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FOREST WILD LIFE

A PARADISE FOR
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STEARNS PARK

CARTIER PARK

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PICNIC GROUNDS

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SCENIC RIVER TRIPS

FUR FARMS

FISH REARING PONDS

SUMMER RESORT HOTELS

CHURCHES OF ALL
DENOMINATIONS

PICTURESQUE HIGHWAYS

HUNDREDS OF LAKES

SAND DUNES

AIRPORT

FRUIT FARMING

BROADCASTING

*ACROSS LAKE MICHIGAN
EXCURSIONS

WINTER SPORTS

ICE-BOATING

FISHING THROUGH THE ICE

TOBOGGANING

SKIING

SKATING

LUDINGTON CHAMBER OF COMMERCE

LUDINGTON, MICHIGAN

March 18, 1932.

Mr. Stuart B. Leland,
New Canaan, Conn.

Dear friend:

It is with a certain degree of pride we verify your report of our DX Broadcast from Station WKBZ, last Sunday morning, March 13, 1932, during the hour 2:00 to 3:00 o'clock, E. S. T.

We appreciate learning that you enjoyed the program by the Ludington Chamber of Commerce. These early morning broadcasts will come to you every Sunday, during March, April and May. We are offering three prizes to our listeners, that will solve the financial problem of your vacation this year.

For the three best stories received, 500 words or more, on the subject: "Why I want to spend my vacation in Ludington this year," the Ludington Chamber of Commerce extends an invitation, to the three winners, to be their guests for one week, with all expenses paid while here. Each winner will have the privilege of inviting one person as a companion, whose expenses will also be paid. You have never before had an opportunity to enjoy such a vacation as we are planning for you and your guest. As many of the attractions, listed on the left side of this page as possible, will be on the program.

You may choose any week during the months of June, July or August. Our only reservation being, that our program of entertainment does not permit us to have more than one prize winner and guest here during the same week.

All stories must be in the hands of the judges by May 1, 1932. The winners' names will be announced over WKBZ, Sunday morning, May 8.

Ludington has a Master Fishers' Club, whose members have all caught record breaking fish in length and weight. You and your guest will have an opportunity to try and qualify for a membership in this Club. Guides will be furnished.

Sincerely,

C. LAWRENCE LIND,
Secretary-Manager.

CLL—EM



THE PERE MARQUETTE CARFERRY FLEET IN PORT AT LUDINGTON—LEFT TO RIGHT: P. M.

Largest Carferry Fleet in the World

WILD LIFE

The natural cover of Mason County is inhabited by all kinds of bird and animal life. Deer are most abundant. They are becoming so numerous that farmers are complaining of the damage they are doing to crops and fruit trees.

BUS SERVICE

Dahringer Bus & Taxi Co. operate up-to-date buses between all points north, south and east of Ludington.

PUBLIC LIBRARY

Daily papers, magazines and books of all descriptions are maintained in the reading rooms for your entertainment. Open every day and Sunday afternoon.

BROADCASTING STATION WKBZ

Owned and operated by K. L. Ashbacker, 50 watts, 1500 kilocycles. Conditions of all streams and lakes broadcast daily during the resort season. News dispatches daily at noon and a program of entertainment each day from 9 a. m. to 9 p. m.

AIRPORT

Ashbacker Air Port located four miles east of Ludington, half way between Scottville and Ludington on US-10 and US-31.

RAILWAY TRANSPORTATION

The Pere Marquette Railway offers an unexcelled service to and from Ludington.

PASSENGER AND FREIGHT SERVICE

The Pere Marquette Line Steamers accommodate passengers and will take your automobile as well. This line also offers fast freight service.

DOCKAGE

Dock service for yachts and cruisers—gasoline and oil service. Maps and full information for the mariner from U. S. Coast Guard Station adjoining. Weather forecasts provided daily from local U. S. Weather Bureau.

SUMMER RESORT COLONIES

Epworth Heights, on the shore of Lake Michigan, is the most prominent. Other hotels are located on the innumerable inland lakes. Private cottages at reasonable rates on Lake Michigan and inland lakes.

