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Williams Bay, Wisconsin: Frank M. Van Epps, December 14, 1939

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CHRISTMAS
1939

Library

BAY LEAVES

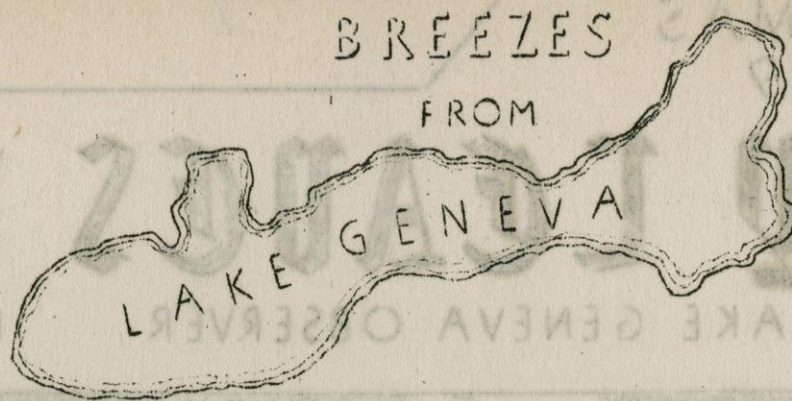
& LAKE GENEVA OBSERVER

VOL. VII

NO. 49

DEC. 14





Here's to thee, O Fair Geneva !
We would oft thy praises sing,
Tribute bear in song and story
Till thy very woodlands ring.

Thine the oak crowned bluffs and hilltops,
Thine a hundred tangled dells,
And through many a charming vista
Babbling brooks thy glories tell.

O'er all thy landscape peace is written,
Rest each shady ledge invites,
Music sweet thy waves are chanting,
Full and deep are thy delights.

So, Hail again, thou gem of beauty,
Sunlight on thy waters blue,
Flashes back, the heaven's glory,
Brings thy crystal depths to view.

When thy shores lie in deep shadow,
Fitting mirror of the night,
Moonlight on thy placid bosom
Gleams like Delphic water bright.

Then fare thee well, O, Dear Geneva!
Thou with rippling waters sweet,
Peace, till with the Summer breezes
Once again thy shores we'll greet.

George C. Blakslee, 1892.

The editor is pleased to present to our readers this original poem by one of the regular subscribers to " Bay Leaves ", George C. Blakslee, Parkhurst Place, Williams Bay. It was recently found by Mrs. Blakslee "among her souvenirs "

It was a souvenir presented to her on her birthday when she was a young lady who spent her summers at Belvidere Park, where her father was one of the founders. The inspiration to write poetry came from walks around the lake together and at places of interest leaves were gathered and pressed on a page and opposite each was written a verse. Then the pages were bound with a birch bark cover.

Another Lake Geneva romance.

BEST WISHES
FOR A HAPPY HOLIDAY SEASON

from
EMORY JAEGER

WISCONSIN DISTRIBUTOR

Jack & Craft

RUNABOUTS AND

UTILITY BOATS
WISCONSIN

WILLIAMS BAY

CUSTOM TAILOR

Suits and Overcoats

Hand Tailored inside and outside

FAIR WOOLENS, Scotch Tweeds,
1500 samples to select from.
First and second tryons.

ALBERT EKDAHL

WILLIAMS BAY

FEATHER PARTY

STEIN'S

WILLIAMS BAY

SEASON'S GREETINGS

ERIC J. WERNER

GENERAL CONTRACTOR

&

HOME BUILDER

WILLIAMS BAY

SATURDAY NITE

DEC. 16TH



DOOR PRIZE



LUNCH WILL BE SERVED

IN THE DAYS OF THE STEAMERS

This story is based on an interview with Capt. Chas. A. Johnson of Lake Geneva who sailed on Lake Geneva for Thirty Eight Years.

The editor's first experience on Lake Geneva was back in 1898 when he came to the lake with a train load of employees of Marshall Field & Co. to spend an afternoon at the home of Harry G. Selfridge, who was then the Manager of the Retail Store as well as being a partner.

At Williams Bay pier we were met by the public steamers owned by Capt. W.A. Johnson and many of the private boats of the Lake residents. It was the custom of the neighbors to help their friends on the lake in entertaining guests.

When Capt. C.A. Johnson went to work for Capt. W.A. Johnson in June, 1902 the fleet consisted of the Aurora, Geneva, Alert and the Bavaria, the latter was changed during the World War to a more patriotic name, "Columbia". The double decker "Harvard" was put in commission that summer.

In an article by Annie Napper Hess in February issue of "Bay Leaves" mention was made of the boats on the lake in 1888. She tells of "Admiral", "Commodore" and the side wheelers "Lucius Newberry" and "The Lady of the Lake" which took passengers around the lake.

Private Boats on the lake then Mrs. Hess records as being, The "Arrow" of Geo. Sturges, the "Princess" of O.W. Potter, the "Passaic" of Richard T. Crane, "Cisco" of N.K. Fairbank, the "Reinnette" named after the wife of John T. Lester, "Time" of S.W.A. Jerton, "Tula" of Edward E. Ayer, "Thistle" of W.J. Chalmers, "Gertie" of George L. Dunlap.

In 1902 Henry C. Lytton launched the "Gertrude" which he had purchased brand new. This boat was since been owned by Arthur Leath, Sidney Smith and is now run by Captain Johnson for Garnett W. McKee who purchased it from Sidney Smith when he bought the Smith property on the South Shore.

Capt. Johnson also was with George D. Barnard on the "Topsy B" from 1907 to 1916.

In 1917 Captain Johnson (W.A.) sold out to John Allen who organized the Wisconsin Transportation Co. with fourteen boats and Capt. C.A. Johnson managed it for him.

Soon after Leichty and Meyer bought out the Allen interest and have continued since, taking in the Styvesants who had operated a gasoline launch "Walworth".

Some of the men who worked on the boats whom we remember are Basil Baker of Fontana who was a pilot for 23 years, Capt. Foote, Captain Buckingham.

Some other boats which added to the beauty of a summer landscape were Judge Sears' "Quananische", Frederick D. Countis' "Eleanor" which was captained by Martin Stauffer, "The Hatter" owned by Martin A. Ryerson with Capt. O.M. Waterbury at the wheel, "Mariettea" owned by S.B. Chapin, with Bill Millman or Lew

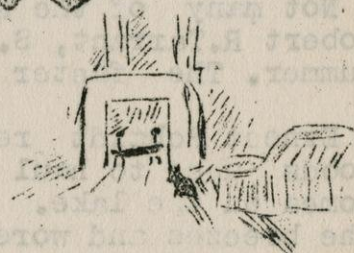
WISHING YOU A
MERRY CHRISTMAS
AND A BRIGHT AND
PROSPEROUS
NEW YEAR

COCKTAIL
LOUNGE

From The

CHATEAU

FOOD YOU WILL ENJOY
AT ALL HOURS



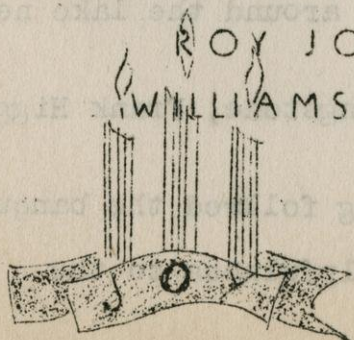
STH 35 - 1 MILE EAST WILLIAMS BAY

*A Very
Merry Christmas
to you
from*

BAY OIL SERVICE

ROY JOHNSON

WILLIAMS BAY, WIS



wishing you all
the joys
of a MERRY CHRISTMAS
and
a bright
New Year

Laurelle
Beauty
Shoppe

Williams Bay

IN THE DAYS OF THE STEAMERS --

Hawver in command. O, yes, there was "The Daisy" owned by Levi Z. Leiter with Jack Christopher in charge and "Ethel Mary" first put on the lake by the Walkers who lived where the Dr. Warren home stood with Capt. Hugh Cleghorn in command.

Capt. Johnson who now runs the "Gertrude" for G.W. Mc Kee in the summer and goes to Florida for winters remembers many other boats on the lake, but cannot recall the names.

Otto Young had one which was sold to Edward F. Swift, A.C. Bartlett toured the lake with Jay Hawver in charge; Ted Napper ran one for C.K. Billings; General Strong who lived where O.N. Tevander home is located; the Henry H. Porter family; the Cleary's; the John J. Mitchell family; M.B. Starring; H.G. Selfridge; Conrad Seipp; O.W. Potter had steamers. John M. Smyth entertained many of his Chicago friends on his steamer "Loreto".

Not many of the steamer type are left on the lake. G.W. Mc Kee, Robert R. Tarrant, S.B. Chapin had boats last summer. The faster power boat has taken their places.

Ernest Schridt reminds us of the sailboat which Capt. Billy Woods used to haul construction material for all of the original homes on the lake. Cap. Woods had many wrinkles from battling the breezes and wore earings when I last saw him. It was great sport for the youngsters to sail with him.

Will readers please check for missing steamers in the list and send the names of others so we can prepare a complete article?

LAKE GENEVA GARDENERS AND FOREMEN HELD THEIR THIRTY-FIFTH ANNUAL MEETING ON NOVEMBER 14 TH

When the roll was called of the charter members those who answered were: Michael Quinn of Fontana; William Longland of Wychwood; Axel Nelson; Raymond Niles of Lefens Estate and Chris Madison of Alta Vista. Axel Johnson who called the roll was also on the list of those who met in the office of the Lake Geneva News with F.M. Higgins to form the association in March, 1904.

There was a dinner at the Horticultural Hall served by Hotel Travers. Mike Peterson of Williams Bay was introduced by president Phil Roberts as Toastmaster of the evening. The address of the evening was given by E.L. Chambers, state entomologist. One point which especially interests owners of estates on the lake is that about the oak trees. He says "Oak trees in the Lake Geneva region are suffering severely from drought, canker worm, June beetle, fungus as the result of maturity. The oak trees around the lake need commercial fertilizer and plenty of water".

Other speakers were Charles S. French, James Livingstone, Frank Higgins and L.G. Brown.

The attendance is reported as being 150. Dancing followed the banquet.

May the Association long continue its real helpfulness to the Lake Geneva region!

JOIN OUR CHRISTMAS CLUB



Members Paying

25¢ weekly receive \$12.50

50¢ " " 25.00

\$1.00 " " 50.00

\$2.00 " " \$100.00

You won't miss the small
payments that in fifty
weeks will fill your purse.

FIRST NATIONAL BANK

ELKHORN, WIS.

MEMBER F.D.I.C.

