.

The Spiritual Life is much in evidence in Williams Bay
Summer and Winter



ARRIVING VIA C. & N. W. SNOW TRAIN
FOR WINTER SPORTS



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WE TOO, JOIN MAYOR LEDGER AND PRESIDENT L.G. BROWN
IN GREETINGS AND SALUTATIONS TO WILLIAMS BAY.

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fuel to keep it warm"

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ALWAYS BUSY, THERE'S A
REASON - QUALITY FOODS
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STANDARD SERVICE
Complete Lubrication plus
Unexcelled Service.

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PHYSICAL DIRECTOR, Y.M.C.A.

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GIFT SHOP
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LATEST
IN WOMENS, CHILDRENS WEAR

BLACKWOOD'S
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We telegraph flowers everywhere

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CHOICE WINES, BEERS,
LIQUEURS
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OFFICE SUPPLIES

NELL FRED CANDIES
CIGARS
AFTER THE THEATRE
SUNDAES, HOT CHOCOLATE

TWO WILLIAMS BAY OLDER RESIDENTS GIVEN LARGE FUNERALS

CHARLES A. HANSON

Charles A. Hanson came to the Bay thirty-three years ago and has been engaged as a painter ever since. He came from Chicago with his wife and a small son in 1906.

He has been active in the Gospel Tabernacle, serving as a Deacon for many years.

He was the last of four brothers who served the country during the Spanish American War, and who died in the Milwaukee Veterans Hospital the same as he. During the War he contracted Malaria and typhoid at a hospital in Cuba and has been troubled some with the results ever since.

The funeral service was held at the Gospel Tabernacle last Saturday, with Rev. R.H. Kinney and M.T. Peterson officiating. A duet, Mrs. Henry W. Granzow and Mrs. John Ingersoll, with Mrs. E.E. Southwick at the piano, sang several hymns Mr. Hanson liked.

Pallbearers were: Alvin and Helmer Johnson, Aaron Redin, Ernest Southwick, Charles Anderson, Albert Anderson.

Burial was at East Delavan.

Surviving are his wife, Mrs. Frida Hanson, Earl E. and Raymond, sons.

PETER STENSTROM

Peter Stenstrom was buried at East Delavan also, the service being held on Sunday afternoon at the Gospel Tabernacle.

Rev. Kinney and M.T. Peterson officiated at the service.

The casket was carried by six grandsons.

David Johnson and Jacquelin Lockwood sang the hymns.

Mr. Stenstrom came to the Bay over fifty years ago, before there was railroad here. At first he lived on the Festus Williams Farm now owned by A.W. Harris and became the first care-taker for Congress Club where he was employed for many years.

He was a charter member of the Norwegian Church which was the first church in the Bay. It was where the Gospel Tabernacle now stands and is a part of it.

Survivors are four sons: Edward, Oscar and Edward Stenstrom of Williams Bay, and Herbert of Rockford, and two daughters, Mrs. Edna McNamee of Lake Geneva and Mrs. Ruth Madison who lives in Florida.

WANT TO BUY A HOTEL ?

The Hotel Geneva will be sold to satisfy debts of \$22,000. What will you give ?

The hotel was designed by Frank Lloyd Wright and cost \$99,000. It was opened in 1912.

It is reported on pretty good authority that Chris Schroeder and Sons who brought the action against E.T. Nussbaum and B.K. Thierbach will bid in the hotel and add it to the Schroeder Hotel list.

BRIDGES BEING BUILT

The foundation for the east bridge is completed and about half of the bridge next to Bay Oil Co. is in. During the dredging for the first section many fish were caught up by the shovel before it was noticed.

The fish in almost a solid mass had worked into the creek among the grasses and cat-tails, some pretty good size. They too like the warmer water.

Roy Johnson, Art Anderson, Rodney Dexter, and Al Legner, with some others came to the rescue and helped thousands back into the lake. It is regretted that probably other thousands perished.

CITY OF ELKHORN

ELKHORN, WISCONSIN

January 12, 1939

Dear Mr. Van Epps:

It is a real pleasure to join in extending to our neighbor to the South, the Village of Williams Bay, its officials and citizens, our heartiest congratulations on its acquisition of the lake shore property.

Our friend, the Colonel, and the Village Trustees have taken a very progressive attitude in developing Williams Bay's splendid possibilities for recreation, both summer and winter. With such ideal facilities for bathing, fishing, sail-boating, ice-boating, skating, skiing, tobogganing, sliding and what not, Williams Bay has become a name to conjure with in the realm of sport and recreation. We from Elkhorn generously participate.

We salute you and extend neighborly compliments.

Very truly yours,

A. J. Thorson
Mayor.

WE JOIN OUR MAYOR IN EXTENDING NEIGHBORLY COMPLIMENTS

ELKHORN LUMBER CO.
EVERYTHING TO BUILD THE
HOME WITH

HOME LUMBER
& FUEL COMPANY

COSTELLO CLOTHING CO.
CLOTHING & SHOES

O'NEAL'S
50¢ TO \$1.00 STORE

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NASH - LA FAYETTE
SALES & SERVICE

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WATCHES, CLOCKS,
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SHOES FOR THE
WHOLE FAMILY

ELKHORN MOTORS INC.
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FIRST NATIONAL BANK
ELKHORN, WIS.
MEMBER F.D.I.C.

