



# LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

## **A week's cruise on four lakes, 2200 miles, new steamships North American, and South American, season 1916.**

[s.l.]: Chicago, Duluth and Georgian Bay Transit Company, 1916

<https://digital.library.wisc.edu/1711.dl/JUWWUUVGIGDZO59B>

<http://rightsstatements.org/vocab/UND/1.0/>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

# A Week's Cruise

ON FOUR LAKES

2200 Miles



• *New Steamships* •

**NORTH AMERICAN  
AND  
SOUTH AMERICAN**

CHICAGO • DULUTH & GEORGIAN BAY  
TRANSIT CO.

*Season • 1916*

# A Week's Cruise

ON FOUR LAKES

2200 Miles



• *New Steamships* •

**NORTH AMERICAN  
AND  
SOUTH AMERICAN**

CHICAGO • DULUTH & GEORGIAN BAY  
TRANSIT CO.

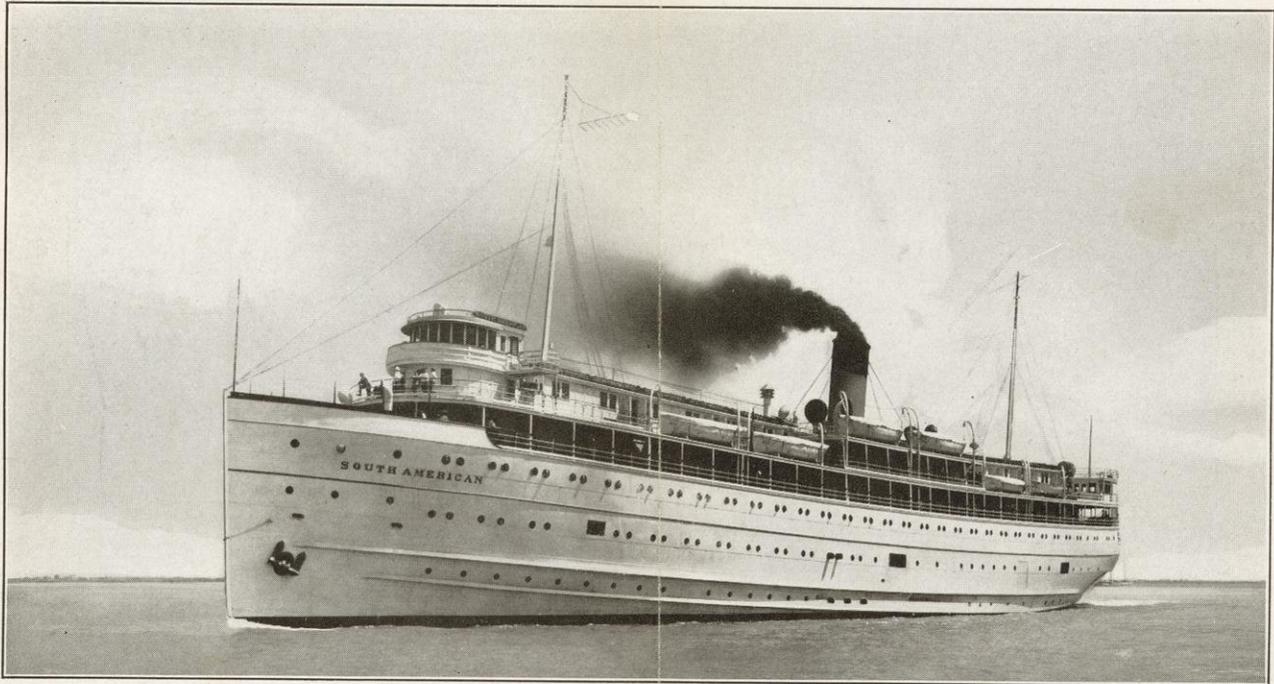
*Season • 1916*

# A Week's Cruise—2200 Miles—On Four Lakes

**\$40** Meals and Berth Included **CRUISES** Chicago—Buffalo } and the 30,000 Islands  
Chicago—Duluth } of Georgian Bay

Twelve Days' Cruise—3600 Miles—On Five Lakes, \$75

*"The Lake Trips That Have No Equal"*



## Service on the Great Lakes Has Been Revolutionized

by the Building of the Big Cruising Ships

### *North American and South American*

It has marked the greatest improvement ever made in lake passenger travel.