FOR THE
KIDDIES'
STOCKINGS

O'NEAL'S
5¢ TO \$1.00

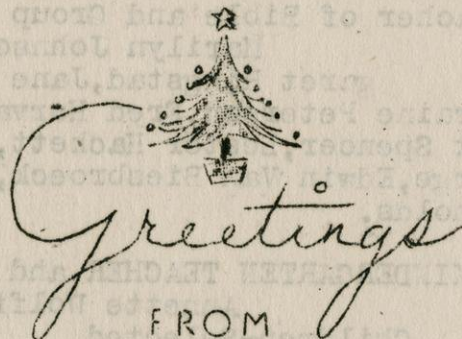
VARIETY
STORE
ELKHORN



A Merry Christmas
from
PIELOW
SHOE STORE

ELKHORN

SLIPPERS ALWAYS PLEASE
ALL THE FAMILY



COSTELLO CLOTHING
COMPANY

HEADQUARTERS FOR

MEN'S WEAR

BATH ROBES - PAJAMAS
ARROW SHIRTS - NECKWEAR
INTERWOVEN HOSIERY

NECKWEAR - HANDKERCHIEFS

CROSBY SQUARE SHOES

ELKHORN



SEASON'S
GREETINGS

from

ELKHORN
MOTORS
INC.

FORD AND
MERCURY
SALES AND SERVICE

"FORD FOR 1940"

Wednesday, Thursday
December 20, 21, 7:30 PM

LIGHT OF THE WORLD

PAGEANT CAST

High School
Auditorium

Scene 1

Prophets- 1-Singing- D.J. Oetjen,
Spotting-Mr. O'Keefe, L.
Fenton.

Scene II

Reader- Rev. Victor Keiser.
Mary - Simone Van Biesbroeck
Joseph - Mr. Frank Van Epps

Curtain Angels:

Constance Moeller, Mrs. Wm
Morgan, Eleanor Cook, Margaret Matt-
hews, Inez Johnson, Mrs. Chas. Abraham,
Lucille Moeller, Irene Hansen,
Frances Cairns.

Cherubs- Lincoln Keiser, Dorothy
Fridlund.

THREE WISE MEN- Wm Elbert, Sr., Carl
Bjorge, Sr., Gene Hollister.

ATTENDANTS- Blake Burton, Jr., Kenneth
Spotz, Lloyd Anderson.

SHEPHERDS- Rob't. Horvath, Les Sawyer,
Brooks Spencer, Harold
Pierce, Frank Drabek.

Scene III

VISION OF ISAIAH

Same as Scene 1

Scene IV

SPIRIT OF CHRISTIANITY-

Margaret Anderson
EDUCATION- Mrs. Jesse Greenstein

10 GRECIAN MAIDENS (Scrolls)

Frances Herman, Mrs.
Chas. Loucka, Barbara Piehl, Fran-
ces Boufford, Mrs. Glen Cook,
Myra Turner, Mary Vavra, Mrs. Freytag,
Mrs. Granville Williams, Mrs. Rein-
hardt Stein.

-CRUSADERS-

THE CHURCH- Ann Anderson, Elsie
Piehl, Mrs. Wm Perkins, Mrs.
Fridlund, Mrs. Ben Moeller, Bea John-
son, Mrs. Gordon Burton, Martha
Denton, Mrs. Louis Henyey, Alice

Scene IV (Con't)

FIRST AMBASSADOR-Teacher of Bible
Mrs. Floyd Blakeley

SECOND AMBASSADOR-
Kindergarten Teacher
Annette Wolff

THIRD AMBASSADOR-Evangelist
Mr. Floyd Blakeley

FOURTH AMBASSADOR-Collegian (repre-
senting Religious Educat-
ion (Cap and Gown)
Mary Calvert

FIFTH AMBASSADOR-Business Man-
Gordon Case

SIXTH AMBASSADOR-Patriot-
Esther Hotton

SEVENTH AMBASSADOR-Missionary
Mrs. Arvid Thompson

Scene V

1-Teacher of Bible and Group -
Marilyn Johnson, Mar-
garet Ringstad, Jane Reynolds
Lorraine Peterson, Fred Horvath,
Dick Spencer, Lester Hackett, Carl
Bjorge, Edwin Van Biesbroeck, Henry
Reynolds.

2- KINDERGARTEN TEACHER and GROUP
Annette Wolff
Children-Selected

3- EVANGELIST and GROUP
Mrs. Blake Burton,
Ethel Gray, Mrs. E. Zabler, Mrs.
Clara Gramley, Mrs. Wm Elbert, Mrs.
Sam Johnson.

4-COLLEGIAN and GROUP-Mary Calvert
Mrs. O. Fensholt, Mrs.
Herman Ball, Eloise Johnson,
Granville Williams, Lester Hackett,
Roy Johnson, Dick Spencer.

5- BUSINESS MEN and GROUP-
Dr. Parmenter, Henry
Kenyon, Carl Osman, Jr.,
Edwin Holm, M.T. Lenney, Al Peder-
son, Al Mundschaun.

Gertrude Peterson.



JEWELRY
WATCHES

HAMILTON - ELGIN

REVERE

SILVERWARE

STERLING AND PLATED

KODAKS - CAMERAS

CLOCKS ELECTRIC AND
SPRING WOUND

A GIFT TABLE OF \$1.00
GIFTS FOR YOUR SELECTION

GRAFF JEWELRY CO.

ELKHORN, WIS.

For a
GENTLEMAN'S
CHRISTMAS



White Shirts- Wilson Bros.

\$1.50--- \$2.00

"Have your hand in a Merrier
Christmas " Give "Hansen Gloves"
New Shades ! \$1.00---\$2.00---\$3.00

You'll take pride in giving
Slippers - Red---Blue---Brown
at \$1.95 and up

Nor-East Non-Crush Ties--- \$1.00

Wilson Bros. Buffer Hose -35¢, 50¢

Linen 'Kerchiefs -Hand Initialed.
Smart Suede and Capeskin Jackets
\$6.95 - \$7.95 -- \$10.00

GEO. H. GROESBECK

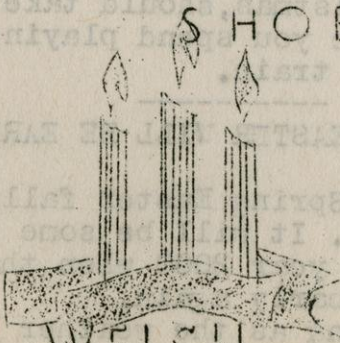
MEN'S WEAR OPEN EVENINGS
ELKHORN UNTIL XMAS

Gifts you like
to give
and get

SLIPPERS

HOSIERY

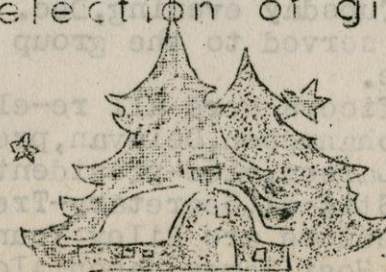
SHOES



LEE WELSH
SHOE STORE
ELKHORN

A World of Gifts
at the
CHICAGO STORE

Confidence through-
out the year naturally
grows into faith in
the Chicago Store
for the largest
selection of gifts.



ELKHORN

LIGHT OF THE WORLD

(Con't)

PAGEANT CAST

Scene V (Con't)

PATRIOT and GROUP- Esther Hotton
Rose Ambrose, Donna Elbert,
Carolyn Ripley, Maudie Laidlow,
Doris Blakeley, Florence Krebs.

CHRISTMAS PAGEANT CHORUS

Men-

Fenton, Lawrence; Gardner, Wilbert;
Hess, Robert; Kelso, George; Krebs, Mar-
lyn; Lockwood, Vernon; Oetjen, D.J.;
Thompson, Robert; Viste, Kenneth; Eric
Werner.

The Pageant promises to be one
of the most beautiful and colorful
ever to be held in Williams Bay.

Mrs. G. Van Biesbroeck and Mrs.
Eric Werner have designed and made
some very lovely and artistic cos-
tumes.

Mr. O.B. Fensholt is in
charge of the lighting effects,
which are really beautiful and new.

Mrs. Victor Keiser, is general
director, Miss Joan Radebaugh, music
director, Mrs. Thomas Amlie, comport-
ment teacher. Supt. Kenneth Viste, is
general chairman. Miss Margaret
Anderson, assistant.

The Pageant will begin prompt-
ly at 7:30 P.M. and will be given
two evenings. No admission charge.
A freewill offering will be taken.

INSURANCE AGENTS ANNUAL MEETING

The Insurance Underwriters of
Walworth County held their annual
meeting at the Y.M.C.A. in Lake
Geneva on Tuesday evening, Dec. 2.
Dinner was served to the group at
Rice's Cafe.

The officers were all re-elect-
ed; Fritz Johannesen, Delavan, presid-
ent; Hans Larsen, vice-president;
George A. Stirmel, Secretary-Treas-
urer. Directors are Riley Young,
Mrs. Marie Host, James Mason, Alois
E. Glass, Benj. J. Ludtke, Roy Hen-
derson. -Wm Elbert attended from the
Bay.

MISSIONARY and GROUP- Mrs. Thompson
June Osman, Miss Tillor
Virginia Hart, Virginia Case,
David Keiser, Mrs. E. Maxon, Mrs.
Louis Horvath, Laura Honrich,
Carolyn Case, Mrs. L. Chandrasekhar,
Mrs. Agnes Drabek, James Armour.

Women-

Ambrose, Josephine; Anderson Phyllis;
Barrington, Margaret; Blakeley, Betty;
Blodgett, Phyllis; Brooks, Jeanette;
Bulgrin, Lorraine; Delap, Virginia;
Divan, Eleanor; Fries, Arlyn; Henrietta,
Marion; Johnson, Marilyn; Kinney, Beth;
Kohler, Frieda; Krebs, Florence;
Landin, Frances; Lindquist, Ferol;
Lockwood, Jacqueline; Lockwood Mrs.
Wesley; Ohl, Ruth Ellen; Peterson,
Mildred, Reynolds, Jane; Reynolds,
Leola; Ringstad, Margaret; Ripley,
Carolyn; Schissling, Muriel; Slater,
Edith; Schleiger, Hazle; Steele,
Karen; Van Epps, F.M.; Phipps, Ruth;
Werner, Florence.

PLAYS TRAIN TOO MUCH: HIS WIFE ASKS DIVORCE

Raymond Reynolds, Los
Angeles, Calif. gave all his spare
time to playing with miniature
trains, Helen Reynolds, his wife,
charged in a suit for divorce
recently.

Some of you doting fathers of
young sons who will probably receive
some such trains from Santa Claus
this Christmas, should take care how
much time you spend playing with
Junior's train.

EASTER WILL BE EARLY

Next Spring Easter falls on
March 24. It will be some time
after the year 2000 when that day
falls as early again.

As long as the weather these days
is so Springlike, it might be well
for the ladies to wear their Easter
bonnets now. There might be a blizzard
Easter day. Remember Thanksgiving Day
was earlier this year.



SANTA CLAUS Has Arrived at our stores

R. E. BURTON

FOR HER
Eiffel Hosiery

Sweaters
Dorna Gordon Frocks

Slippers - Handkerchiefs
Parka Bonnets - Mittens
Manicure Sets, etc.