STATE BANK OF
ELKHORN
MEMBER F.D.I.C.

FIFTY YEARS AGO BY ANNIE MAPPER HESS (Continued)

It is sad to imagine the end of all these floating palaces of yester year- not one left to tell of joy and sorrow - of happy children grown to manhood and womanhood - of grandmothers and grandfathers.

The whistles of the boats are still heard over Williams Bay - but they're not the same kind of craft- they're motor boats mostly- five decades ago - time was taken for a boat ride - today they whizz up and down the lake as if saying " hurry, hurry, we're in a hurry ".

And the boats still dock at Williams Bay, a finer and greater Williams Bay than it was 50 years ago - we pause- truly time marches on.

The editor certainly appreciates the above article by one who saw that sight 50 years ago. We look forward to more articles from her. Don't we ?

January 17, 1939

Dear Mr. Van Epps:

I want to add my congratulations upon the new improvement now under way on your lake shore drive. I think I can vision the beauty of that improvement when completed. It will be a fitting complement to the many excellent improvements Williams Bay has made in the past few years.

When I came to this locality thirty -five years ago there were certainly many needed changes and improvements to be made on the lake shore. I have watched this development and the men who were leaders in the work with a great deal of interest.

Few communities have had so many noted names on their rosters. Many of these have passed away but their work has been taken up by others and still goes on to a splendid finish. Dr. E.E. Barnard, Dr. Edwin Brant Frost, Mr. Storrs B. Barrett, and all the members of the faculty of Yerkes Observatory have always been interested in local affairs. Dr. Paul B. Jenkins, historian and organizer of no mean ability. All of these men have left their mark upon the affairs of Williams Bay.

The history of Lake Geneva and all the other lake groups in Southern Wisconsin is full of interesting and significant events and the Walworth County Historical Society is designed to collect and record these items and to search out and preserve these historic specimens and relics which will faithfully portray the progress of Walworth county and vicinity for the past 100 years making these facts available for the information and education of the present and coming generations.

We are glad that Dr. George Van Biesbroeck is taking such an active interest in the Society, serving as first vice-president. We know that Mr. J.S. Hotton will give such assistance as he can, at least he can give advice which is valuable.

F.M. Higgins, Sec'y Walworth Co. Historical Society.

The City of Delavan

DELAVAN, WIS.

I believe I can express as Mayor of Delavan, the congratulations of our City to Williams Bay and its citizens for the public spirit of the officers and citizens of our neighboring community in the acquisition of the lake shore at the Bay.

We have watched with keen interest the growth of Williams Bay, and its development from a rural community to one of the most modern for its size to be found anywhere.

If the past portends the future, in a few years Williams Bay will have a beach second to none.

Geo B Wood
Mayor.

DELAVAN CHAMBER OF COMMERCE.

DELAVAN, WISCONSIN

Several years ago it was my pleasure to live and be employed at Williams Bay. Owing to business it was necessary for me to leave, which caused very much regret from the fact of the hospitality of the people who live there.

I remember when a few years ago the village was quite worried about the finances and the business men got back of the officials or took places on the board and pulled the village out of current debt.

Since then there has been the developing and completing of a Water System, Disposal Plant, paved streets, a beautiful park and other public enterprises.

Many new homes have been built, better hotel accommodations built, and a general improvement in the looks of the village.

Now comes the prospect of the speedy improvement of the lake shore for the better accommodation of the swimmers, fishermen, and those who wish to enjoy the lake boats.

It is a beautiful village and I can vouch for its being a nice place in which to live.

Chas J Quinn

Secretary.

THE SKEETER ICE BOAT CLUB

Ice Boating on the Bay at Williams Bay is one of the important Winter Sports. Those most interested in the sport formed a club back in 1933 and went after the sport in a big way. The club was incorporated in 1937.

A roster of the Club shows those interested in Ice Boating and when I say interested I mean interested. From the time that Delavan Lake freezes over until Lake Geneva breaks up they are at it every Sunday.

