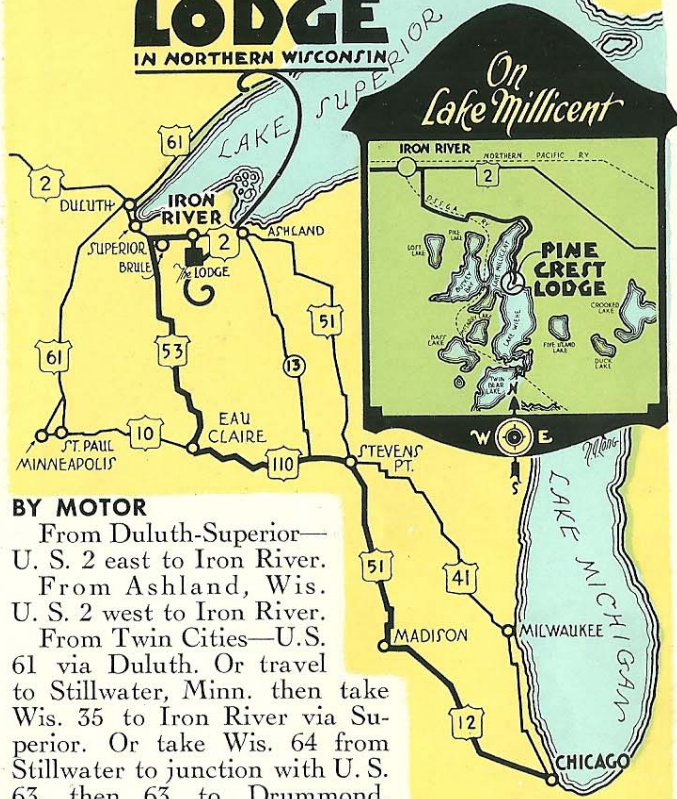


HOW TO REACH

Incomparable PINE CREST LODGE

IN NORTHERN WISCONSIN



BY MOTOR

From Duluth-Superior—
U. S. 2 east to Iron River.

From Ashland, Wis.
U. S. 2 west to Iron River.

From Twin Cities—U.S.
61 via Duluth. Or travel
to Stillwater, Minn. then take
Wis. 35 to Iron River via Su-
perior. Or take Wis. 64 from
Stillwater to junction with U. S.
63, then 63 to Drummond.
County highway A from Drummond passes gates of
Pine Crest. (several other routes).

From Chicago—See map for routes via Madison or
Milwaukee.

BY TRAIN

Inquire at your local ticket office for schedule of daily trains
operated by the Northwestern line to Duluth-Superior. Also "Fisher-
men Specials" to Duluth-Superior and Drummond, Wisconsin.
Write, wire, or telephone Jack Bundgaard, Pine Crest Lodge, Iron
River, Wis. for free transportation to Pine Crest from either point.

Pine Crest property may be purchased from your
favorite Realtor. Sales office also maintained at Pine
Crest. Outside Realtors wanted to represent us in
their territory.

THEO. W. EDSTROM, SALES MGR.
220 PROVIDENCE BUILDING, DULUTH, MINNESOTA

Presenting PINE CREST



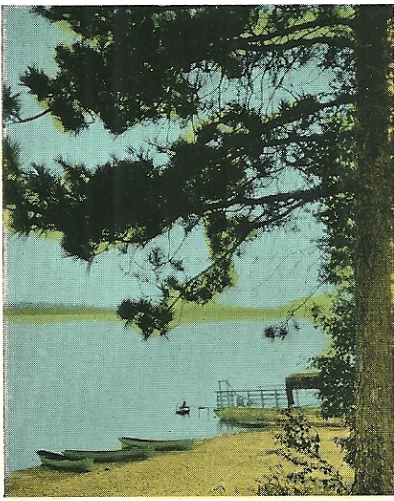
A 5,000 acre estate in Northern Wisconsin established
and developed by one of America's wealthiest families.

If you have ever wished for a Cabin or Home Site
in Wisconsin's famous summer playground, now is the
time to investigate *Pine Crest Vacationland Property.*

THEO. W. EDSTROM

Sales Manager

220 PROVIDENCE BUILDING
DULUTH, MINNESOTA



PINE CREST

A Perfect Summer Playground

SUN-FLECKED woodland trails; sky blue waters; lazy pollen-free breezes; cool, restful, sleep-compelling nights . . . refreshing days in the northland.

The savage strike of a tiger muskie, the sporty fight of the brook trout, the pleasing click of a well hit golf ball, the breath-taking dip in a lake at dawn . . . riding, boating, fishing, swimming . . . invigorating days in the northland.

Mellow moonlight, music, dancing, new acquaintances . . . exciting nights in the northland.

Morning, noon and night there's constant rejuvenation. Away from noisy streets, nervous offices and jangled wits, a summer vacation in northern Wisconsin is a "builder-upper."