FOR HIM
Ties and Scarves

Sweaters - Mufflers
Tie and Handkerchief Sets.

FOR THE BOYS AND GIRLS
Toys and Dolls

Skates, Sleds, Skis

FOR THE HOME
Waffle Irons, Toasters,
Pyrex - Silex Coffee URNS

Bath Room Scales
Flat Irons - Heaters

GIFTS

BURTON & BURTON

Christmas Cards
Christmas Bulbs
Christmas Wrappings
Wreaths, Tags, Seals

Out-door Xmas Sets
Glo-lite Candles
Electric Clocks

Parker Pens, Schaeffer Pens
Schick Dry Shavers
Coty Sets - Coty Compacts

Cutex Sets
Perfumes

Bill Folds
Atomizers

St. Regis Heating Pads

Whitman's & Johnson Box Candies
Cigars, Cigarettes

LUICK AND GRIDLEY ICE CREAM
Special Bricks for Xmas

WILLIAMS BAY FIREMEN ANNUAL MEETING LAST MONDAY NIGHT

Vic Hansen was elected Chief of the Williams Bay Fire Department for the 17th time.

Mike Ambrose is Assistant Chief; Arthur C. Ohl, Secretary; Henry Kenyon, Treasurer; Robert E. Burton, Ben Moeller and Al Johnson are again Trustees.

Ed Sleeman is Capt. of the Engine Co.; Rudolph Johnson is Lieutenant.

Don Krause is Captain of the Hook and Ladder Co.; George Krause is Lieutenant.

Chief Hansen stated that since the firemen voted to turn their dollars received for attending fires back in 1934 the men have attended 80 fires and have turned into the building fund \$1284 which they would have received for their services.

Besides the men pay 10¢ per mo. dues which has also been turned into the Building Fund, making \$1400 the firemen have contributed in cash.

On the \$5000 mortgage they assumed when the building was built there only remains \$1750 yet owed.

With a good attendance at the Summer Festival in 1940 they expect to nearly raise that amount.

A check for \$20 was received this week from John Fucik and the secretary was requested by a unanimous vote to acknowledge same with the thanks of the department.

After the meeting Al Johnson, Mike Ambrose and Shorty Robertson served sandwiches, coffee, etc. Cards were played by nearly all the firemen who remained.

Honorary members: L.A. Rasmussen, Harry Breen and Roy Johnson were called upon for speeches.

MEN'S COMMUNITY CLUB OUT FOR ONE HUNDRED MEMBERS IN 1940

The new officers of the Men's Community Club think that the men of the community wish to make the Community Club a real factor in boosting the village.

To warrant the expansion in membership the Club is planning on a constructive program which will reach all the men and boys of the village.

This Summer the Bay will be host to the All Geneva Lake Swim. The Bay wishes to be a good host. There are medals and ribbons to be given.

The Skeeter Club will entertain the Inland Lakes Ice Boat Regatta, the Bay should help make this a gala event.

The Williams Bay Play day which was such a success a few years ago should be revived this next summer.

The Business Men's Committee needs funds for properly advertising the Village activities.

A membership campaign is planned during which every man in Williams Bay will be given an opportunity to join.

A Summer resident membership is planned. Several of the summer residents have been members during recent years. It is believed that many others will wish to give their dollar toward the Club to help it carry out its program.

Those wishing to send dollars should address Robert N. Anderson, Secretary-Treasurer.

Other officers for 1940 are Frank M. Van Epps, president and Louis Kaphengst, Vice-president.

The committee on Winter Sports is Gene Hollister, Carl Bjorge and William H. Freytag.



SEASON'S GREETINGS

An Eton Universal

Gas Range will make
her Christmas happy.

WISCONSIN SOUTHERN GAS CO.

PHIL'S GRILL

extends

SEASON'S

GREETINGS

OPEN ALL WINTER

Try our

Chili Con Carne

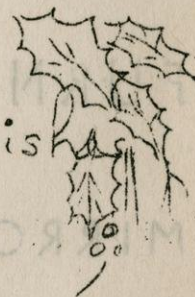
Sandwiches

Short Orders

OPEN ALL WINTER

PHIL'S GRILL

All good wishes
for a



MERRY CHRISTMAS
and a

HAPPY NEW YEAR

WILLIAM L. ELBERT



WILLIAMS BAY

A GIFT TO THRILL
ANY BOY OR GIRL

A SCHWINN BICYCLE

America's finest built

SCHWINN Bicycles cost no more although their sturdiness of construction, beauty of finish and superiority of equipment mark them as America's finest bicycle for \$24.75

Be sure to see the only bicycle with front wheel knee action for \$32.95

W. M. S. DUPRE
HARDWARE DELAVAN

*Grand Gifts
For Everyone!*

Sancta Never
Saw a Finer
Selection At
Such Remark-
ably Low Prices

Hamilton
Watches
\$37.50 up

Elgin
Watches
\$25.00 up

Men's Cameo
Rings Gold
\$11.00 up



A store full of
gifts -

Diamond Rings
\$8.50 up

Manicure Sets \$2 up

Everything she will like.

BESWICK'S JEWELRY
& GIFT SHOP DELAVAN

FURNITURE

*for
Christmas*

MIRRORS · CHAIRS

DESKS · HASOCKS

MAGAZINE RACKS

SMOKERS · RUGS

LAMPS · STUDIO

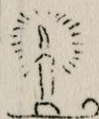
COUCHES · SEWING

CABINETS

LACKEY LIDDLE
& O'BRIEN DELAVAN

*Greetings
from*

WILLIAMS BAY GARAGE
A GRANBERG



Merry Christmas

A MERRY

*Happy New Year
from*



LEE'S KITCHEN

SEASON'S GREETINGS

from

BJORGE'S

HOME DECORATING

WILLIAMS BAY, WIS.



FOR CHRISTMAS

"Say it with flowers"

POINSETTIAS

SNAPS ROSES

CARNATIONS

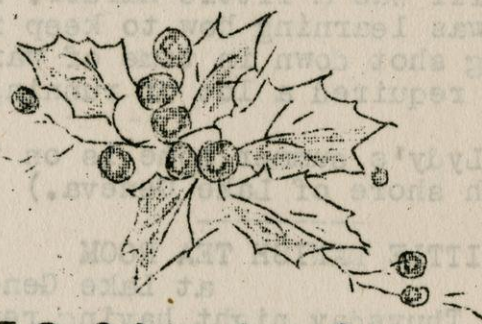
CHRISTMAS CHERRIES



LAKE VIEW GARDENS

PHONES 1236 R 4

1274 R 4



TO BRING YOU
BEST WISHES
FOR A

MERRY CHRISTMAS

ROSE LANE RESORT

MRS. J. JORGENSEN, PROP.

COMPLETE HOTEL SERVICE

ON THE LAKE SHORE AT

WILLIAMS BAY ALL YEAR



WITH
EVERY
GOOD WISH
for
CHRISTMAS
and
The NEW YEAR

AMBROSE BROS.
ICE & COAL CO. WILLIAMS BAY
WISCONSIN

GREETINGS



AND VERY BEST WISHES

FOR A

MERRY CHRISTMAS

AND A

HAPPY NEW YEAR

ALFRED JOHNSON

WILLIAMS BAY

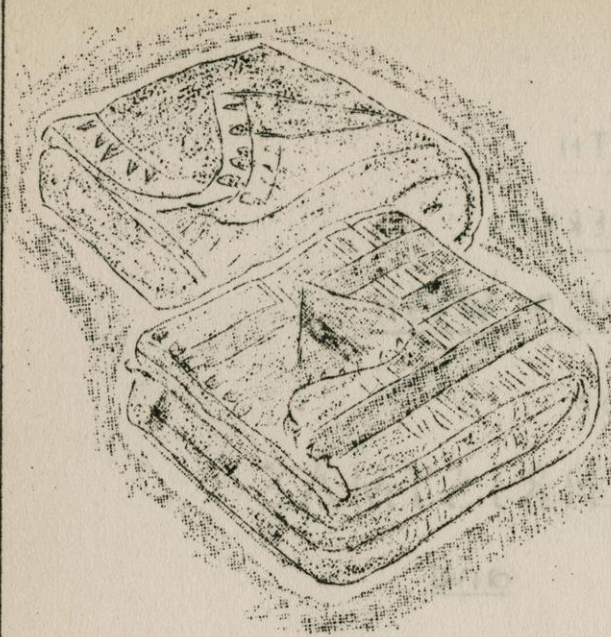
SEASON'S GREETINGS

from

LOUIS A. RASMUSSEN



THE
VILLAGE BLACKSMITH



GIFT SUGGESTIONS FROM BRADLEY BEDDING DEPT

PART WOOL BLANKETS

FIELDCREST PART
WOOL BLANKETS
\$2.75 to \$2.95.

HALF WOOL DOUBLE
PLAID BLANKETS
\$5.50

SINGLE COTTON
BLANKETS (very spec-
ial) 49¢ each

COLORS SHEETS
and Pillow Cases.

Shown in all the
wanted pastel
shades per set
\$2.59 and \$3.98

COMFORTERS

DOWN FILLED
COMFORTERS
\$11.75 to \$17.50

COTTON FILLED
COMFORTERS only
\$2.79

DOWN PILLOWS
\$3.98 up to \$5.00
each.

CHENILLE BEDSPREADS
\$2.58, \$2.98, \$4.95
and up

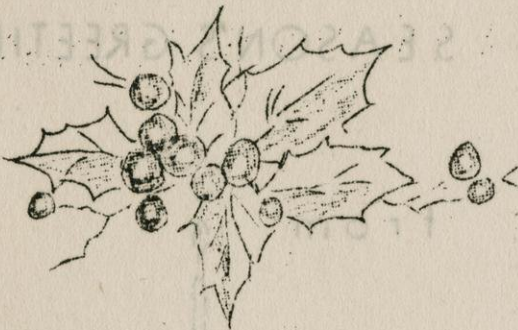
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Kenwood Blankets
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ST. MARYS \$10.50 AND \$12.95
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W. W. BRADLEY & CO.
DEPARTMENT STORE, DELAVAN



SEASON'S
GREETINGS

FROM

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A LARGE SELECTION OF
USEFUL GIFTS.

EVERY WOMAN WILL
APPRECIATE LABOR
SAVING GIFTS.



COME IN AND LET US
DEMONSTRATE SOME OF
THEM.