Members	Boat	Member	Boat
Bruce Adams	Zephyr II	Chester Granath	Skip-it
Medora Adams		Vera Granath	Vee Gee
Mike Ambrose	Chief	Freda Hoiles	Shucks
F.Arthur Anderson	Warhorse	Walter Hoiles	Shucks
Rose Anderson		Stanley Johnson	Krazy Kat
J.E. Baechle	Restless	Melville Jones	Green Ghost
Bob Baker		Franz Koehler	Random Shots
Ephraim Banning IV	Lord Jim	Ethel Koehler	
Donald Barton	Raff	C.E. Lindsted	Jack Pot
Edith Beauvais		E.N. Mc Donnell	Sandy
Walter Beauvais		Mrs. E.N. Mc Donnell	
J.William Brown	Gone with the	Havelock H. Mc Murtrie	
Marie N. Brown	Wind	T.E.Meade	Minx III
Don Campbell	Holy Smoke III	Harry Melgas	Mickey Finn
Helen Campbell	Holy Smoke II	Louise Melgas	
Elis Carlson		William Mereness	Humbug
Lee Clayton	Ariel C	Betty Nye	Gale
Fred Clifford		Harry Nye, Jr	Gale
John Clifford	Weasel	Henry Reynolds	Fire Trap
R.N. Crawford, Jr.	Mad Frump II	Thomas Richards	
Glen Curtiss		R.F.Sanders	Jackie B.
George Dapples	Silver Fizz	Charles Sawyer	
Charles Edwards	O-Me-O-My	Ernst C.Schmidt	
Henry Ferris	Fancy Flight	Dana Smith	
Robert Ferris	Tormentor III	Helen Spence	
H.V.Fitzcharles	Hi-Voltage	Mel Spence	Hel-Mel
Lucille Fitzcharles		Robert Tarrant	
A.F. Gartz, Jr.	Kolmaster	Mrs. Robert Tarrant	Red Bird
Freddie Gartz	Fleet Foot	Alfred Tomczyk	Pluto
Gloria Gartz		George Tucker	Riff
Jack Vilas	Sue Jac	Susan Vilas	Susie Q
Jack Vilas Jr.	Ice Imp	Don Waterbury	Blue Bill V

The Officers and Directors for this season: Commodore Don O. Waterbury
 Vic.-Commodore, Chester Granath; Rear Commodore, Ethel Koehler;
 Sec'y, Robert Ferris; Treasurer, J.William Brown; Fleet Captain,
 Franz Koehler.

Sailing Committee: Franz Koehler, Mike Ambrose, Jack Vilas, Jr.

Sail Measurer: Charles Sawyer.

Trophies: Vilas Trophy; Williams Bay Day ; Campbell, Koehler, Waterbury; Spence; Melgas; Chuck Edwards; Nye; Normandie(Ladies); Men's Tune -up Race; Ladies Tune -up Race; Sportsman; Lazzaroni; Jaeger (Ladies).

Races every Sunday during season and Holidays. It's a Great Sport.

WE FROM DELAVAN JOIN OUR MAYOR IN CONGRATULATIONS

WISCONSIN STATE BANK

MEMBER F. D. I. C.

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OF DELAVAN

MEMBER F. D. I. C.

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See us for Better Used Cars.

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CHEVROLET SALES

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25 YEARS OF SUCCESSFUL BUSINESS

IN DELAVAN

HANSEN FURNITURE
AND ANTIQUE SHOP

57 Matthew St.

WM. S. DUPRE

AIR CONDITIONING

CARD OF THANKS

We wish to extend our deep gratitude for all the kindness shown us during our recent bereavement. Words cannot express our sincere appreciation to all our friends in Williams Bay who have been so wonderful to us at this time.

Mrs. Charles Hanson
Mr. and Mrs. Earl Hanson.
Mr. Raymond Hanson.

SKI MEET POSTPONED

The Ski Meet which was to have been held at the ski slide in Wms Bay has been postponed due to the fact that some of the contestants could not appear at that time. The date for the meet will be announced later.

THE BELFRY PLAYERS

A regular meeting of the Belfry Players was held at the Hotel Normandie on Friday evening. Three new by-laws were voted on and passed at the business session, after which "Personal Appearance", which is one of the plays scheduled for next summer's series, was reviewed by Martha Ibsen and Ruth Phipps.

The Belfry Players wish to announce that try-outs for two one-act plays will be held at the next meeting, Friday, Feb. 10. These plays will be taken to Madison for the Play Festival in March. One of them, an original by Bob Birdsall, has an entire male cast, the other has an all-women cast. Mr. Eli Popa will assist in directing the plays.

FOR SALE- Boy's 3 piece wool Suit, 16 yrs. Excellent condition. Reasonable. Ph- 1270-J-2.

FOR SALE- Beautiful Brown Australian Lamb Coat, Misses Size 16. Very reasonable. Mildred Rietz, P.O. Box 363, Williams Bay.

BAY LEAVES AND LAKE GENEVA OBSERVER ARE PUBLISHED BY F.M. VAN EPPS Williams Bay, Wis.

Typist - Mrs. Van Epps; mimeograph operated by Fred Horvath.

SUPT. VOLMER SORENSEN SPEAKS AT WOMAN'S CLUB MEETING

At the meeting of the Wms Bay Woman's Club, Friday, January 20, Supt. of Schools, Volmer Sorensen spoke to the group on the subject "Modern Trends in Education". Some very interesting facts regarding School Curriculum, new methods in Pedagogy, etc were brought out.

"Teachers in the school must be open-minded, tolerant of views of others. His attitude should be one of inquiry, problem solving and not one of acceptance or condemnation of new ideas. Natural impulses should be harnessed to education and help the student educate himself in his own way."

"The character of any educational system is determined by its objectives. Our curriculum is based on something more than mere mastery of writing, reading and arithmetic. We stress such things as self reliance, courtesy and cooperation; that is, compulsion from within rather than from without. We aim to develop citizens more conscious of their responsibilities and more intelligent about social, economic and political problems of the day. We see the need of adapting children to a changing world rather than to fixed knowledge of habits. Our objectives must look far enough ahead in order to inculcate and nourish an interesting and active attitude toward life and work. In every way we aim to foster a genuine growth instead of a surface adjustment."