FISHING

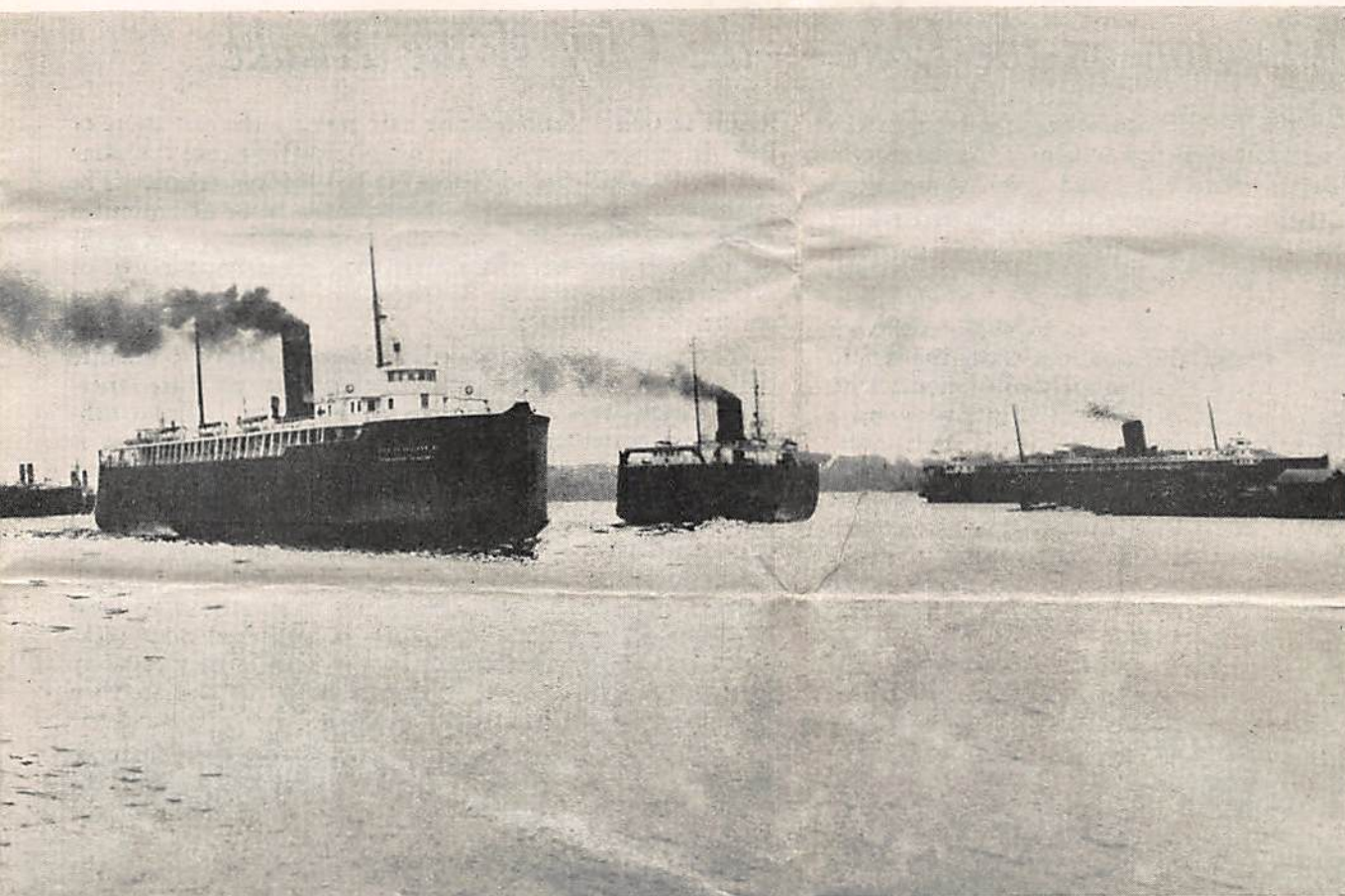
Rainbow, German brown and brook trout abound in the streams and rivers within a 35-mile radius of Ludington. Foremost, the far famed Pere Marquette River, South Branch of the Pere Marquette, Big Sauble, Lincoln, Manistee and Pentwater Rivers. Pickerel or northern pike, wall-eyed pike, big and small mouth bass, blue gills, perch and the lordly muskellunge, inhabit the lakes of the county. Boats and live bait can be secured at all of the larger lakes.