B. W. CHRISTIAN & CO.

DELAVAN, WIS.
PLUMBING & HEATING
NORGE PRODUCTS

Season's
Greetings

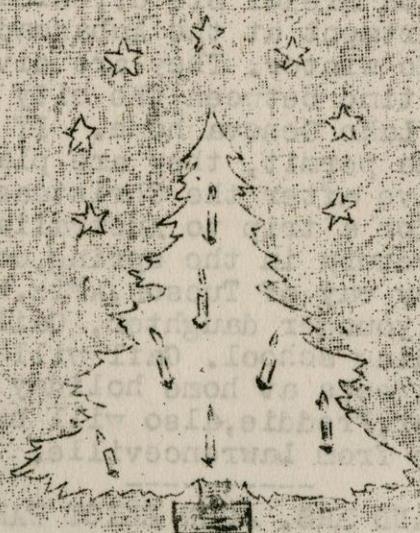
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&

LOFTUS

DRUG STORE

WALWORTH



Greetings at
Christmas from

NINA MAE

BEAUTY SHOP

GERTRUDE SCHROEDER

WALWORTH, WIS



May Christmas
bring you every joy

And

may the coming year

be full

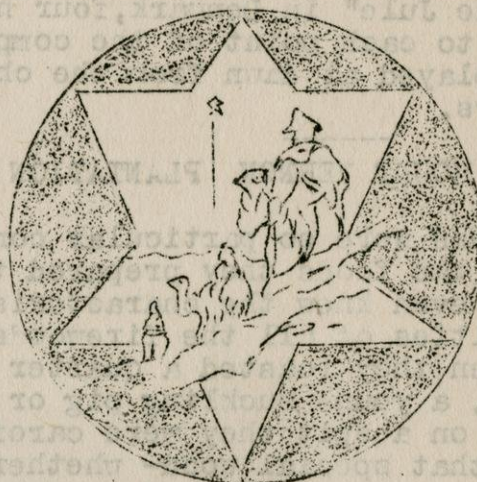
of Happiness

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BANCROFT

PLUMBING & HEATING

WALWORTH



HANSEN'S
ANTIQUE SHOP

OVER QUILT SHOP

WALWORTH

ALSO DELAVAN SHOP

MANY CHOICE GIFTS

CHRISTMAS CELEBRATION STARTS EARLY THROUGHOUT EUROPE (Con't)

"Gloria in Excelsis," the people follow this star "as the wise men of old."

The Vigil of the Shepherds is reenacted at Allance, France. At the ceremony of "cachofio", or yule log, in Provence, France, a fruit bearing tree is borne home by the head of the house, and burned to bring good luck for a year.

On December 24, Mother's Day in Italy, the government confers prizes on those who have given birth to large families. The Christmas Eve observance in Rome is climaxed by midnight mass at St. Maggiore, where the relic of the cross is carried in the procession.

CHRISTMAS DAY CELEBRATIONS

On the day of days cock's crow services are held at dawn in the churches in Wales; there is the boar's head ceremony at Oxford; The Coupe de Noel takes place in Paris; with swimming across the Seine in freezing water; at the "Blowing in of the Jule" in Denmark, four hymns - one to each point of the compass - are played at dawn from the church towers.

AT MOUNT VERNON PLANTATION

Cooks were so particular concerning the foods they prepared that they even knew the characteristic qualities of all the firewoods.

When they roasted a quarter of beef, a young suckling pig or wild game on a spit they were careful to use that special wood - whether sas-safra, beechnut, red or white oak, hickory, pine or gum - whose smoky aroma gave a true epicurean flavor.

(A spit is a long pointed rod which is used to hold meat for roasting before an open fire)

In Norway, countryfolk leave out food on Christmas eve for Santa Claus; food for his reindeer is left in the barns.

CAPES TO REPLACE WINTER OVERCOATS AT NORTHWESTERN

The Senior class of the Northwestern Military and Naval Academy, on Lake Geneva, will be outfitted with military capes instead of the customary overcoats as part of the school uniform. The academy reached this decision because the overcoats have for many years been worn only during the short time the cadets are at home for Christmas vacation. If the capes prove satisfactory the entire corps will be outfitted accordingly. These capes will extend about four inches below the fingertips, will be made of heavy doeskin cloth and lined with the Davidson Scotch tartan.

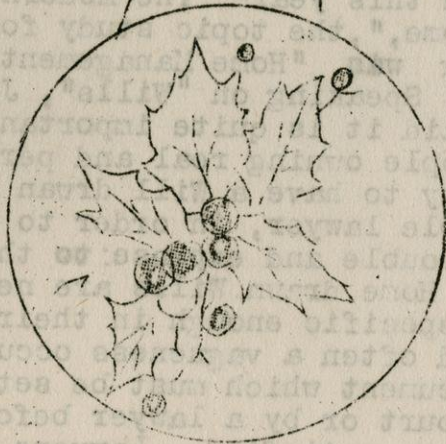
Col. and Mrs. R.P. Davidson went on a 2300 mile motor trip the latter part of October through Canada to Toronto, down to Washington and back to Lake Geneva. The main object of the trip was to secure many yards of the Davidson tartan plaid for the capes.

MR. AND MRS. A.F. GARTZ, JR., who have given up their old house on Drexel Blv'd., Chicago, have an apartment at the Ambassador hotel for the winter. They are dividing their time between the city and their Lake Geneva home. If war conditions permit, they are planning to leave after the Christmas holidays for a trip to Australia. They will return in the spring, coming home by way of Tucson, Ariz. where their younger daughter, Gail, is attending school. Gail will have three weeks at home holiday time. Her brother, Freddie, also will be at home from Lawrenceville.

MR. AND MRS. JOHN ELIOT WARNER of Winnetka recently purchased the Henry M. Byllesby estate on the south shore of the lake. The Warners with their children, Silas and Barbara, rented the Sidney Smith estate last summer.

The Rev. George Winters, Manchester, Ia., took over his duties as pastor of the Congregational church, Lake Geneva, on November 26. He and his family are nicely settled in the parsonage which is newly decorated.

Meetings



from

ALFRED A. PEDERSON

REAL ESTATE

&

INSURANCE

WILLIAMS BAY ON LAKE GENEVA

IN APPRECIATION
OF YOUR
PATRONAGE



WE WISH YOU
ALL A
MERRY CHRISTMAS
AND A
HAPPY NEW YEAR
PIERCE & AMMON

SEASON'S
GREETINGS



from

HENRY KENYON

WILLIAMS BAY

HAULING

NEWS ITEMS

Mrs. Louise Rockenfeller will leave on December 15 to go to Galesburg, Ill. where she will spend the holidays with her daughter and son-in-law, Mr. and Mrs. Frank H. Smith and family.

Mrs. Paul Pemberton and Mrs. Clifton Mustin have returned from an extended trip to California and other western places of interest.

Mrs. Andrew Anderson, Geneva St. who has been visiting her sister, Mrs. Carl Stensby and friends in California, returned with them on last Friday evening.

Mrs. Robert N. Anderson was called to Monroe, Wis. Tuesday owing to the illness of her father, Mr. Paul Rufenacht. She will be away for a few days.

Mrs. Louise Lichtenberg, mother of Mr. Gordon Case, Congress street, will leave the Wednesday after Christmas to spend the winter in San Diego, Calif.

LAKE GENEVA WOMAN'S CLUB

held their annual Christmas party and program on Monday afternoon, December 11 in the parlors of the Y.M.C.A.

Miss Inez Burton, pastor of the Lake Geneva Baptist church was the speaker, her subject was "Let There Be Peace". Mrs. Carl Ridell, violinist, and Mrs. Clark Cobb, pianist, gave a program of appropriate Christmas music.

Mrs. Anna May Burnau, Delavan, a member of the Belfry Players, gave a group of readings.

The tea table was beautifully decorated in Christmas greens and candles. Dainty refreshments were served. Mrs. O.B. Fensholt, Wms Bay, was chairman for the party. Members assisting her were- Mrs. Eric Lund, Mrs. O. Hermanson, Mrs. Carl Ridell, Mrs. D.J. Oetjen, Miss Marta Ibsen, members of the club from Williams Bay.

Franz Schubert, the world's greatest composer, died at 31 years of age in one day, realizing only 20¢ for a song.

WILLIAMS BAY WOMAN'S CLUB

Held their first guest meeting of the season last Friday evening at Mrs. Louis Henyey's home, 33 Parkhurst Place. County Judge Roscoe R. Luce was guest speaker, his subject being "Wills".

In keeping with the Clubs' program this year- "The Modern American Home," the topic study for the meeting was "Home Management".

Speaking on "Wills", Judge Luce said it is quite important for all people owning real and personal property to have a Will drawn up by a capable lawyer, in order to save much trouble and expense to the heirs. Home drawn Wills are never quite specific enough in their meaning and often a vagueness occurs in the document which must be settled in a court or by a lawyer before all heirs are satisfied. Lawyers do not make money drawing up Wills, they make their money untangling doubtful clauses in the instrument causing misunderstandings concerning the terms of the Will and bequests contained therein, and which often become long drawn out legal cases before satisfactory returns are made to the beneficiaries.

Both Kinney sang two vocal numbers, Mrs. Lawrence Hollister, accompanist.

Miss Sarah Ruhl showed colored moving pictures of her Western trip the past summer, and Crane Farms, near Williams Bay. Program committee for the meeting, Mrs. Floyd Blakeley, Mrs. Gordon Case, Mrs. Myron Biehl, Mrs. E. Iverson, served refreshments.

A.A.U.W. WALWORTH COUNTY BRANCH

held their annual Christmas party and program at the home of Mrs. I.B. Davies, Racine St., Delavan, Wednesday evening, December 13.

Members attending from Williams Bay were- Mrs. Wm Phipps, Mrs. Jesse Greenstein, Mrs. J.S. Hotton, Miss Margaret Anderson.

Mr. Lee Clayton will leave this week to spend the winter in Texas.

He composed as many as eight songs in one day, realizing only 20¢ for a song.

Wishing
one
and
all

A
Merry
Christmas
and

A
Happy
New Year

DEALER IN
FARNSWORTH
&
R.C.A.
RADIOS

GE APPLIANCES

CROSLEY REFRIGERATORS

SPECIAL

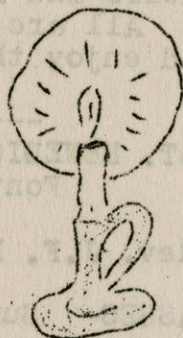
BAY ELECTRIC SHOP

A. J. MUNDSCHAU

TEL. 12 01 R4

SEASON'S
GREETINGS

from



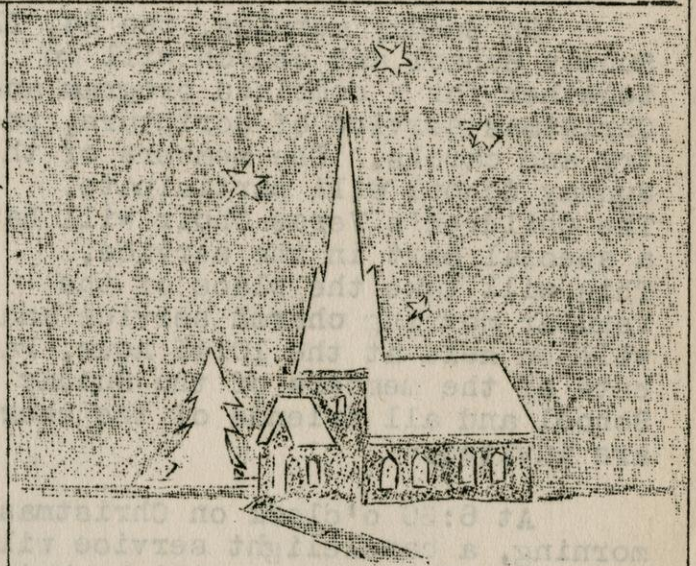
WILLIAMS BAY
LAUNDRY

EDWIN HOLM
PROP.