The above is part of the address given before the Mid-winter graduates in the School of Education, University of Wisconsin by Mr. Sorensen.

ADVANCE NOTICE OF MEN'S BANQUET

Chairman Dr. C.Y. Wiswell says that the date for the Banquet is February 27 which comes on Monday night. Time 6.30. Tickets \$1.00.

Speaker - Dr. L.B. Mosely of Madison.

Buy Tickets Early. Myron Piehl has them for sale.

VILLAGE OF WALWORTH WISCONSIN

January 27, 1939

Dear Mr. Van-Epps:

On behalf of the Village Board, and the citizens of Walworth, I wish to extend sincere congratulations on your recent purchase of land, which I understand is to be used for purposes.

The Waterworks system which you have recently completed in your village is another example of the progress of your municipality.

The citizens of Williams Bay have displayed an attitude of civic pride which is to be complimented.

Very truly yours,

C.E. Brown
President

WE WISH TO JOIN PRESIDENT BROWN IN EXTENDING
COMPLIMENTS TO OUR WILLIAMS BAY FRIENDS

COOPER'S MARKET
READY SUMMER OR
WINTER TO SUPPLY YOUR
TABLE WITH BEST IN FOODS

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OPEN ALL WINTER

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DRUG STORE
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LESTER SULLIVAN
MANAGER
A & P STORE

WALWORTH TIMES
FOR PRINTING NEEDS

P.T.A. BENEFIT TO BE FEBRUARY 15

The Parent Teachers Association of the Williams Bay School announce a benefit party to be held in the High School auditorium, on Wednesday evening, February 15, at 8 P.M. Contract and Auction Bridge, 500 and Chinese Checkers will be played. Attractive and worthwhile prizes will be awarded, and which are being donated by local and out of town merchants. Tickets are 35¢. Refreshments will be served.

Mrs. Robert N. Anderson, Mrs. Gordon Burton and Mrs. Harold Pierce are the committee on entertainment and arrangements, assistants are, Mrs. Edw. Kukluck, Mrs. H. Hackett, Mrs. Otto Schissling and Mrs. Harry Schott. Chairman for refreshments is Mrs. Blake Burton.

BAY PICTURES IN CHICAGO TRIBUNE LAST SUNDAY -

Thanks to our Summer resident and good booster, E.H. Johnson, the chief photographer for the Tribune, two very fine pictures appeared in last Sunday paper.

One of Nancy Lou Hollister on Skis, and one with Mrs. Freytag, Mrs. Alfred Hotton and Miss Ardis Peterson with a toboggan.

Mr. Johnson has a summer home on Stam Street.

The village appreciates the fine publicity given by these pictures.

In the Chicago Daily News recently there was an article about the acquisition of the lake shore and our Winter Sports.

Kindly call the attention of the editor to any articles which you may see.

If you like this issue pass it on to some friend who may become interested in coming to our village.

Have you any comments?

SPRAGUE THEATRE- ELKHORN, WIS.

AIR-CONDITIONED

YOUR BEST ENTERTAINMENT

Thurs- Fri- February 2-3

"DAWN PATROL"

with Errol Flynn, Basil Rathbone, War Aviation. The peer of all flying pictures.

Saturday- Feb. 4-

"BURN 'EM UP O'CONNOR"

with Dennis O'Keefe, Cecelia Parker, Nat Pendleton and 12 Midget Race drivers. Also Lone Ranger.

Sun-Mon-Tues- Feb. 5-6-7

"HONOLULU"

with Eleanor Powell, Robert Young. A legend of Hawaii.

Wednesday-Feb. 8-

"FOUR GIRLS IN WHITE"

Alan Marshall, Florence Rice.

Thurs-Fri-Sat- Feb. 9-10-11

Walt Disney's
"SNOW WHITE AND THE SEVEN DWARFS"

In Technicolor. Regular admission.
Lone Ranger-Saturday.

HELP WANTED !

POSITIONS WANTED !!

FREE EMPLOYMENT AGENCY FOR WOMEN
AND GIRLS.

All women or girls interested in obtaining part time or full time work of any type, and all persons wishing to employ permanent or temporary help, may register without charge, as follows- Friday-3 P.M. Wm Bay Library.

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You will find what you want
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DRUG SUNDRIES

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SOUVENIRS

WHITMAN'S CANDY

HEADQUARTERS FOR

GRIDLEY AND LUICK ICE CREAM

After a day out of doors you

will enjoy a cup of

HOT CHOCOLATE OR A HOT FUDGE

SUNDAY AT BURTON'S.

W.B.H.S. BASKET BALL TEAMS
vs CAPRON H.S.

Williams Bay High School was winner in both games played here at the Bay last Friday. The second team won by a score of 8 to 1 and the first team won 24 to 11.

Of the 24 points Kenyon (F) got 10, Don De Lap 6, Hess 2, Kukukuck 2, Rasmussen 3, Van Biesbroeck 1.

Bay Team tops the list in the League and will strive hard with Darien at Darien next Friday to keep the lead against Clinton who is trying to edge the Bay out for first place.

