

RUTLAND DAILY HERALD

NEWS OF THE CITY.

**VERMONT TELS OF
"LAKE THAT LURES"**

Mortimer R. Proctor Writes
From California of Lake
Willoughby, Vermont.

Mortimer R. Proctor, assistant superintendent of the Vermont Marble company, who, at present is in San Mateo, Calif., has come to the conclusion that Vermont possesses as great a variety of beautiful scenery as California. In a letter just received from him he states that he cannot help feeling that a little persistent and loyal publicity for Lake Willoughby, might bring the dithness of Vermont, as well as of other states, to realize that this lake is one of the most beautiful spots in all New England. He states that the lake is not receiving its due share of the summer tourist business.

Following is Mr. Proctor's letter:—
Lake Willoughby.

"Vermont possesses no one natural charm more enticing to the summer visitor than Lake Willoughby. Furthermore, it would be very difficult for our friends in neighboring states to mention any possession within their borders as beautiful and delightful as this lake that lures. Unprejudiced minds from distant states have proclaimed it the most beautiful lake in all New England.

"Yet how many tourists does it call to its shores each year? Every Vermont who has visited the lake and is acquainted with its titillatingly large number of summer visitors, should suffer from a guilty conscience until he has done his share to raise Willoughby from its present almost 'unknown' condition to that honestly deserved position of 'one of the most popular lakes in New England'.

Magnetic Personality.

"Its extremely magnetic personality from each and every viewpoint must outshine the most staid observer. Who would not be thrilled when suddenly confronted by those two gigantic sentinels, Hor and Pisgah, towering majestically over the southern end? If you gaze for a moment upon their grand dignity and everlasting power, they will seem to tell you that their charge is too sacred for human hands. Or who would not feel vastly prouder of Vermont and her possessions when, at sunset, your motor or carriage reaches the height of land to the north, from which point you try to comprehend that one spectacular com-



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bination of mountain and lake—a never-to-be-forgotten picture set in a frame of typical Green Mountain scenery? From such a viewpoint you can far better appreciate the lake's gracefully curving shore line, nestled deep and secure between the densely wooded slopes which, on either side, descend abruptly into its silent tranquil depths.

Its Fringing Birchies.

"Or, best of all, sit down alone among the fringing birches, close to the water's edge, with the full moon overhead. Across the mirrored surface stealthily creep the giant shadows of mountain ridges, which night and day proudly guard this little lake as if it were sacred with the very presence of nature herself. The great hushed wilderness absorbs all care and worry. You are at peace with yourself and the universe. Then listen a moment and you can distinctly hear the silent voice which has been calling from the heart of Willoughby for many, many years. It has called to every loyal Vermonter at home and abroad to appropriate one of the richest productions of nature's own skill.

"But so far it has for the most part called in vain. And why? Are there locations elsewhere much more beautiful or better adapted to the tourist's tastes? No. Is it too inaccessible for a summer resort? Certainly not; for nowadays we see railroads and autos reaching any location to which tourists are attracted. Is it lacking in the elements which are essential to the pleasure of the tourist? Surely not. For here is a body of water five miles long and one-half mile wide, adapted to all water sports. The mountains which nearly surround the lake would afford delights for any climber. No part of Vermont is more picturesque for the motorist than that for miles about this lake. St. Johnsbury, Lyndon, Newport and Barton are both within a very few miles for those who desire the privileges of larger communities. The lake and vicinity is a veritable paradise for those who enjoy camping and the two major sports of hunting and fishing.

Why Not Popular Resort?

"We could truthfully continue the above advantages to great length, yet it does not answer the all important question: Why is not Lake Willoughby a popular resort for the summer tourist? There certainly seems to be but one decisive answer and that is simple but unpleasant—we are too indifferent to our natural wealth, and in difference, in this case, seems almost traitorous to Vermont's natural rights. Lake Willoughby is a bank containing untold wealth for Vermonters, but the only key which will unlock that bank is the key of publicity, backed by determined and unbounded loyalty. We Vermonters, however, are yet too overpowered by indifference to summon the necessary strength for turning this key to Willoughby. It would be doing the state publicity department a grave injustice if we did not right here emphatically emphasize the tremendous amount of patriotic publicity they have given the state in a great many ways of late. But as yet, Willoughby has hardly received its due share.

"We, the rank and file of Vermont citizens, must bear our share of the responsibility for Willoughby, as well as other natural treasures, to the extent of really co-operating with the publicity department. But what shall we do? is the natural question. In the first place, we can urge the placing of Willoughby pictures before the public in hotels and railroad stations throughout the state, having and attractive pamphlets descriptive of the lake should meet the eye of the traveling public at every turn. Those of us who have not seen Willoughby should go at once, and we can then discuss the lake with our friends until we shall induce the public to go there out of sheer curiosity if no other reason.

"The problem of producing the capital to build the hotel and attractively equip the lake for a resort is the great question. But if the public are sufficiently acquainted with the 'Lake that Lures,' some railroad, some hotel association or some private capital will surely solve the hotel problem. Hereafter, capital has always gone where the public have desired it to go, so in behalf of Willoughby let's acquaint the public. By so doing, we can accomplish much toward giving Vermont her just and rightful share of the tourist's reward. In the case of Willoughby or at Vermont, —so know her, is to love her!"

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auspices of St. Bridge's church. The
affair will be called off in case of
inclement weather, and held the first
favorable evening. A large number
of local people are planning to at-
tend.

Already the grounds present a gala
appearance, as they have been wired
for electric lights, and decorated
benches and tables placed about the
field. The attractions will include
"Uncle Sam's Postoffice," gripper for-
tune teller, "Rebecca at the Well," a
fish pond and novelty box. Ice cream
and cake will be on sale, and as the
various committees have exerted
themselves to make the affair a big
success, a large crowd from neighbor-
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