Quality

&

Tel. Service
1253 R1



Yuletide Greetings
and
A Happy New Year
from

HOLLISTER LUMBER
COMPANY

CHURCHES

CONGREGATIONAL CHURCH

Rev. Victor H. Keiser, Pastor

The Christmas services for 1939 at the Congregational church will start next Sunday morning, December 17th, with the annual program of Christmas music by the choir. This program of special music will be given in connection with the morning worship service at 10:45 o'clock. The choir, under the direction of Mrs. Naomi Roeker, will sing

The First Christmas - by Barnby

O, Little Hills of Nazareth
by O'Hara

Silent Night, Holy Night, - Gruber

At this service next Sunday, the pastor will speak briefly on the theme, "The Name That Is Above Every Name".

On Sunday morning, the 24, The Sunday School and church will go together for a combined program and Christmas service of Scripture, poetry and carols. The members of the Sunday School will participate. The Children's Verse Choir will have a special part in the service. This will take the place of the regular morning church service and will be held at the 10:45 hour. Parents of the members of the Sunday School and all friends of the church are invited.

At 6:30 o'clock on Christmas morning, a candlelight service will be held. The program will be brief and informal, made up of carols, Poems, and a Christmas story by the pastor. The theme for the service will be, "What Makes Christmas?"

THE CONGREGATIONAL CHURCH LADIES AID SOCIETY

will have Miss Caroline Burr, curator of the museum of fine arts in Beloit, for speaker at their meeting to-day (Thursday) at the church.

GOSPEL TABERNACLE

Rev. R.K. Kinney, pastor

Morning Worship Service 10:30

Bible School 11:30

Junior Young Peoples Society 7:00

Senior Young Peoples Society 7:00

Evening Evangelistic Service 7:00

Wednesday evening Prayer and Bible Study 8:00

The annual Christmas program of the Gospel Tabernacle Sunday School will be held Friday evening, December 22, at 7:30 P.M.

At 7:30 a band, consisting of Sunday School scholars will begin playing Christmas Carols. The theme of the program will be the "Christ Child", given by the entire Sunday School, Junior and Senior choirs and Ladies Chorus.

All are welcome. Come early and enjoy the entire program.

ST. BENEDICTS CATHOLIC CHURCH Fontana, Wis.

Rev. J.F. Manley, Priest in charge

MASSSES- Sunday morning at 9 A.M.

A midnight Mass will be at the church on Christmas Eve.

The Ladies Aid Society of the Gospel Tabernacle at their annual meeting held last week, Thursday, elected the following officers- president, Mrs. Charles Hanson; Vice-president, Mrs. Carl Anderson; Secretary, Mrs. Alvin Johnson; Treasurer, Mrs. M.T. Peterson.

Mrs. Charles Hanson, Constance Blv'd. left last week to spend the winter in Chicago.

Miss Victor Keiser and Julia Spencer, hostesses.



CHRISTMAS
AT THE
BUCKNALL STORES

BUCKNALL BROTHERS

BUCKNALL'S STORE FOR MEN

FOR HER

DAINTY LINGERIE
WOOL FLANNEL ROBES
RAYON TAFFETA HOUSECOATS
HOSIERY --- HAND BAGS
GLOVES--- SCARFS, wool or silk
HANDKERCHIEFS
WARM SLEEPING PAJAMAS
SILK FROCKS--- WASH FROCKS
SMOCKS --- DAINITY APRONS
SKI SUITS --- SNOW BOOTS
WARM AND FANCY MITTENS

FOR THE HOME

WOOL BLANKETS --- WOOL COMFORTS
RAYON & CRITONNE PILLOWS
TABLE LINENS - BATH TOWELS
LACE TABLE SPREADS
WASTE PAPER BASKETS
SHEET AND CASE SETS
CHENILLE AND RAYON BED SPREADS

FOR LITTLE FOLKS

GAMES --- TOYS --- BOOKS
HOUSE COATS --- DAINITY PAJAMAS
PARKA HOODS- WARM MITTENS
SNOW SUITS --- EAR WARMERS
SMOCKS --- DRESSES
BLOUSES --- SKIRTS
PURSES

BUCKNALL BROTHERS

The Stores with a True
Christmas Spirit

NECKWEAR-----

Over 650 Ties (by actual count) TO SELECT FROM.

TIE AND HANDKERCHIEF SETS

TIE AND MUFFLER SETS

SHIRTS IN GREAT VARIETY

MEN'S DRESS GLOVES from
\$1.00 to \$5.00

TIE RACKS

TIE BARS WITH INITIALS

MEN'S BELTS

HANDKERCHIEFS in ASSORTMENT

HOSIERY IN ALL WANTED
PATTERNS.

MEN'S SUEDE JACKETS

MEN'S SWEATERS - some smart
styles by JANTZEN

MEN'S PAJAMAS

THE FAMOUS NORTHWIND PAJAMAS

MEN'S WOOL WOOL SHIRTS

MEN'S SPORT COATS

MEN'S ROBES

MEN'S HATS

MEN'S LINED GLOVES

MEN'S MUFFLERS

BUCKNALL'S STORE FOR MEN

The Stores with a true
Christmas Spirit.

AT LAKE GENEVA, WISCONSIN

STOP & SHOP PACKAGE LIQUOR STORE

HAS ASSEMBLED A VARIED
ASSORTMENT OF CHOICE
WINES, BEERS, LIQUORS
AND CORDIALS

FOR THE HOLIDAYS



LAKE GENEVA
ACROSS FROM
THEATRE

Tel. 714



ANNOUNCEMENT!

We are pleased to
announce that we are
dividing the sixty
acres recently purch-
ased from N.K. Fairbank
Estate into 5 acre tracts.

These tracts are just outside
Lake Geneva City limits on STH
50. They are beautifully wood-
ed. Highly restricted.
Low Taxes.

W. F. BEST & SON

50 Years in Lake Geneva.

Bringing Christmas
Greetings from

BUTTON
BROTHERS

LAKE GENEVA

CHRISTMAS TREES AND
WREATHS SPRAYED OR
PLAIN. PHONE 18.



*Season's
Greetings*

THE STORY BOOK
FARM GIFT SHOP

120 LAKE SHORE DRIVE
LAKE GENEVA

Open all Winter

Unusual Christmas Gifts
and Christmas Cards
VERY REASONABLY PRICED

Greetings
from

SPENCE'S

SERVING

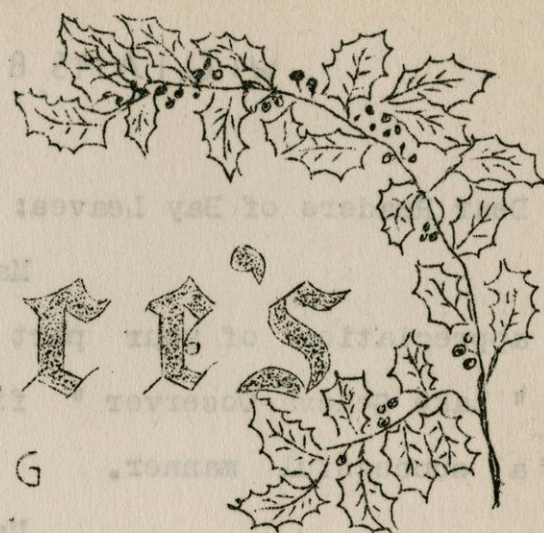
CHICKEN AND STEAK DINNERS.

BUSINESS LUNCHES.

ON CHRISTMAS DAY A TURKEY DINNER
WILL BE SERVED FROM 12 TO 3 P.M.

COCKTAIL LOUNGE

WILLIAMS BAY



A Merry Christmas
to All from
DON KRAUSE
ICE DELIVERY ---TRUCKS

For less than
one cent,
an electric
mixer will
work an hour
helping to
prepare
delicious
foods



WISCONSIN POWER
& LIGHT CO.

FRANK M. VAN EPPS
WILLIAMS BAY, WISCONSIN

Dear Readers of Bay Leaves:

May I take this page to express my appreciation of your part in making "Bay Leaves" and the "Lake Geneva Observer" finish up the seventh year in such a successful manner.

Many new subscriptions were added to the list in 1939. In fact it is hard to find any one living on the shores of Lake Geneva who is not a subscriber. The coverage in Williams Bay is nearly complete. Nearly every family reads it.

Looking forward to 1940 we hope to make even greater advances. May we count on your help again? We are continuing on the subscription basis. Those who wish the paper during the Summer season while they are out at their summer homes will continue to pay a minimum of 50¢; those wishing to receive the paper at their winter homes will pay \$1.00 with occasional copies during the winter; those wishing the paper every week will add cost of postage; local subscribers will continue to pay \$1.00 for carrier service.

Subscriptions for 1940 are now due. A card system is kept and all subscriptions received will be marked up one year from receipt. It is quite expensive to send out expiration notices on such a small fee. Proper credit will however be given if paid ahead of time.

With every good wish for a Happy New Year, I am

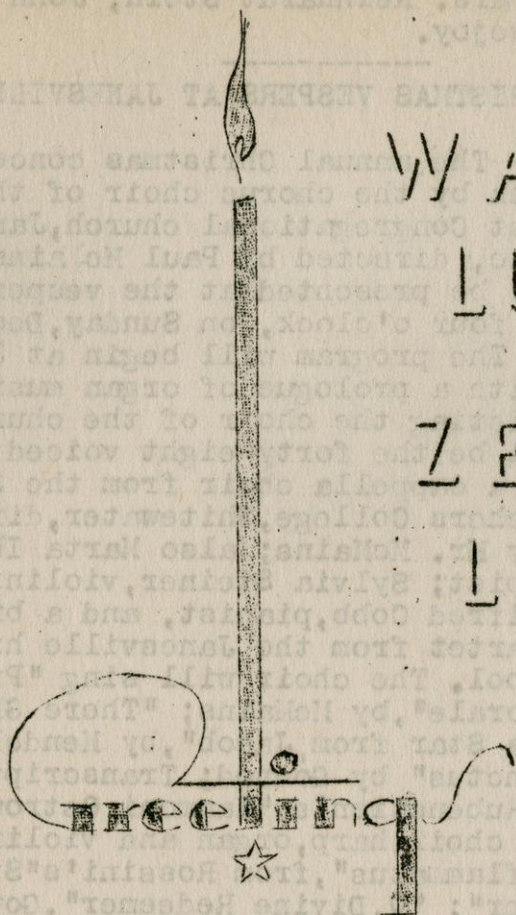
Sincerely Yours,

F M Van Epps

WALWORTH
LUMBER CO.