After the game with Capron, Robert and Mrs. Cook entertained the first team at their home.

AT THE PRESIDENT'S BIRTHDAY PARTY
MONDAY NIGHT

the Fats showed their superiority over the Leans at Basket Ball by the close score of 24 to 20.

The Town Team won the opening game against Capron Town Team by a good margin.

After the game the High School Orchestra struck up a tune and many danced for a couple of hours.

Well over \$30 was taken in by the sale of tickets. One half goes to the Warm Springs Foundation and one-half stays in the County toward the purchase of an iron lung for Walworth County Hospital.

E.M. Iverson who has had charge of the President's Birthday parties for the last three years is to be congratulated. The School gave the use of the building and the pupils helped in selling tickets.

As usual Williams Bay did its share.

"Thanks to everybody", says Iver.

USE THE TOBOGGAN SLIDE

Mr. Edward Zabler who is employed by the Village Board to look after the Toboggan and Ski Jump reports that at one time there were 24 cars at the Park and the cars kept coming and going. He estimates that 125 used the slide. Not many ventured down the ski slide.

There were plenty of Toboggans on hand and also Skis for those who wished to rent them. Mr. Dewey took only his toboggans away and left the skis in charge of Phil Fogle. Carl Bjorge has some toboggans at the Shelter for rent.

See plans for next Sunday on another page.

SOME VENTURED ON THE ICE

Quite a number went skating on the lake last Sunday and the boys and girls were out there this week. The Village has the shelter at the Park to keep the skaters warm between turns on the ice.

INTERESTING TRAVEL LECTURE

Lecturer Frank E. Smith stated that Japan may win the battles but China will win the war. There is lot of truth in the statement as 500,000,000 Chinese will absorb the Japanese, who only number 70,000,000 altogether.

The Chinese still keep up an optimistic attitude toward the war.

For every 5,000 Chinese killed one thousand Japanese soldiers meet death, a very heavy toll for the invader.

Japanese has very heavy investments in China and naturally tries to put all the new conquered territory in earning shape as quickly as possible.

There are indescribable colors in the Orient. In Hawaii there are 2400 varieties of Hibiscus alone.

HOTTON & SONS

WILLIAMS BAY WISCONSIN

OUR EFFORT

To preserve Geneva
Lake standards.

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INSURANCE

L. A. RASMUSSEN

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WILLIAMS BAY

V. FORMANEK

SHOE REPAIRING

HAT CLEANING

& BLOCKING

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WILLIAMS DAIRY
LOCAL FARM DAIRY

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PRODUCTS

ALSO FRESH BUTTERMILK

STRICTLY FRESH EGGS

20¢ PER DOZ

WE'LL ALWAYS APPRECIATE

A CHANCE TO SERVE YOU.

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BEAUVAIS BOAT CO.

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BO-VA SAIL BOATS

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UNDISPUTEDLY THE
WORLD'S FINEST
CLOTHING MAKES

in an epoch making final clearance that offers you tremendous savings.

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SUITS OVERCOATS

1/3 OFF 1/4 OFF

We advise you to buy now. These values are made to clear stocks prior to spring showings

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TRAVER'S GARAGE
LAKE GENEVA

USED CAR BARGAINS

- '37 TERRAPLANE SEDAN
- '36 LA SALLE COUPE
- '36 WILLYS SEDAN
- '35 TERRAPLANE COACH
- '34 PLYMOUTH COACH
- '36 FORD COACH
- '32 FORD COACH
- '30 PLYMOUTH COUPE and others

HUML BROS. GARAGE
LAKE GENEVA

Send in subscriptions to Bay Leaves Now; \$1.00 per year. Many add something to help pay postage.

LAKE GENEVA GARDNERS AND FOREMEN

This is the first of a series of articles about those who have served on the Estates around the lake and those now employed.

AXEL JOHNSON

Mr. Johnson was born in Sweden in 1867, learned gardening as an apprentice, worked for five years on different gardens and then made application and was accepted as a student at "Alnarps Horticultural School. He graduated after two yrs, spent a year in England and then came to America.

In 1891 he went to work at Jerseyhurst as greenhouseman and in 1895 he became superintendent, which position he held until his retirement in 1938.

During his time of service he saw many changes. First he worked for Richard Teller Crane, then his widow, who later became Mrs. Junkin; then R.T. Crane, Jr, until his death. Living on the estate now are: A.F. Gartz, Jr; Charles Crane and Mr. and Mrs. A.K. Maxwell (Dorothy Crane), and their families.

He was one of the charter members of the Lake Geneva Gardners and Foremens Association and taken a real active interest in it. His son, Frank is now the Secretary, and runs Lake View Gardens with his father's cooperation.

Mr. Axel Johnson is a Life Member of the Wisconsin State Horticultural Society and has received a Certificate of Meritorious Service. He has developed the "Geneva Pink" snapdragon, several gloxinias. Now he is working on several new snapdragons.

Last Summer he had a wonderful trip back to Sweden and is now ready for years of work that he loves.

Material for this series is solicited by the editor.

Carl Siems who had a heart attack last week is improving but not able to get out of doors yet.

SMOKELESS RACINE COKE SOOTLESS

IT REDUCES SPRING
CLEANING IN YOUR
HOME.

