

**BUTLAND DAILY HERALD**

**NEWS OF THE CITY.**

**VERMONTER TELLS OF "LAKE THAT LURES"**

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

Mortimer R. Proctor, assistant superintendent of the Vermont Marine company, who, at present is in San Mateo, Calif., has come to the conclusion that Vermont possesses a very unique and unique beauty as California. In a letter just received from him he states that he cannot help feeling that little Vermont, if properly publicized for Lake Willoughby, might bring the citizens of Vermont, as well as the tourists, to the conclusion that this lake is one of the most beautiful spots in all New England. He states that the lake is the most popular, its due share of the summer tourist business.

Following is Mr. Proctor's letter:

Lake Willoughby.

"Vermont possesses no one natural charm more attractive to the summer tourist than Lake Willoughby. Furthermore, it would be very difficult for our friends in neighboring states to measure up to the natural beauty of their borders as beautiful and delightful as this lake that lures. Unprejudiced minds and the honest statesmen should claim that the most beautiful lake in all New England.

"Yet how many tourists does it call to the shores each year? Every Vermonter who has visited the lake and is acquainted with its pictorial beauty and its natural surroundings, should suffer from a guilty conscience until he has done his share to raise Willoughby to the rank of the most known condition to that honestly deserved position of 'one of the most popular spots in New England.'

Magnetic Personality.

"It's extremely magnetic personality from each and every viewpoint that makes the lake so attractive to tourists. Who would not be thrilled when suddenly confronted by those two gigantic sentinels. How many have been awed by the grandeur of the mountains, especially over the southern end? If you gaze for a moment upon their grand dimensions and their 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 when he has witnessed when at sunset, your motor or carriage reaches the height of land to the south, from which you try to comprehend that one spectacular com-

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bination of mountain and lake is a novelty to the average picture set in a collection of typical New England scenes? From such a viewpoint you can far better appreciate the lake's grace and beauty, the great green slopes and secure between the densely wooded slopes which, on either side, descend abruptly into its silent tranquil depths.

**Its Fringing Birch.**

"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 of the lake, the great green wall of mountain ridges, which night and day proudly guard this little lake as if it were the very heart of every source of nature herself. The great hushed wilderness absorbs all care and worry. You are at peace with yourself and the world. Then lie down a moment and you can distinctly hear the silent voice which has been on the lake for many, many years. It has called to every loyal Vermonter at home and abroad, and has created the highest products of nature's own skill.

"But so far it has for the most part called in vain. And why? Are we located elsewhere in the more beautiful or better adapted to the tourist's tastes? No. Is it too inexcusable for a summer resort? Certainly not for nowadays we see railroads and autos reaching any location to which tourists go. Then why do we not in the elements which are essential to the pleasure of the tourist? Surely not. You have a lake 12 miles long, 10 miles wide, and one-half mile wide, adapted to all water sports. The mountains which nearly surround the lake would fit into any landscape. No part of Vermont is more picturesque for the motorist than that for miles about Willoughby. Johnson, Lyndon, Newport and Barton are both within a very few miles for those who desire to visit these attractive 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 in great detail, yet it does not answer the all important question: Why is not Lake Willoughby a popular summer resort for tourists? There certainly seems to be but one decisive answer and that is simple but effective. It is the indifference to our natural wealth, and indifference, in this case, seems almost traitorous to Vermont's natural right. Lake Willoughby is a body containing untold wealth for Vermonters, but the only key which will unlock this wealth is the public's indifference, backed by determined and unyielding loyalty. We Vermonters, however, are too fond of our country's indifference to summon the necessary strength for turning this key to Willoughby. It would be well for the state publicly to implement a grand initiative if we did not right here emphatically emphasize the tremendous amount of popular public that they have given the state in a great many ways of late. But as yet, Willoughby has not received the public's attention.

"We, the rank and file of Vermont citizens, must bear our share of the responsibility. We must not only as other natural treasures, to the extent of really co-operating with the public's indifference. But what shall we do in the natural question? In the first place, we can urge the production of numerous pictures before the public in hotels and railroad stations throughout the state. Inviting and attractive pamphlets describing the natural and man-made joys of the traveling public at every turn. Those of us who have not seen Willoughby should, and when we do, we can then discuss the lake with our friends until we shall induce the public to go there out of sheer curiosity of other people's opinions.

"The problem of producing the capital to build the hotel and attractively furnish it is the next natural question. But if the public are sufficiently acquainted with the Lake Willoughby's some rather modest hotel with surely solve the hotel problem. The capital has always gone where the people have gone, and to go, in behalf of Willoughby let's acquaint the public. By so doing, we can accomplish much. In serving Vermont her just and rightful share of the tourist's reward. In the case of Willoughby or of Vermont, — to know her, is to love her!"

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