ZENDA

LUMBER CO.



A MERRY
CHRISTMAS

AND

A HAPPY
NEW YEAR

FROM

COOPER'S
MARKET



WALWORTH FOODS WIS.

SEASON'S
GREETINGS



WALWORTH

LAKE GENEVA OPEN FOR CISCOES

Fishing for ciscoes will be allowed at all times in Lake Geneva and will be the only ice fishing permitted in this part of the state this winter, except perch fishing in Lake Mendota, Royce Dallman, Janesville, state conservation warden, announced this week following receipt of new regulations from the conservation commission.

No other fish than ciscoes may be taken from Lake Geneva. The bag limit is 40, not exceeding 12 pounds per day; and the possession limit is 40.

The cisco is usually caught by using a shiny bead as bait. The fish average about 10 inches in length and run about three to the pound. Lake Geneva has been famous for its cisco runs ever since white men watched with interest the way in which native Indians were catching them thru the ice. Cisco fishing annually is one of the great attractions at Geneva and hundreds of tiny shacks placed above holes in the ice, dot the entire surface of the lake.

GEIGER SAYS!

Fishermen who invade Lake Geneva for bass next season, using the live crab for bait, will be happy to learn that a new artificial crab is on the market, one that looks like the real stuff and which should work like the live ones. Its called the South Bend "Rubb-Oreno Crawfish". It is made in three body sizes and four hook sizes, for fly rod, cane pole, casting, trolling and still fishing, and is made of soft composition rubber, resistant to deterioration and looks like natural crab. The hook, instead of being through the tail, is underneath. If it is as effective as the fishermen who have used it say it is, the angler will find himself cutting down his fishing cost.

Mrs. Allen P. Lovejoy entertained at a dinner party last Thursday evening for Frederick Granberg, who left on Friday for Pensacola, Fla. to train for the Naval Air Corps. Friends attending the party

were Mr. and Mrs. Aaron Granberg, Mr. and Mrs. Charles Loucka, Mr. and Mrs. Reinhardt Stein, John Lovejoy.

CHRISTMAS VESPERS AT JANESVILLE

The annual Christmas concert given by the chorus choir of the First Congregational church, Janesville, directed by Paul McMains, will be presented at the vesper hour of four o'clock, on Sunday, December 17. The program will begin at 3:45 with a prologue of organ music. Assisting the choir of the church will be the forty-eight voiced vested a cappella choir from the State Teachers College, Whitewater, directed by Mr. McMains; also Marta Ibsen, harpist; Sylvia Steiner, violinist; Winifred Cobb, pianist, and a brass quartet from the Janesville high school. The choir will sing "Praise Chorale", by McMains; "There Shall Be a Star from Jacob", by Mendelsohn; "Sanctus" by Gounod; Transcription of Rubenstien's "Kammoni Ostrow", for choir, harp, organ and violin. "Inflamatus", from Rossini's "Stabat Mater"; "O, Divine Redeemer", Gounod; the massed choirs will sing the "Hallelujah Chorus", from the Messiah. There will be no admission charge. The public is invited.

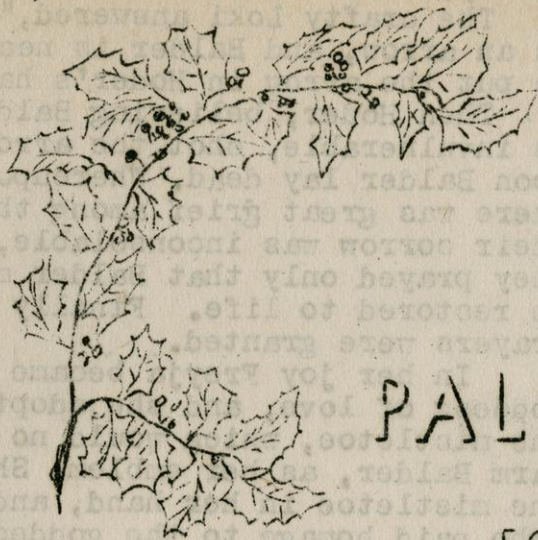
CHOIR ATTENDS ORGAN RECITAL

A group of members of the Wms Bay Congregational church choir attended the organ recital of Christ-mas music played by Mrs. Naomi Roker, their director, at the Methodist church in Lake Geneva on last Sunday evening.

Mrs. Roker was organist in the First Presbyterian church, Pittsburg, Pa. before coming to Lake Geneva a short while ago. She exhibited splendid technique and talent in bringing forth beautiful and expressive music from the organ.

A bouquet of roses from the Wms Bay choir was presented to Mrs. Roker by little Ann Phipps, daughter of Mrs. Wm F. Phipps, president of the choir.

Mr. and Mrs. Walter Jewell, Mrs. D.J. Oetjen, and Mr. and Mrs. J.P. Carlson, Cedar Point Park, were among the Wms Bay group present.



SEASON'S
GREETINGS

FROM

PALMER BOAT CO.

FONTANA, WISCONSIN

CHRIS CRAFT

SALES & SERVICE

STORAGE

BUILDERS

REPAIRS

OF INLAND LAKES SAIL BOATS

WISHING YOU
HAPPINESS AT CHRIST-
MAS AND THROUGHOUT
THE NEW YEAR



LAKE GENEVA
SAND & GRAVEL CO.
FONTANA



JOE'S
TAVERN

FONTANA

MISTLETOE, EVER GAY FOR CHRISTMAS

Winter, although the season looked upon by many as the dullest season of the year, offers some compensation, foremost of which is the holiday season, bringing a new note of happiness. Christmastide, with its beautiful customs, is the happiest season of the year.

Plants play a large part in the celebrations. Poinsettias, with their lovely green and red hues, lend dignity to the decorations. Spiny holly leaves and ornamented fir trees lend beauty and fragrance. And mistletoe, hung unobtrusively but significantly above doors and on chandeliers, will provide gayety and hilarity for every occasion.

A kiss under the Mistletoe! Upon ancient Scandinavian legend is based the popular interpretation of this holiday custom. It is a story of the gods, who themselves were not above human weakness, and how their love of what was good overcame the evil of one of them.

Of all the gods, Balder, the Sun God, was the most beautiful, and he was beloved for his beauty and goodness. Freyja, his mother, fearful lest some harm might come to her son, obtained promises from the trees, plants, and animals, that they would never work harm upon the Sun God. But there was one whom she neglected—the humble, insignificant mistletoe.

Moreover, Loki, the mischief-maker, raged inwardly and bore Balder great malice. He determined to effect Balder's ruin.

So he disguised himself as an old woman and engaged the unsuspecting Freyja in conversation. From her he learned the reason why Balder was invulnerable to harm, and he learned also that Freyja had never received a promise from the mistletoe.

Thereupon Loki fashioned an arrow from the mistletoe and took this arrow with him when he attended a friendly tournament of the gods. Here he found the god Hoder, and said, "Why are you not engaging in the game?" But Hoder replied

sadly, "Because I am blind."

The crafty Loki answered, "Here is an arrow, and Balder is near you." He put the arrow in Hoder's hand. Then Hoder, believing Balder to be invulnerable, shot the arrow, and soon Balder lay dead. Whereupon there was great grief among the gods. Their sorrow was inconsolable, and they prayed only that Balder might be restored to life. Finally their prayers were granted.

In her joy Freyja became the goddess of love, and she adopted the mistletoe, which would no longer harm Balder, as her emblem. She held the mistletoe in her hand, and all who paid homage to the goddess received a kiss from her.

Thus, from hate and malice, did the mistletoe bring love and good will. It became sacred in the hearts of Scandinavians. Even if enemies met in a forest beneath the mistletoe, they would call a truce. Hence, many say, mistletoe hung over the doors at Christmas time is a symbol of peace and friendliness.

CHRISTMAS CELEBRATION STARTS EARLY THROUGHOUT EUROPE

Illumination of the streets throughout Norway begins on December 4.

At Zurich and Kussnacht-Rigi, Switzerland, the parade of the Wolishofer Santa Claus is held on December 6. The Christmas exhibition at Basle and the nativity plays in Vienna will start the same day. Another event of that day is to be the torchlight procession to the tomb of St. Nicholas at Bari, Italy.

On December 12 the Christmas market will open at Skansen, Stockholm. December 23 marks the real beginning of the holidays in Sweden. At that time old customs are observed in the manors that have been converted into homes for visitors.

In Holland processions of men form at midnight in the public squares, and the leaders carry an illuminated star on a pole. Chanting

GET MORE FOR YOUR MONEY!



SERVE



CHOPPED STEAK . lb. 35^c

Finest you can buy! Guaranteed to be good!

CUT CORN . . SPECIAL! BOX 21^c

Like you ate on the farm! Guaranteed to be good!

HADDOCK FILLETS SPECIAL! lb. 23^c

Delicious boneless fillets. One lb. serves 4.

Special prices effective Dec. 14-20

ORDER YOUR XMAS BIRDS EYE TURKEY NOW!

GRANZOW

December

AND

December
16th,

15th.

PETERSON

QUALITY FOOD SHOP SPEC.

We have just received new shipment of imported goods from Norway and Sweden, such as Lutfisk, Bond Ost Anchovies, Herring, Gafelbeiter Etc. etc.

CANNED FRUIT-VEG.

GOLDWYN CORN or PEAS	3-20-oz.	29¢
ELKHORN G. BANTAM CORN	" " "	29¢
STANDARD TOMATOES	" " "	29¢
SAUER KRAUT	2 " "	19¢
SLICED PINEAPPLE	30 " "	23¢
SLICED PEACHES	" " "	22¢
FRUIT COCKTAIL	2-1-lb. tins	33¢

CHEESE-BUTTER

LaGRANGE BUTTER	2-lbs.	67¢
KRAFT'S CHEESE	2-lb. boxes	52¢
LONG HORN CHEESE	per lb.	24¢
BLUE LABEL CR. CHEESE	2-pkgs.	19¢

CEREALS-FLOUR

PURASNOW FLOUR	24½-lb. sack	84¢
GRAHAM FLOUR	5-lb. sacks	23¢
PREPARED P.C. FLOUR	5-lb. "	20¢
RICE KRISPIES	2-pkgs.	21¢
WHEAT KRISPIES	" "	21¢
POST TOASTIES	2-13oz. "	19¢
SWANSDOWN CAKE FLOUR	2¾-lb.	25¢

FRESH MEAT

POT ROASTS	per lb	26¢
PORK LOINS	" "	20¢
" BUTTS	" "	18¢
LEG of LAMB	" "	29¢
LAMB SHOULDER	" "	23¢
HAMBURGER	" "	22¢
BACON (generous)	" "	21¢
HAMS (whole or half)	" "	29¢
OYSTERS, Fresh Fish on Friday		

California Oranges
18 or 25¢ Doz.
TEXAS GRAPE FRUIT
6 or 8 for 25¢
HEAD LETTUCE
2-heads for 15¢
MIXED NUTS (fancy)
per lb. 23¢
CHRISTMAS CANDY
13¢ and 16¢ lb.