IT REDUCES THE
FIRE HAZARD IN
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YOUR NEIGHBOR LIKES IT.

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BEEN BUILDING WILLIAMS BAY FOR 28 YEARS.

TO THE CITIZENS OF
WILLIAMS BAY:

The entire Personnel of the
WISCONSIN SOUTHERN GAS COMPANY
wish to extend to you the most
heartly congratulations for your
efforts in making the Village
of Williams Bay one of the most
attractive villages in this part
of the State.

We certainly appreciate the
fine cooperation which we have
received from your community in
our endeavor to serve you.

BAY ELECTRIC SHOP

ELECTRICAL

WIRING CONTRACTING

REPAIRING APPLIANCES

RADIO

R. C. A. PHILCO CROSLEY
DEALER

REPAIR SERVICE ON ANY
MAKE-ANY MODEL-ANY YEAR

SYLVANIA R.C.A. TUBES

TUBES TESTED FREE IF
BROUGHT TO SHOP

A. J. MUNDSCHAU
PHONE 1201 R4 WMS. BAY

Between Christmas and New Years Starline, Inc. Harvard entertained 100 employees, factory employees and salesmen, to a banquet. Mr. H.B. Megran served as Toastmaster; the address of the evening was given by Mr. B.B. Bell, the president on the subject "Democracy in Business".

Special awards were given to 45 employees who had given 25 years of service.

The salesmen from all parts of the United States were in session for three days during the week.

Mr. and Mrs. Bell came from Pasadena for the banquet.

The management of Starline, Inc. which was formerly Hunt-Helm-Ferris & Co. Inc. has long been tied up with the development of Lake Geneva.

Mr. Nathan B. Helm, Charles E. Hunt and Henry L. Ferris, the founders of the company all maintained homes on Lake Geneva.

Mr. Blake B. Bell, President; Mr. Herbert B. Megran, Secretary both have homes in Glenwood Springs. Howard J. Ferris has a home in Buena Vista, he is Vice-president; Robert G. Ferris has a home on the South Shore near that of W.C. Grunow; while Nathan Hunt built a new home on the North Shore near that of William Nelson Pelouze last Winter.

Robert Ferris is the grandson of Henry L. Ferris and is therefore the third generation on the lake, while Nathan B. Hunt is the great-grandson of Nathan B. Helm, making him the fourth generation. Nathan's father was E.B. Hunt and his grandfather, C.E. Hunt, all of whom had homes on the lake.

"OVER 50 YEARS OF SERVICE TO THE FARM" IS on the letterhead of the firm. We are glad that they have helped build Lake Geneva also.

The services of the Congregational Church will be held in the basement again next Sunday as the decorating of the auditorium is not yet completed. Services will be held as usual.

At Gospel Tabernacle services will be held as usual. During the time that Rev. Kinney is on his vacation in Iowa, the pulpit will be filled by several speakers. Next Sunday, Mr. and Mrs. Henry Senff, missionaries from Afrida will speak.

NEW INVESTMENT FIRM IN CHICAGO

I. Newton Perry, William M. Spencer, and Albert D. Henderson have formed the investment banking firm of Perry, Spencer & Co., continuing the business which formerly bore Perry's name.

This item on the financial page is of interest to we, Lake Genevans, as Mr. Spencer has a home on the lake and is president of the Geneva Lake Home Owners Association.

FIRST CRIBBAGE TOURNAMENT HELD

Twenty-two played in the tournament at the Fire Station last night. Harry Breen won first prize, an alarm clock; Edwin Hermanson second, a flash light; Herbert Robertson, third, a jackknife. M.T. Lenney is acting president and Harry Breen secretary. More can join.

BIG FOOT COUNTRY CLUB SPORTS PROGRAM THIS WEEK END

Big Foot Country Club expects 125 at dinner next Sunday at its first Winter Sports event.

The reservations were very encouraging and Sunday Feb. 5th is a good date for most of them.

It will be a big day for the members and friends.

THE LAKE GENEVA LAUNDRY AND DRY CLEANERS

FORMERLY
LAKE GENEVA SOFT WATER LAUNDRY

THE MOST MODERN AND COMPLETE DRY CLEANING PLANT IN THE GENEVA
LAKE REGION AT 517 EAST MAIN STREET, LAKE GENEVA, WISCONSIN.

In answer to a persistent demand for a superior dry cleaning service in Lake Geneva and its vicinity, we have spared no expense in equipping our plant to serve an ever-growing discriminating community.

After an exhaustive study of modern, ODERLESS, dry cleaning processes, we selected equipment especially constructed to handle gently the most delicate, diaphanous chiffons, as well as the sturdier woollens. Thoroughly cleaned in crystal clear, distilled fluid- the most expensive available- your finest garments will be safely returned, without odor and without shrinkage.

CONGRATULATIONS TO YOU, WILLIAMS BAY!

You have succeeded in your attempt to make, not only your city, but this whole Lake Geneva region, a more beautiful place. We, as your neighbors, because of a few miles only, but part of you, as we are all in one community, rejoice in your success. May we at all times aim toward that same goal.

- A more Beautiful Lake Geneva.