HARBOR

Pere Marquette Lake through which the far famed Pere Marquette River flows into Lake Michigan provides an all year around harbor. Lake captains consider the Ludington harbor superior to any on Lake Michigan.

DANCING PAVILIONS

Rainbow Gardens in the City of Ludington at Lake Michigan Beach is considered one of the finest in Western Michigan. Other dancing pavilions at or near every summer resort colony. Excellent music.



2. S. S. NEVADA. P. M. 21, 15, 20, 19, 17. CITY OF SAGINAW 31, P. M. 18 AND CITY OF FLINT 32.

Assembled at Ludington, Michigan

BATHING BEACHES

Lake Michigan beach with playground equipment for children right in the heart of the city. Practically every inland lake in the county offers excellent sand beaches and equipment for water sports. Life guards in attendance at Lake Michigan beach daily.

GOLF COURSES

Lincoln Hills, 18 holes. Fesque greens and new club house overlooking Lake Michigan, between Ludington and Hamlin Lake. Greens fee \$1.50 and weekly rates.

Epworth Heights, 9 holes, Fesque greens overlooking Lake Michigan and Lincoln Lake, between Ludington and Hamlin Lake. Greens fee \$1.00, week and season rates.

TENNIS COURTS

Public Tennis Courts in the City of Ludington and also at most resort hotels.

HORSE BACK RIDING

Ludington and vicinity is fortunate to have some of the finest riding horses in this part of the state. Horses delivered and called for at most of the resort hotels daily.

RAILWAY CARFERRIES

The Pere Marquette Railway operates nine carferries between Ludington, Michigan and Milwaukee, Manitowoc and Kewaunee, Wisconsin daily. While boats operate 24 hours a day during the summer months a schedule is maintained, to a certain extent, to accommodate tourists crossing the lake. Meals served on the boats. Rates for passengers and automobiles furnished upon request.

MANUFACTURING

You may visit the Morton Salt Co. plant and see how salt is produced, or see your favorite kitchen utensils made at the Handy Things Mfg. Co. If you are a bridge fan take the opportunity to see the Carrom Company make bridge tables and chairs, while you are here. See and ride in a Haskell Canoe, another Carrom product. Visit the Star Watch Case Co., manufacturers of fine watch cases.

CITY, TOWNSHIP, TOURIST and STATE PARKS

Ludington State Park, at Big Point Sauble, located between Hamlin and Lake Michigan, will be the Queen of Michigan State Parks when completed. Five miles of beach drive, excellent fishing and camping facilities.

Memorial Tree Park is a part of the Wild Fowl Sanctuary, created by the Izaak Walton League. President Herbert C. Hoover owns a Memorial Tree in the Park. Many other nationally famous people own Memorial Trees in this park. Picnic facilities, playgrounds, tables, chairs and stoves.

Tourist Park located on Lake Michigan Beach, adjoining the city water works on Lake Shore Drive. Complete camping facilities, bathing, including playground equipment for children.

Victory Park, on Hamlin Lake, beautifully wooded hills, bathing, dancing pavilion, boating, playground and picnic comforts.

Pere Marquette River State Parks, several camping sites along the Pere Marquette River offer stopping places for lunch, when on your fishing, hunting or scenic trip.

Ludington-on-the-Lake—the City Wide Awake

SINCE 1675 the Notipekago River has been in the thought of white men and Indians. At its mouth, Father James Marquette and two companions hastily landed on their way north, whither they were taking the priest who was worn and ill from privation and exposure.