Owners of summer homes and cabin sites in northern Wisconsin were once only summer vacationists. They came, they saw, they bought land, they built. It might have been a home in the wilderness, a cozy cabin, a hunting camp, a family cottage, a rustic summer home with cobblestone fireplace, or an estate with central hall and sleeping cabins . . . but it was a part of a great summer playground they could call their own.

PINE CREST -- CHOSEN BY ONE WHO KNEW

In the days when northern Wisconsin was all wilderness, Christian F. Wiehe was a timber cruiser. His work took him to every section of wilderness in Northern Wisconsin. He KNEW Wisconsin.

As time went on, Christian Wiehe made his home in Chicago, and prospered. He wanted a home in the wilderness, in the heart of the timberland he loved so well . . . and that's how Pine Crest came into being. To Christian Wiehe, money was

no object. He wanted the best Wisconsin could offer, so he bought 3,000 acres of choice woodland property and called it Pine Crest. A fortune was spent on beautiful buildings and on landscaping. Fishing was prohibited in all but a few of the lakes and streams on the estate. Pine Crest became the woodland pride of Northern Wisconsin. Pine Crest was exclusive in every sense of the word. Mr. Wiehe permitted only invited guests to view the beauty of his woodland estate.

YESTERDAY . . .

Yesterday this magnificent property was a private estate behind closed gates . . . glorious woodland studded with lakes and streams, abounding with fish and game, completely surrounded by forest reserve.

TODAY . . .

Today the gates are open. Christian Wiehe has passed on. The estate he so proudly developed is being platted and sold at most attractive prices to wise buyers in all parts of the nation. This folder has been prepared in the interest of prospective buyers of home and cabin sites in Northern Wisconsin, the perfect summer playground.

TOMORROW . . .

Tomorrow will be as yesterday. Pine Crest will again be a secluded spot. Closed gates will set aside this most beautiful section of the Northland's famous recreational area. The fortunate few who take advantage of Pine Crest offerings will have made a grand investment in health, happiness and valuable real estate.

PINE CREST LODGE INVITES YOU



The luxuriously appointed main lodge (above), the well kept "Guest House" and other quarters near the lake shore provide excellent accommodations.

Pine Crest is NOT a Dream, It's Real

PINE CREST is not an ordinary real estate promotion with its value depending largely upon planned improvements. Vast improvements have been made to this property in the years gone by and many beautiful buildings stand on the property, actually in use.

For a number of years, Pine Crest Lodge has been operated as an up-to-the-minute summer resort. Originally a private summer home Pine Crest Lodge remains as it was when privately occupied. It accommodates a limited number of guests in luxurious surroundings providing everything they require or expect at a fashionable resort. Rooms are ensuite or single, with private bath for each. Every suite has its own fireplace. The lounge and dining rooms are elegantly furnished. The grounds are well kept and landscaped in keeping with the surroundings. It is a retreat without equal in the North Woods of Wisconsin.

UNEXCELLED TABLE SERVICE

Cuisine that conforms in every respect to the excellence of other things at Pine Crest, is of course, to be expected. A modern dairy farm supplies rich, pure milk and cream. Garden fresh vegetables, choice meats and poultry, and fresh caught fish supplied to the best hotels and eating places of the Northwest are also supplied to Pine Crest Lodge.

If you plan a northern Wisconsin vacation this year, your selection will be wise if you choose Pine Crest Lodge. Come. Stay for a day, a week, a month or all summer. Complete information and rates may be obtained by corresponding with Mr. and Mrs. Jack Bundgaard, operators of Pine Crest Lodge, Iron River, Wisconsin.



A view of the beautiful library of Pine Crest Lodge. A fortune was spent on the buildings at Pine Crest. Luxurious appointments throughout, create a definite atmosphere of culture and refinement.

The long chain of lakes on which Pine Crest is located presents a never-ending opportunity for canoeing, rowing, motor boating, and sailboating.

HIKING

Beautiful trails through forests of majestic white and Norwegian pine, sugar maples, and graceful birches. In the autumn there's a riot of color splendor, a sight never to be forgotten.

MOTORING

Perfect highways through woodland areas, along lake shores and on lofty scenic highways overlooking Lake Superior afford mile after mile of natural beauty. Bayfield County alone has 120 miles of rugged Lake Superior shoreline.

LAKE SUPERIOR EXCURSIONS

Bayfield, Washburn, Duluth and Superior lie only short drives from Pine Crest. Daylight and moonlight excursions are always available June 1 to Labor Day. You'll breathe the freshest air in the world when you're on Lake Superior.

Many resorts are open to winter visitors and offer a wide range of winter recreation.