HAMMERSLEY'S DRUG
WALGREEN SYSTEM STORE

For Clean Economical,
COOKING
USE

PHILGAS

LET US DEMONSTRATE
IN YOUR HOME

COBB HARDWARE



PHONE 6 LAKE GENEVA

Mrs. Karen Steele will attend the Gift and Art Show in Chicago on Wednesday with Mrs. Homblette, who will select gifts for her Hermine Shop, Neenah, Wis.

Kenneth Gunderson, son of Mr. Carl Gunderson, Chicago and Loch Vista Club, and friends Charles Peach of Honolulu and Dick Phelps, Binghamton, N.Y., all students at Wheaton College, spent their mid-semester vacation this week at the Gunderson cottage.

Fred Granberg, William Bates and Donald Kukkuck, students at the University of Wisconsin, are spending their semester vacation at home this week.

Mr. Harold Carlson, son of Mr. A.J. Carlson, Chicago and Oakwood Estates, was a business caller in Wms Bay last Friday.

The Wednesday Duplicate Bridge Club enjoyed a one o'clock luncheon at the Hotel Normandie, Mrs. Henry Reynolds, hostess.

Mrs. Amy Jorgenson will be hostess to the members of the W.C.T.U. on Wednesday, February 15, at Rose Lane Hotel, 2:30 P.M. Please notice the change in date of meeting.

The A.A.U.W. Study Group of Wms Bay met with Mrs. Jess L. Greenstein, Grand View Ave., last Thursday afternoon, Jan. 26. Mrs. E.G. Buzzell, Delavan Lake, spoke to the group.

Edwin Hermanson who has been enjoying a vacation for several weeks in Chicago, returned home last week.

February- the time of birthday celebrations of great statesmen. Lovers tokens and lovers vows. Each birdling chooses a mate. Beginning of the Lenten season. Mr. Ground-Hog acting as a weather prophet. Seed catalogues and wall-paperbooks. Winter Sports, with plenty of snow and ice. The first Spring robin seen.

23 GUESTS REGISTERED AT ROSE LANE HOTEL

over the last weekend and enjoyed the winter sports in the Bay. Some of them remained over the next day, Monday, on account of the blizzard in Chicago. A party of 75 people, which has been arranged by the C. & N W RR, will come to Rose Lane for Lincoln's Birthday weekend, February 11, 12 and 13.

MR. JOHN RINGSTAD BUYS PROPERTY on Walworth Avenue from the First National Bank, Lake Geneva, now occupied by Mr. and Mrs. Si Swales, who will give possession about March 1st.

A card has been received from the Bob Burtons, who are enjoying a vacation in Hot Springs, Ark. They met Mr. A.H. Furlong, Cedar Point Park, who is spending the winter in the Southwest, and who read in the BAY LEAVES of Mr. and Mrs. Burton being at Hot Springs.

LADIES AID SOCIETY, CONG'L CHURCH will meet with Mrs. Lawrence Hollister, Thursday, February 9, 2:30. Ladies are asked to come dressed in old fashioned costumes. Mrs. Karen Steele is in charge of the program.

WILLIAMS BAY WOMAN'S CLUB will meet with Mrs. C.Y. Wiswell, Oakwoods Estates, Friday, February 3, 2:30. Mrs. Victor Hansen will give a paper on "Economics." Mrs. Robert N. Anderson and Mrs. Sam Johnson. Current Events in International affairs.

MEN OF SCIENCE REFLECT FAME OF U. OF CHICAGO

The University of Chicago is the nation's fountainhead of scientific scholarship, according to a booklet just published by an alumni committee. The booklet shows that the university educates more doctors of philosophy for American faculties than any other university. The degree is the highest academic recognition. Members of the hall of fame of living scientists selected in 1938, are Dr. Gerard P. Kuiper and Dr. Christian T. Elvey, members of the faculty of Yerkes Observatory, Wms Bay.

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EDWIN HOLM

PROPRIETOR

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LAUNDRY SERVICE

THAT WILL PLEASE YOU

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WE MIX IT

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BJORGE'S HOME

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& CO.

DELAVAN · WILLIAMS BAY

PLUMBING · HEATING

HEIL OIL BURNERS

BENDIX HOME LAUNDRY

NORGE REFRIGERATION

AUTOMATIC PUMPING

AND WATER SYSTEMS.

GENEVA LAKE HOME OWNERS PROTECTIVE ASSOCIATION

Williams Bay is to be congratulated upon its recent purchase of the lake shore property formerly owned by the Chicago and North-Western Railway. It is an asset which will become increasingly valuable and useful to the community over the years. It is gratifying to know that the property now is to be maintained always as park property, in the interest of the community and of the lake as a whole.

The acquisition of the lake shore property in question, in my opinion, is a definite step in the same direction as that toward which the Association is striving. It is our earnest hope that the property will be maintained in a manner in keeping with the traditions of the lake and to this end the Association will be glad to cooperate at all times with the village authorities. Our aim is to do everything possible to even more firmly establish Lake Geneva as a residential and recreation district of the highest order and toward this accomplishment we will continue to devote our efforts.

Sincerely yours,

Wm. Spencer
President.