James Marquette, Jesuit priest and explorer, although possessed of material wealth and position, chose the certain martyrdom attendant upon all those early missionaries who tried to Christianize savage peoples. Only nine years a missionary, yet he spoke six languages fluently and understood many others. A man of intellectual attainment to whom "the salvation of a soul was more than the conquest of an empire." While at La Pointe mission, at the western extremity of Lake Superior, he found opportunity to study the language of the Illinois Indians from a captive, and so crystallized his desire to find the "Great River"—the Mississippi. With Sieur Joliet he made "joyous" preparation for the great opportunity which had been given them by the French government whose attention had been attracted to Marquette's project to discover the Mississippi which they hoped might empty into the Gulf of California, furnishing a short path to China. They made maps as best they could from the crude knowledge of the Indians thereabouts and with five other men they set out in two canoes, their whole stock of provisions consisting of Indian corn and some dried meat. En route they stopped at Green Bay, there to be met by friendly Indians who nevertheless filled them with tales of monsters and horrible massacre awaiting them in Illinois. This did not deter them. The knowledge that they had been chosen for this dangerous but tremendous work spurred them on and "sweetened the labor of rowing from morning until night." Imagine their delight when one June morning in 1673 they, having endured unspeakable hardships, really sighted the Mississippi! After satisfying themselves that the river did not flow west at all, they returned to Green Bay, where Marquette delayed awhile, trying to recover his health. Shortly he went back and after a trying winter of illness and exposure on the Chicago River, did establish a mission. So impaired was his health by this time that he departed in all haste to die if possible at his beloved St. Ignace. He and two companions paddled up the east shore of Lake Michigan, Father Marquette hourly growing weaker. When they reached the mouth of the Notipekago River, the priest signified his desire to land there, feeling he could not proceed further. Here Father Marquette "fell asleep" at the entrance of the Notipekago which was afterward to bear his name. He was only thirty-eight years old, but left an enduring record of unselfish accomplishment. The following year some of his much loved Indians disinterred the bones and took them to St. Ignace for burial.

The City of Ludington which grew up at the mouth of the Pere Marquette River was first known as "Marquette" but later changed to Ludington to commemorate one of the prominent lumbermen who operated here some fifty years ago. The Pere Marquette River flows through country which was originally covered with pine.

Ludington is ideally situated, both from the standpoint of the manufacturer shipping his products, as well as the natural advantages, necessary to qualify it as a Summer

Resort section. Situated just half-way up the east shore of Lake Michigan, it is just far enough north to cool the summer winds which are so distressing to vacation seekers. The temperature and atmosphere have proven to be of unlimited value to the individual suffering from hay fever. It is the natural stopping off place when you are driving north or when you are going up the shore line with your yacht or cruiser.

You must come as far north as Mason County to get into the trout fishing territory and when you get here, there is no reason for continuing on farther north. Trout fishing is no better anywhere in the middle west than it is within a 35-mile radius of Ludington. The Izaak Walton League has been working in cooperation with the State Department of Conservation for years, planting fish in all of the inland lakes of the county. As an illustration, over 1,500,000 perch fingerlings alone were planted late last fall. These fish averaged four to five inches in length. Each year hundreds of large game fish, such as wall-eyed pike, pickerel, bass and trout are caught in trap nets, as they come up Hamlin River from Lake Michigan to spawn and are then transplanted to Mason County Lakes.

Ludington has two sound banks rendering every financial service, the First National Bank & Trust Co., and the Ludington State Bank, both of which are members of the Federal Reserve System.

Chicago is 156 miles from Ludington by water and 253 miles by automobile. Milwaukee is 97 miles by water and 416 miles by automobile. Manitowoc is 61 miles by water. Grand Rapids is 110 miles. The straits of Mackinac are 203 miles, Cleveland 400, Indianapolis 340, Toledo 287 and Detroit 228 miles.

The population of Ludington is 8,856 the year 'round, but is practically doubled during the Summer Resort Season. Many of our summer residents own their summer homes in the county and have been coming back for years.



It is a Privilege to Live in Ludington the year 'round—we know, we live here.