Antiquated ideas were cast aside and new ones were introduced. We were awake to new conditions, the requirements of the day, and right here lies the foundation to our phenomenal success.

The *North American* and *South American* are ships built for passengers exclusively, to make cruising trips of over 2,000 miles—trips that are approximately 500 miles greater than any other boat can undertake; to provide sleeping accommodations in staterooms for over five hundred persons and to give service that may be compared favorably in every detail with the big ocean liners, as far as comfort, service and roominess are concerned.

The general construction of these two boats as to stability, speed, safety, etc., was left in the hands of the ship-builders, but the interior arrangements for the comfort and accommodations of passengers in staterooms, on the Promenade Decks, Salons and Dining Rooms were designed and planned by men who had a practical experience of a great many years in catering to passenger business on the Great Lakes; by men who knew what was required, who knew what the public demanded; who knew where modern ideas could be introduced to best advantage; who knew that it required something more than fiction or mere words to satisfy the traveling public, and who were able to anticipate the wonderful success which would reward their efforts.



Promenade Deck

Today we have two of the safest, newest, up-to-date passenger boats that give service to the public in a much better and far more satisfactory way than any other line has ever undertaken. We carry no freight, or in other words we do not run a warehouse and hotel under one roof—neither receiving proper attention.

We specialize—we do but one thing, and we do that one thing right. We carry passengers only and all our efforts and those of the officers and crew of each ship are bent in that direction.

*We aim at perfect service* and it is a pretty high aim! If you find us lacking in any way, we shall consider it a mark of friendly good will on your part to let us know.

The five decks of each ship are entirely devoted to passenger accommodations.

Our open deck space, equipped with easy chairs, easily accommodates 3,000 persons, but as our carrying capacity is limited to the actual number that can be provided with sleeping accommodations—a little over 500—great latitude is given for promenades, etc., without the least semblance of crowding.

Two Wireless Operators are carried on each steamer, one always on duty, day and night.

The Grand Salon and Women's Lounge Parlor give ample room for holding of concerts and other entertainments.

The Ball Room, Children's Open Air Playground (in charge of trained attendants), games of various sorts on the wide Promenade Decks, are features that bring delight and social enjoyment to patrons.

The Ball Room, located on the upper deck is glass enclosed, allowing an unobstructed view of the lake and surroundings. When not in use for dancing, it is admirably adapted for concerts, games of various kinds and other special features that may be arranged for. The glass casings can be raised to admit as much fresh air as desired, or closed to protect its occupants from inclement weather.

### Staterooms and Parlors

Staterooms and parlor rooms are all outside (no inside rooms); all have regulation size windows or ports to insure perfect ventilation. All staterooms have an upper and



Children's Open Air Playground

lower berth and some are provided with double lower berth. Parlor rooms are equipped with double brass beds or twin beds and accommodate two or three persons. Most all parlors have connecting bath and toilet. Public baths are at the disposal of passengers free of charge.

In the Dining Rooms we have made a radical departure from the usual rules of lake boats by employing cafe managers and chefs, the best obtainable, serving the very best the market affords.

### Pure Water Supply

To further carry out our idea of safeguarding the health of patrons, the matter of absolutely pure water has been given serious consideration and in conjunction with the recommendations made by the United States Public Health Service, devices have been installed on our boats which not only filter but actually remove all organic impurities and foreign substances,

insuring absolutely pure, bright and sparkling water at all times.

In short, we believe our service in every department is by far superior to any ever attempted and therefore justly claim "*The Lake Trips That Have No Equal.*"

### The Week's Cruises

The *North American* makes a week's cruising trip of about 2,200 miles, covering Lakes Michigan, Superior and Huron, scenic Georgian Bay, passing the 30,000 Islands, and the beautiful St. Mary's River, while the *South American* makes a similar cruising trip of about 2,200 miles, covering Lakes Michigan, Huron and Erie, scenic Georgian Bay, also passing the 30,000 Islands and the enchanting St. Clair Flats and River—both trips several hundred miles longer than those of any other lake steamer.

Stops at the various ports allow sufficient time for sightseeing and visiting points of interest. (See time schedule on map page.)

The scenery on both routes is most varied and picturesque, the hundreds of miles of shore line, islands, bays and rivers make the trips of unceasing panoramic beauty.