ESTABLISHED 1906 926 HENRY STREET

W. J. HOOKER

PLUMBING & HEATING

SUBURBAN WATER SYSTEMS

WATER SOFTENERS

STOKERS

OIL BURNERS

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FULL LINE OF
WINTER SPORTSWEAR

FLANNEL SHIRTS

CHIPPEWA JACKETS

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EAR MUFFS

SPECIAL!
10 DAYS ONLY

STARTING FRIDAY, FEB. 3
TO FEB. 16 INCLUSIVE

Shampoo & Fingerwave

65¢
End Curl..... \$2.60

Duart Oil Perm. 4.00

Manicure 40¢

Special Vita

Treatment \$1.00

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& PETERSON

QUALITY FOOD SHOP

WILLIAMS BAY, WIS.

1904

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Cheaper prices may
catch the fancy, but it is
quality that makes
lasting friends.

WE'LL FURNISH

THE SAND GRAVEL

FOR A GREATER

WILLIAMS BAY.

THANKS FOR PAST
BUSINESS, WE WILL
APPRECIATE YOUR
FUTURE ORDERS.

LAKE GENEVA
SAND & GRAVEL CO.
FONTANA

ROSE LANE RESORT
ON THE LAKE SHORE

OPEN ALL WINTER

RESERVATIONS

FOR WINTER SPORTS

PARTIES

DINNERS AND BANQUETS

COMPLETE HOTEL SERVICE

Mrs J. Jorgensen,

Williams Bay, Wis.

Tel. Lake Geneva Exch. 574-W-3

LAKE CENTRAL SPECIALS

FRIDAY, FEB. 3

SAT. FEB. 4

FISH LINE STORE

WILLIAMS BAY, WIS.

<p>SWIFTS BROOKFIELD BUTTER</p> <p>2 lbs 57¢</p>	<p>HILLS BROS. COFFEE</p> <p>2 lb Can 53¢ 1 lb Can 28¢</p>	<p>GRANULATED SUGAR</p> <p>10 lb Cloth Bag 48¢ PURE CANE SUGAR</p> <p>10 lb Bag 50¢</p>
<p>2 WHEATIES 22¢ 1 Corn Kix 1¢</p> <p>All for 23¢</p>	<p>GENEROUS SLICED BACON</p> <p>25¢ per lb</p>	<p>WHITE CITY CATSUP</p> <p>2- 14 oz Bottles 19¢</p> <p>ROSEMARY CHILI SAUCE</p> <p>2- 12 oz Bottles 35¢</p>
<p>LIBBY'S RED SALMON</p> <p>2- 16 oz Cans- 45¢</p> <p>HAPPY VALE SALMON</p> <p>2- 16 oz Cans- 25¢</p>	<p>POT ROAST</p> <p>22¢ per lb</p>	<p>ROSEDALE PEACHES</p> <p>2- 29 oz Cans- 35¢</p> <p>LIBBY'S FRUIT COCKTAIL</p> <p>2- 16 oz Cans 29¢</p>
<p>SPERO SALAD DRESSING</p> <p>Quart Jars- 25¢ Pint Jars 15¢</p>	<p>LEG OF LAMB</p> <p>25¢ per lb</p>	<p>LIBBY'S GOLDEN BANTAM or WHOLE KERNEL CORN</p> <p>3- 20 oz Cans - 32¢</p>
<p>ROSEMARY PURE EGG NOODLES</p> <p>2- 16 oz Pkg's - 23¢</p>	<p>BOSTON BUTTS</p> <p>21¢ per lb</p>	<p>PETER PAN or ROSEMARY M I L K</p> <p>4- 14 oz Cans- 25¢</p>
<p>WHITE CITY ALL GREEN ASPARAGUS</p> <p>2 - 14½ oz Cans- 35¢</p> <p>HOUSEWIFE CUT BEETS</p> <p>2- 28 oz Cans- 25¢</p>	<p>SHORT RIBS</p> <p>Nice and Meaty</p> <p>14¢ per lb</p>	<p>BEETS, CORN, PEAS and TOMATOES</p> <p>3- 20 oz Cans - 25¢</p>
<p>WAXTEX WAX PAPER</p> <p>Large Size 19¢</p> <p>ROSEMARY PAPER TOWELS</p> <p>2 Pkg's - 19¢</p>	<p>GRAPEFRUIT</p> <p>8 for 25¢</p> <p>HEAD LETTUCE</p> <p>2 for 15¢</p>	<p>MEETER'S SAUER KRAUT</p> <p>3- 29 oz Cans 25¢</p> <p>SAVOY GARDEN SWEET</p> <p>Large Tender Peas</p> <p>2- 17 oz Cans- 29¢</p>
<p>220 Size ORANGES</p> <p>2 Doz for 45¢</p> <p>250 Size FLORIDA ORANGES</p> <p>2 Doz for 45¢</p>	<p>WISCONSIN POTATOES</p> <p>32¢ per Pk</p> <p>IDAHO POTATOES</p> <p>35¢ per Pk</p>	<p>B A N A N A S</p> <p>4 lbs for 25¢</p> <p>STARK COOKING APPLES</p> <p>7 lbs for 25¢</p>