ORANGE JUICE	46oz. tins	29¢
PINEAPPLE JUICE	" " "	29¢
GRAPE FRUIT JUICE	" " "	23¢
RDY'S TOMATO JUICE	2-24oz. "	23¢
RICHELIEU GRAPE JUICE	Qt. Bot.	36¢
TOMATO JUICE	3-10-oz. tins	25¢

SUGAR-COFFEE

PURE CANE SUGAR	10-lb. sacks	58¢
POWDERED SUGAR	3-lbs.	22¢
SOFT BROWN SUGAR	" "	19¢
HILLS BROS COFFEE	2-lb. tins	53¢
CHASE & SANBORN COFFEE	2-lbs.	51¢
ROUNDY'S SUPERIOR	" 2-lbs.	49¢

PICKLES-JAM

MIXED PICKLES	Qt. jars	27¢
DILL PICKLES	" "	18¢
HEINZ CUT PICKLES	24oz. "	23¢
QUEEN OLIVES	26oz. "	47¢
RDY'S TOMATO PRESERVE	1-lb jar	23¢
PURE GRAPE JAM	2-1LB. JARS	

MISC.

CHOCOLATE COOKIES	2-lbs.	29¢
SANDWICH	" "	25¢
SODA CRACKERS	2-lb. pkgs.	19¢
GRAHAM CRAVCKERS	" " "	20¢
BLUE ROSE RICE (new)	2-lbs.	17¢
SHELLED WALNUTS	per lb.	53¢
" PECANS	" "	62¢
JELL-O or ROYAL GELATIN	3½oz.	05¢
SANTA CLARA PRUNES	2-lbs.	23¢
SEEDLESS RAISINS	" "	19¢
MIXED FRUIT	per lb.	14¢
WHITE RAISIAN	" "	12¢

FRESH EGGS Doz. 21¢
NAVY BEANS 2-lbs 13¢
SPRY 3-lb. tins 54¢
A.F. SOAP 5-bars 27¢

We are also taking orders for JAMESDALE FARM TURKEYS

It is not too early to order Now

**IF YOU WANT THE BEST...
SERVE A BIRDS EYE TURKEY!**



GRANOW AND PETERSON

QUALITY FOOD SHOP SPEC.

We have just received new shipment of imported goods from Norway and Sweden, such as Lutefisk, Band Oat and chowies, Herring, Gafelbiter Etc. etc.

85c	ORANGE JUICE	48oz. fine
85c	PINEAPPLE JUICE	" " "
85c	GRAPE FRUIT JUICE	" " "
85c	RDY'S TOMATO JUICE 8-4oz.	" " "
85c	RICHIE'S GRAPE JUICE 4-16oz.	" " "
85c	TOMATO JUICE	3-10-oz. fine
58c	SUGAR-COFFEE	" " "
85c	PURE CANE SUGAR	16-lb. sacks
85c	POWDERED SUGAR	3-lbs.
10c	SOFT BROWN SUGAR	" " "
85c	HILLS BRO'S COFFEE	2-lb. fine
85c	CHASE & SANBORN COFFEE	2-lbs.
40c	ROUNDY'S SUPERIOR	" 2-lbs.
85c	PICKLES-JAM	" " "
85c	MIXED PICKLES	4-16oz.
18c	DILL PICKLES	" " "
85c	HEINZ CUT PICKLES	8oz.
45c	QUEEN OLIVES	8oz.
85c	RDY'S TOMATO PRESERVE	1-lb jar
85c	PURE GRAPE JAM	2-lb. jars
85c	MISC.	" " "
85c	CHOCOLATE COOKIES	2-lbs.
85c	SANDWICH	" " "
10c	SODA CRACKERS	2-lb. pkgs.
85c	GRAHAM CRACKERS	" " "
17c	BLUE ROSE RICE (new)	2-lbs.
85c	SHELLED WALNUTS	per lb.
85c	" PECANS	" " "
85c	JELL-O or ROYAL GELATIN	3-oz.
85c	SANTA CLARA PRUNES	2-lbs.
10c	SEEDLESS RAISINS	" " "
14c	MIXED FRUIT	per lb.
10c	WHITE RAISINS	" " "
85c	FRESH EGGS	Doz.
10c	NAVY BEANS	2-lb. fine
85c	RDY 3-lb. fine	" " "
85c	A.T. SOAP	2-pcs.

We are also taking orders for JAMBALAYE FARM TURKEYS. It is not too early to order now.



GET MORE FOR YOUR MONEY!

BIG EYE

CHOPPED STEAK . 35c

CUT CORN . 21c

HADDOCK FILLETS SPECIAL 33c

ORDER YOUR XMAS BIRD EYE TURKEY NOW!

85c	GOLDWYN CORN or PEAS	2-20-oz.
85c	ELKHORN G. BANTAM CORN	" " "
85c	STANDARD TOMATOES	" " "
10c	SAUER KRAUT	" " "
85c	SLICED PINEAPPLE	30 "
85c	SLICED PEACHES	" " "
35c	FRUIT COCKTAIL	2-1-lb. fine
85c	CHEESE-BUTTER	" " "
85c	LARGES BUTTER	2-lbs.
85c	KRAFT'S CHEESE	2-lb. boxes
24c	LONG HORN CHEESE	per lb.
10c	BLUE LABEL CR. CHEESE	2-pkgs.
85c	CEREAL-2-FLOUR	" " "
85c	PURANON FLOUR	24-lb. sack
85c	GRAHAM FLOUR	2-lb. sacks
85c	PREPARED P.C. FLOUR	2-lb.
85c	RICE KRISPIES	2-pkgs.
85c	WHEAT KRISPIES	" " "
10c	POST TOASTIES	2-13oz.
85c	WANDDOWN CAKE FLOUR	2-lb.
85c	FRESH MEAT	" " "
85c	POT ROASTS	per lb.
85c	PORK LOINS	" " "
18c	" BUTTS	" " "
85c	LEG of LAMB	" " "
85c	LAMB SHOULDER	" " "
85c	HAMBURGER	" " "
85c	BACON (generous)	" " "
85c	HAMS (whole or half)	" " "
85c	OYSTERS, Fresh fish on Friday	" " "

California Oranges 10 or 25c Doz.
TEXAS GRAPE FRUIT 6 or 8 for 25c
HEAD LETTUCE 2-bunches for 15c
MIXED NUTS (Lancy) per lb. 25c
CHRISTMAS CANDY 15c and 10c lb.



*A Merry Christmas
and a
Prosperous New Year
from*

STATE BANK
OF ELKHORN

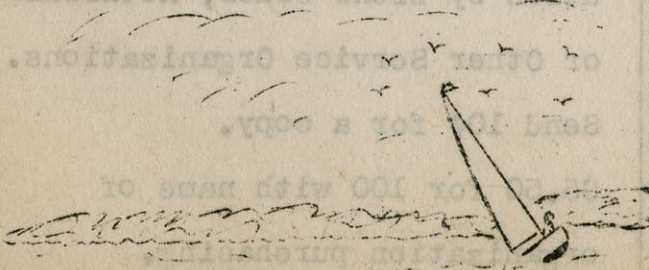
A Christmas Savings Club
For Every Purpose
To fit every Purse.

Member F.D.I.C.

BEAUVAIS
BOAT CO.

EXTENDS

SEASON'S
GREETINGS



SEASON'S
GREETINGS

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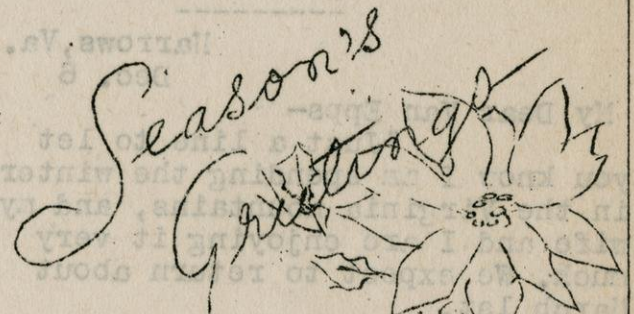
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SALES & SERVICE

See us for better used

OPITZ GARAGE

OPPOSITE POSTOFFICE ELKHORN



V. NORMANIK

SHOE REPAIRING

FOR A JOYOUS
HOLIDAY SEASON

CATCHPOLE'S

DELAWARE

GIFTS PORTRAITS

PHOTO FINISHING

A CHRISTMAS PRAYER

Lord give our hearts their youth
at Christmastide
Let us believe, ad did the three
who went
To lay their gifts, their honor,
and their pride
Beofre a child. We who have
richly spent
The coin of years need now
replenished store
Of simple faith and hearts that
seek the light.
We, too, would stand beside an
open door,
To see the glow that circled
earth's deep night.
Lord, help us find again the
long-lost way
That led to wonder: in the
welcome glow
From friendly windows, something
of the gay
Comradely spirit that we used
to know.
The star shines on for those
with eyes to see:
A finite gleam toward all infinity.

Harrows, Va.,
Dec. 6

My Dear Van Epps-

"Just a line to let
you know I am spending the winter
in the Virginia mountains, and my
wife and I are enjoying it very
much. We expect to return about
March 1st.

We are having fine weather
here and the people here are all
fine. "

Best wishes,

R.W. Peterson. "

Mr. Peterson's home is in Coun-
try Club Estates.

Mr. Alfred Pihl left last
Saturday, Dec. 9, for St. Petersburg,
Fla. to spend the winter.

Mr. and Mrs. A.H. Furlong, Cedar
Point Park, are at Hot Springs
National Park, Arkansas, where they
will spend a part of their winter
vacation.

Best wishes for
Christmas Day and
may the coming year be
a happy one for you

NORTHWOOD
GIFT SHOP
LAKE GENEVA



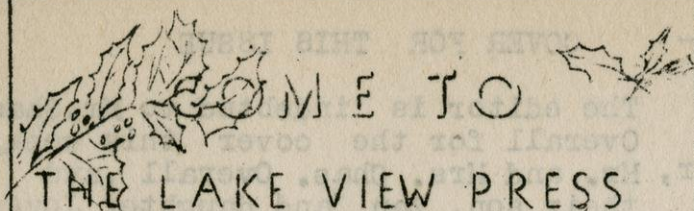
Williams Local
Farm Dairy Wishes
A Merry Christmas
A Happy New Year
To All

Would you like to help
in placing copies of Our
Title Deed To Our Rights
as American Citizens in the
hands of some friends.