DEEP SEA FISHING

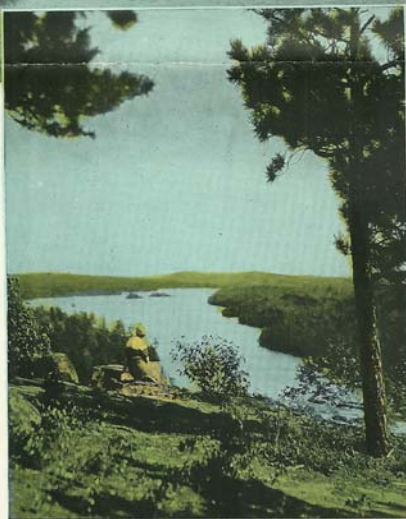
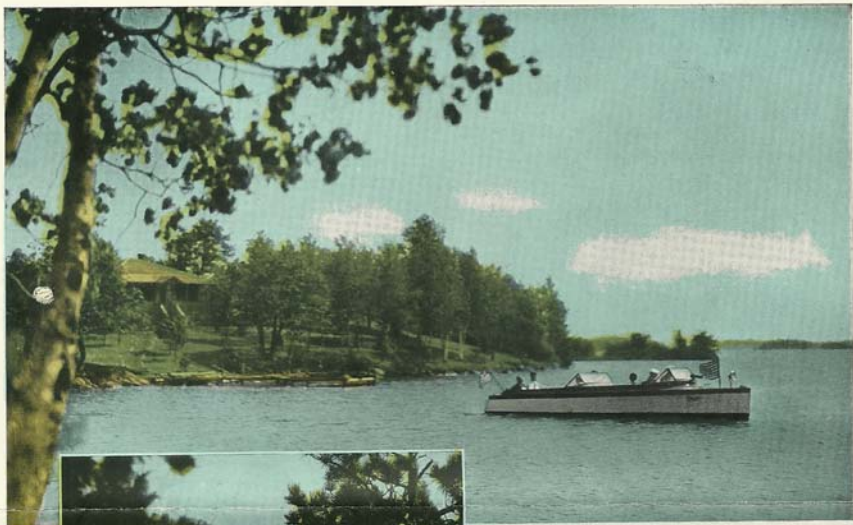
Pine Crest is only 16 miles from Lake Superior where the thrill of a lifetime awaits the deep sea fishers.

Trolling for lake trout among the Apostle Islands is a sport of sports. The Apostle Islands, 23 in all, are clustered around the point of Bayfield peninsula. The finest lake trout fishing in America is found in the channels between the islands, on the reefs outside, and in the deep water beyond. Lake trout caught in these waters range in size from 20 to 30 pounds with occasional prizes of 45 pounds.

Scores of boats are available for fishing parties of all sizes. The season starts in early spring and continues until late fall.

EXCELLENT CLUB POSSIBILITIES

No property in the nation offers any finer possibilities for a private club than Pine Crest. Men have banded together in many of Wisconsin's beauty spots to create exclusive recreational areas for their families and themselves. Any group or individual interested in the club possibilities of Pine Crest will be given whole-hearted cooperation.



PINE CREST—three thousand acres of enchanting beauty . . . lovely, natural, different. Located on the shores of sparkling Lake Millicent and the Pike Lake chain . . . shores of indescribable beauty surrounded by forest reserve. Located approximately 70 miles from Duluth-Superior, 150 miles from the Twin Cities, and 450 miles from Chicago. Concrete, blacktop, and hard surfaced highways make Pine Crest easily accessible from all directions.

REST AND QUIET

The still quiet of the forest broken only by the occasional yelp cry of the loon brings out a fascinating restfulness. Nerves and dispositions are soothed by days at Pine Crest.



RESORT FACILITIES—Pine Crest Lodge affords the prospective buyer of a cabin or summer home site an opportunity to come to Pine Crest, to stay a day, a week, a month, or all summer. Competent guides at Pine Crest Lodge are available to take the summer visitor on never-to-be-forgotten fishing trips, deep sea fishing for lake trout, angling or fly casting for brook trout, trolling the inland lakes for walleyes, or casting for gamey bass.



PINE CREST . . . *Wisconsin at its Best!*

PINE CREST covers three thousand acres of timberland located only a few miles from Iron River, Wisconsin. It is surrounded by forest reserves which preclude the sale of property adjacent to Pine Crest. Perfect highways make Pine Crest easily accessible from all directions, north, south, east, or west.

Pine Crest is located on a chain of five lakes. In addition, there are two private bass lakes. Seventeen excellent trout streams are found within a radius of ten miles. A quarter-mile of white sand beach affords matchless swimming. Saddle horses, tennis on the property, and several famous golf courses only a half-hour away, complement the unexcelled fishing opportunities to round out a complete recreational program at Pine Crest.

Pine Crest is 1200 feet above sea level. Summer days are cool and comfortable. Nights are delightfully refreshing. Pine-scented, pollen-free breezes of Pine Crest afford welcome relief from hay fever and the intense heat waves of the city.