The *North American* leaving Chicago every Saturday afternoon at 1:30 and the *South American* every Thursday afternoon at 1:30 cover the same route as far as Mackinac Island, their first stop. This is a point of great attraction for tourists, because of its beautiful surroundings, excellent hotels and ideal location in the Straits; the point where East meets West in lake traffic. A drive around the island with its many points of interest historically, with ruins of old fortifications built by French and English, will prove an attractive feature.

After leaving Mackinac Island the *North American* enters St. Mary's River about two hours later, changing from lake to winding river; a trip of fifty miles noted for its wonderful scenic beauties.

Watching the never-ending procession of steamers of every description passing to and

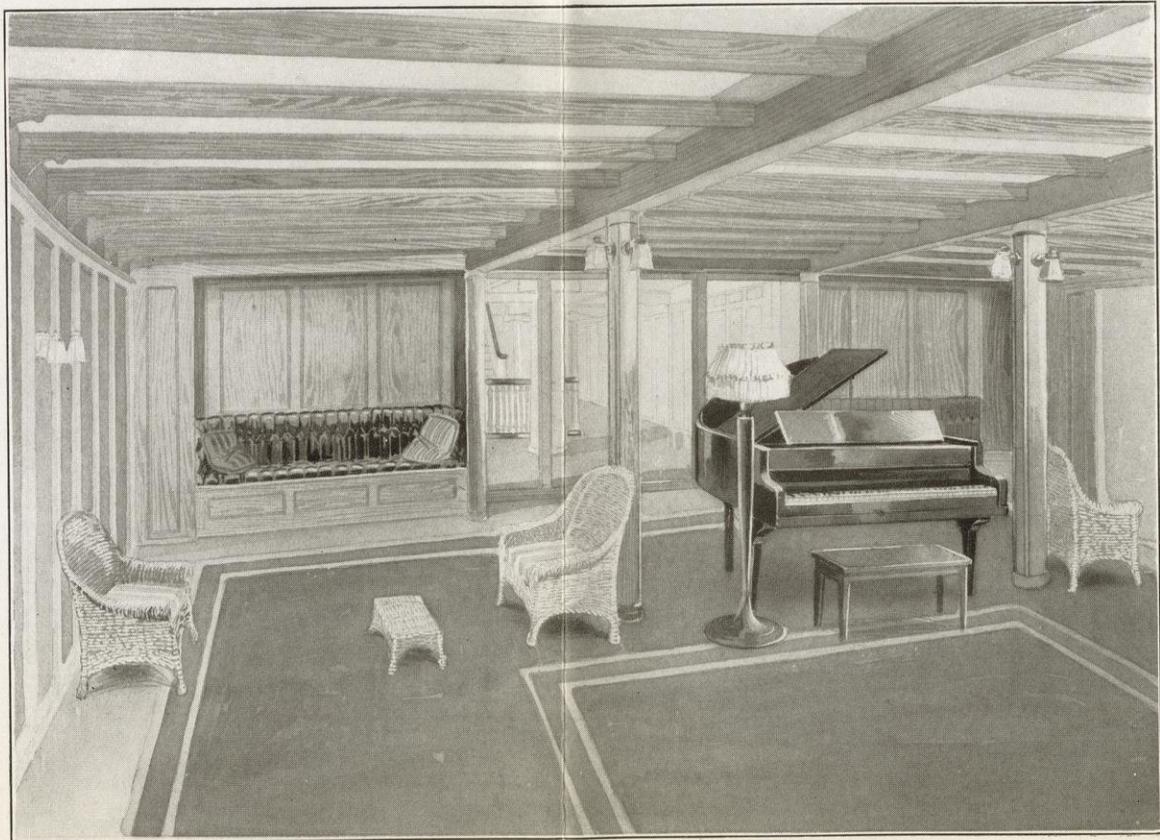
fro on the river is an enchanting pastime and soon we find ourselves in sight of the twin cities of the American and Canadian "Soo"

### Sault Ste. Marie

where a short stop is made on our north-bound passage. More time is allotted on the return trip at high noon on the second day following, giving ample opportunity to view the magnificent United States and Canadian Canal Locks, some nine hundred feet in length, and where a still larger lock is now being completed.

The locking through of the largest boats on the lakes is an exceptionally interesting sight. From this point can be seen the rapids and across the river are the immense paper and steel industries.

Leaving Sault Ste. Marie we enter the greatest body of fresh water—Lake Superior—on our way to Fort William. Monday noon we pass Isle Royale and sight Thunder Cape which rises to a height of 1400 feet and stands guard over the sleeping giant at the



Women's Lounge