Our Constitution neatly print-
ed is available for distrib-
ution by Lions Clubs, Rotarians
or Other Service Organizations.
Send 10¢ for a copy.

\$5.50 for 100 with name of
organization purchasing.

F.M. Van Epps, Williams Bay, Wis.



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THE LAKE VIEW PRESS

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CHRISTMAS GREETING CARDS

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1940

CALENDARS AND DIARIES

Printing of all kinds

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CHRISTMAS

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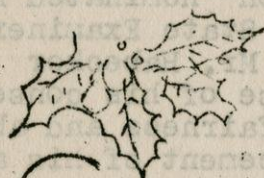
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PLYMOUTH

SALES
SERVICE

L. M. TRAYER'S

GARAGE, Lake Geneva



GREETINGS

AND BEST WISHES

FOR A

MERRY CHRISTMAS

AND A

HAPPY NEW YEAR

GASKELL'S

GROCERY & MARKET

LAKE GENEVA

GREETINGS

BLACKWOOD



THE FLORIST

LAKE GENEVA

Wreaths, Cutflowers

Potted Plants

LAKE GENEVA SUMMER RESIDENT ENTERTAINS FOR DAUGHTER-IN-LAW

Mrs. Albert F. Madlener and her daughter-in-law, Mrs. Madlener, Jr. are giving a reception this week Friday following the concert of the Chicago Symphony orchestra, for another daughter-in-law, Mrs. Otto Madlener. The party will be given at the home of the senior Mrs. Madlener in Chicago. Mrs. Otto Madlener was Miss Elaine Wetmore of New York until she and one of the twin sons of the Madleners were married last July.

ENSIGN ARTHUR FREDERICK FARWELL, JR. ASSIGNED TO HONOLULU IN NAVY SERVICE

Ensign and Mrs. Arthur Frederick Farwell, Jr. have recently arrived in Honolulu, Hawaii, since their wedding on October fifteenth, at the First Methodist church in Pensacola, Florida.

The bride, the former Miss Marlyn Ruth Shaw of Pensacola, chose Miss Frances Farwell, sister of the groom as one of her four bridesmaids, who with the maid of honor and two junior bridesmaids, wore gowns and hats of Autumn colorings and carried bronze chrysanthemums. The bride's gown was of ivory satin, the long veil caught with orange blossoms, and her bouquet of white orchids and valley lilies.

Mr. Stanley Thompson Farwell served his brother as best man, and two other Phi Delta Theta fraternity brothers of the groom were among the four ushers, all of whom are naval aviators.

Mr. Farwell, who is the son of Mr. and Mrs. Arthur Frederick Farwell of 7321 South Shore Drive, Chicago, and Harvard Club on Lake Geneva, is a graduate of Northwestern Military and Naval Academy, Lake Geneva, a graduate of Purdue University, and also of the U.S. Naval Flying School in Pensacola.

The couple motored to San Francisco from whence they sailed on the Turline to Honolulu, where they will make their home.

COVER FOR THIS ISSUE

The editor is indebted to Mr. Chas. Overall for the cover this week. Mr. and Mrs. Chas. Overall, and their son, Zan and daughter JoyAn are making their studio home at Story Book Farm this Winter.

Mrs. Overall is manager of the Gift Shop and Mr. Overall is making some delightful copies of early prints of Joliet's map which he made after his exploration of this region and named the Frontenac District.

Mr. Overall makes frequent trips to Chicago for portrait work.

They are enjoying their stay in Lake Geneva. They formerly lived in Chicago where they had a studio.

CLARKE HABECKER SELECTED BY STATE FOR EXAMINING BOARD.

The 1600 Funeral Directors and Embalmers of Wisconsin through their association nominated nine for the job of State Examiner to fill a vacancy. Mr. Habecker was appointed because of his conservative judgment, fairness and ability says the announcement of his appointment.

Mr. Habecker is a past president of the association and is now a director. He has been in business in Lake Geneva for 18 years.

TENDENCY TOWARD ACREAGE FOR LAKE GENEVA HOMES.

With the announcement of W.F. Best that he is dividing his 60 acre purchase from N.K. Fairbank Estate into 5 acre tracts and the new acreage tract development planned by S.B. Chapin on the North Shore show a tendency for larger home sites around the lake.

Such improvements are bound to be much more appreciated as time marches on.

NEWS ITEMS

Mrs. Carl Ridell was hostess to the Duplicate Bridge club at a one o'clock luncheon, Wednesday, December 13.

Mr. and Mrs. Stewart Johnson, Chicago, were at their Cedar Point Park home over the weekend.

Mrs. Emma Hermanson and Mrs. Eric Lund attended the pot luck supper given by the members of the Town and Country Garden Club Monday evening, held at the Wisconsin Power & Light Co's. building in Lake Geneva.

Mrs. Lund has a painting, entitled "Iris" on exhibition at an art show sponsored by the Seven Arts society, Milwaukee, in the main gallery at the Milwaukee Art Institute. The pictures will be on exhibit during December.

NEW MEMBER ON FACULTY AT YERKES OBSERVATORY

Dr. Harold D. Babcock, Jr. of the Lick Observatory in California, arrived in Williams Bay this week to become a member of the staff at Yerkes Observatory.

Dr. Babcock is the son of the director of Lick Observatory in California, and is himself a noted scientist.

Mr. Eric Johnson of Williams Bay has purchased the five-acre wood lot on the southside of Highway 50, from the Anna Hughes estate.

WILLIAMS BAY WOMAN'S CLUB

will give their annual Christmas party this year at the home of Mrs. Frank Fridlund, west of College Camp on Fontana Rd., on Tuesday evening, December 19.

A six o'clock dinner will be enjoyed by members of the club. The program will be in the nature of a Homemakers Day, an exhibit of handicraft by the members, and a one act play-"Christmas in All Lands", by members of the committee, Mrs. Fridlund, Mrs. Phipps, Mrs. L. Hollister, Mrs. Wm Elbert.

SCHOOL NOTES

The Williams Bay High School basketball teams will play Capron high school teams at Capron, Friday night this week, for their second conference game.

The Freshman Class is giving a Christmas party, Thursday evening, December 14, 6:30 to 9:30. Mr. Viste, Miss Frances Herman, Miss Margaret Matthews will be guests.

The Junior Class will hold their party for the high school. There will be dancing, ping-pong, and games of all sorts. Saturday evening, December 16, is the date, at 8 P.M.

The Sophomore Class is planning a trip to Waupun on Saturday the 16. Leaving at 7 A.M., returning at 5 PM.

THE LOCAL RED CROSS UNIT

Mrs. Lawrence Hollister, chairman, report the sum of \$180.49 was received in subscriptions from Wms Bay members, \$110 being their quota. Williams Bay membership is now 147. Committee assisting Mrs. Hollister - Mrs. J. Greenstein, Mrs. Robert Cook, Mrs. Robert N. Anderson, Mrs. Arvid Thompson, Mrs. Blake Burton.

A WONDERFUL TRIP

During the entire trip out to the Pacific Coast and back Mrs. Paul Pemberton and Mrs. Clifton Mustin had sunshine. They went by auto and just after passing the divide from Reno to California were informed that a snow storm set in a half hour later.

They visited the Fair for a day, spent some time in Los Angeles where they called upon Mr. and Mrs. Howard Hotton, visited in Pasadena and many other points.

In Van Uys, Calif. they visited Betty Jane Rhodes, the first lady of Television at the Don Lee Television station.

A MERRY CHRISTMAS

SPECIALS DEC. 15 & 16

FISH LINE STORE

TEL. 819 W1

A HAPPY NEW YEAR

HILLS BROS. COFFEE 2 lb Can- 51¢ 1 lb Can- 27¢	SWIFT'S BROOKFIELD BUTTER 2 lbs- 65¢ Strictly FRESH EGGS per Dozen- 20¢	PURE CANE SUGAR 10# Cloth Bag- 59¢ ----- GRANULATED SUGAR 10# Cloth Bag- 57¢
CHASE & JANEORN COFFEE 2- 1# Pkg's- 51¢	LIBBY'S PUMPKIN 3- 29 oz Cans- 32¢ ----- LIBBY'S GRAPE FRUIT 2- 20 oz Cans- 27¢	OHIO RED TIP MATCHES 6 pkg's to Carton- 23¢ ----- SPRY or CRISCO 3 lb Can- 53¢
PAPER NAPKINS 3- 100 Ct Pkg's- 25¢ ----- PAPER TOWELING 2 Pkg's- 19¢	POT ROAST per lb- 23¢ ----- Bulk PORK SAUSAGE per lb- 17¢	SWANSDOWN CAKE FLOUR 44 oz Pkg- 23¢ ----- QUICK QUAKER OATS 48 oz Pkg- 19¢
HEINZ ASSORTED SOUP 2- 16 oz Cans- 25¢	SPARE RIBS per lb 13¢	KARO- Dark 5 lb Pail- 29¢
ROSEMARY MILK 4- 14 oz Cans- 25¢	BEEF LIVER per lb 23¢	LIBBY'S SUNNY VALE RAISINS- 4# Pkg- 29¢
STALEY'S CUBE STARCH 2- 1 lb Pkg's- 17¢ - DICK CLOTH FREE -	P L E A S E ORDER CHRISTMAS POULTRY EARLY	PURE WHITE CLOVER HONEY 5# Pail- 53¢ ----- SWIFT'S SILVERLEAF LARD 2 lbs- 19¢
SUNBRITE CLEANSER 3- 14 oz Cans- 13¢	LIBBY'S SLICED PINEAPPLE- 2- 30 oz Cans- 43¢ LIBBY'S SLICED or Halves PEACHES- 2- 30 oz Cans- 33¢	KELLOGG'S CORN FLAKES 2- 13 oz Pkg's- 19¢ ----- KRAFT AMERICAN CHEESE 2 lb Box- 48¢
FORT HOWARD TOILET TISSUE- 4 Rolls- 25¢	WHITE CITY COCOA 2 lb Can- 17¢	Bulk PITTED DATES 2 lb Pkg- 33¢
FINE SILK TOILET TISSUE- 6 Rolls- 25¢ Bulk COCOANUT Long Thread-pr lb- 23¢	WHITE CITY MACARONI or SPAGHETTI- 3- 1 lb Pkg's- 20¢	RYOLA SWEDISH HARDTACK 2 Pkg's- 25¢
JELLO- Assorted 3- 3 1/4 oz Pkg's- 14¢	LETTUCE- 2 heads- 13¢	WISCONSIN POTATOES per Peck- 27¢
BANANAS- 3 lbs- 20¢	CRANBERRIES- 2 lbs- 27¢	IDAHO POTATOES-Pk- 37¢
GRAPEFRUIT- 8 for 25¢	Home Grown CELERY 2 Bunches- 19¢	
FLORIDA ORANGES Dozen 20¢		