That such a spot as Pine Crest lies within the shadows of Chicago, Milwaukee and the Twin Cities, is hard to believe. But it does. Transportation facilities allow the busy business man overnight Pullman car service to and from Pine Crest. Nearby airports will accommodate those who travel by plane.

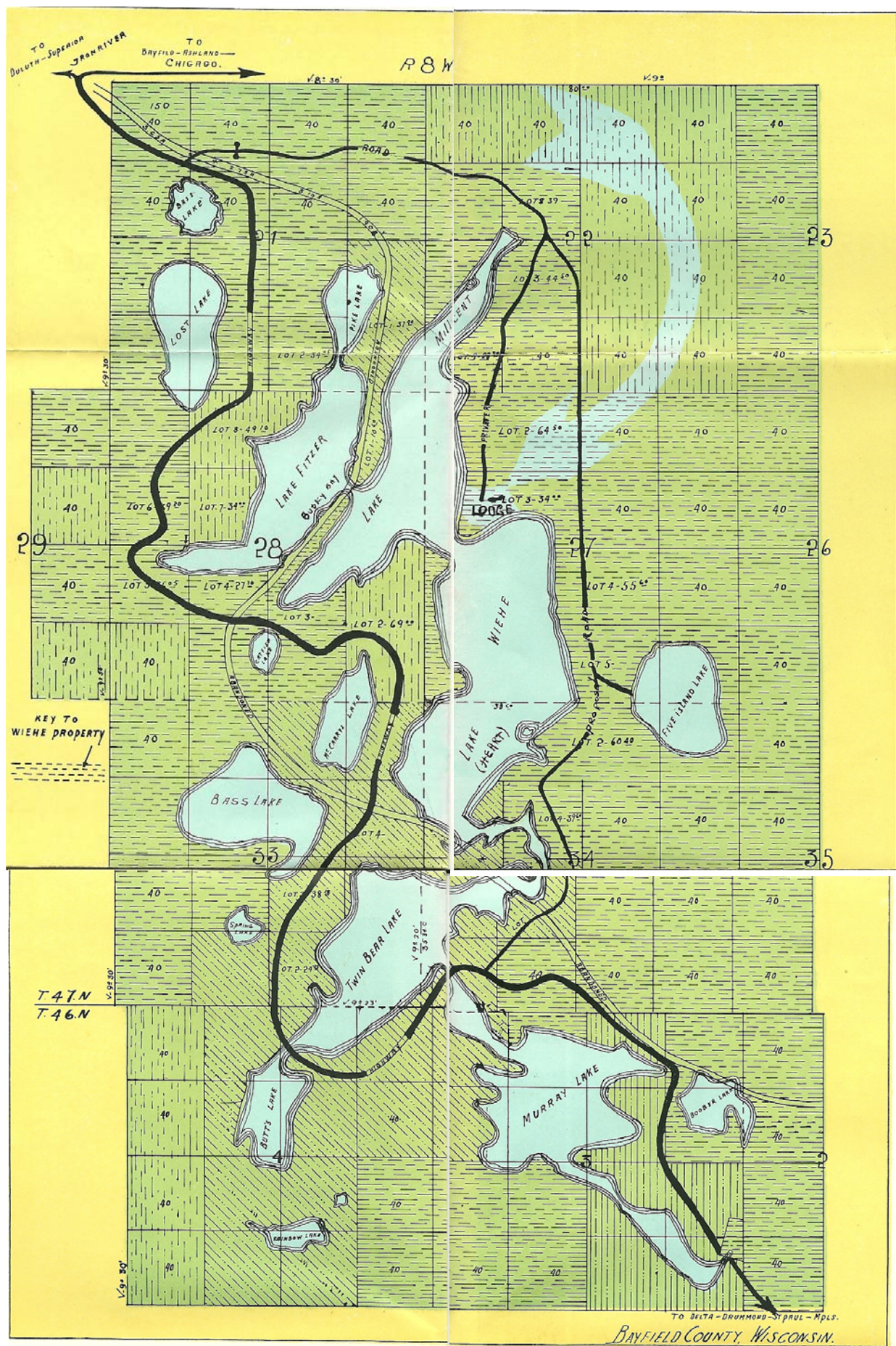


WILD LIFE

Deer are abundant, seen summer and winter, and often photographed. Pine Crest is a haven for many small animals and the lakes are a natural spot for ducks, geese and other water fowl. Partridge hunting has been a popular sport in this region for years.

HAY FEVER RELIEF . . . REST . . . SPORTS . . . RELIEF FROM HEAT

Map of Pine Crest 3,000 acre property



Six beautiful connected lakes form the Pike Lakes Chain. There are 38 lakes in the Lake Basin, all reached by short portages and auto trails. All contain game fish.