

# LAUDERDALE

*The Romantic Heart of Wisconsin's  
Beautiful Lake Region*



HOTEL  
OPENS  
JUNE 12

GOLF  
LINKS  
READY  
JULY 1

*Ideal for the Summer Home  
Be It Mansion or Cottage*

TWO HOURS FROM CHICAGO





SUMMER HOME OF THOMAS DUNBAR. A TYPICAL LAUDERDALE ESTATE

## WHY LAUDERDALE IS IDEAL FOR THE CHICAGO BUSINESS MAN



LAUDERDALE LAKES, a chain of three connecting bodies of inland water, with a shore line of thirty miles, are without doubt as beautiful as can be found in America. The locale is Southern Wisconsin, ninety-five miles northwest of Chicago and forty-five miles southwest of Milwaukee. This is the very center of the country's richest dairyland;

and it is FAIRYLAND as well, being replete with Indian legends and landmarks. The health-giving waters of the Einokenne Springs brought the native American to the shores of Lauderdale a century and more ago.

Elkhorn, the nearest city and the county seat of Walworth County, is an enterprising community which has just appropriated \$3,500,000 for cement roads. It is but seven miles from the lakes and is a

shopping center for every want of the summer resident.

The Lauderdale Lakes are sixteen miles from Lake Geneva and twelve from Delavan. The Wisconsin State Highway, Route 12, passes along the southern shore of the lakes. From the State line to Milwaukee the roads will soon be solid cement and are now nearly perfect. They have no equal anywhere in the country, unless it be along the California coast.

The auto drive from Chicago is three and one-half hours; by train, one hour and fifty minutes, over two roads.

The lakes are ideal for a summer home, be it mansion or cottage. Many Chicagoans of means already have beautiful places on the wooded shores. Some of these are pictured in this book. Nearly all were designed and their construction supervised by G. Theodore Nuoffer, of Elkhorn, who also remodeled the Sterlingworth Hotel. He is a genius in either rustic or urban architecture.





AUTO ROADS THAT RIVAL ANY IN AMERICA

There is the lure of the Indian wilderness at Lauderdale, with the conveniences of the city or finished resort. The Sterlingworth, modern in every respect, operates a nine-hole golf course. There is tennis, motor boating, riding and driving, dancing to a good orchestra, and, of course, good bathing and fishing. Black bass and pickerel are plentiful, for the lakes are just far enough from Chicago to prevent being "fished out." The artificial bait caster will find plenty of sport at Lauderdale, as well as the amateur.

Inducements to the man contemplating a summer residence are numerous at Lauderdale. Lake frontage is less costly than at Geneva or Delavan, yet far more desirable. The environment is better and more exclusive. The hotel and its surroundings afford everything the younger element require for diversion, but as the Sterlingworth is the ONLY HOTEL on the three lakes Lauderdale does not take on the nature of a receptacle for Sunday crowds.

The choicest building sites of the lake, on romantic Lost Nation Point, are being purchased by discriminating business men of Chicago and other centers, who see in the ownership of a summer residence at Lauderdale the answer to the demand for a healthful, beautiful and secluded vacation home, complete in its wild charms, yet easily accessible to all the comforts of civilization.

The shore line of the lakes is diversified and broken, offering some distinct plan for the various whims of imaginative builders. There are coves, steep declines, hills and hollows. The whole countryside is shot with deep layers of gravel, which not only are Nature's own filters, but which afford useful building material at every door. In fact, conditions are unusually favorable for home construction in this community. There are no strikes at Lauderdale but the "strike"

of the black bass. Labor conditions are ideal. One of the biggest cement construction concerns in Wisconsin is located in Elkhorn—the Will Morrissey, contractors and masons, firm. Every conceivable form of builders' equipment, hardware, etc., is supplied in large or small quantities by the Elkhorn Hardware Company, conducted by Harry Cain. There are two large lumber companies located about equally distant from the lakes—the Elkhorn Lumber Company, of



SAFE BEACHES

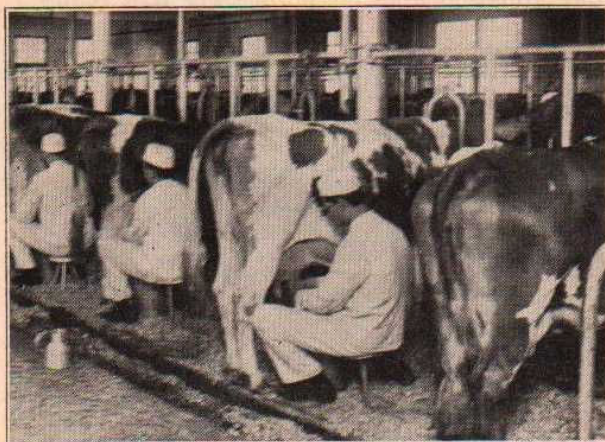




BEAUTIFULLY WOODED SHORE LINE ON MILL LAKE, HOME OF STERLINGWORTH HOTEL

which John Dunphy is manager, and the Oscar A. Anderson Co. of Palmyra. These firms operate huge Pierce-Arrow trucks and make delivery on short notice. Water systems, heating plants and expert plumbing work of every description can be obtained from either the Frank Shepard Company of White-water, Wis., or Magill Brothers of Elkhorn.

Another interesting enterprise near Lost Nation Point is the Frank Holton Band Instrument Factory of Elkhorn, the largest of its kind in the world. This company also maintains a pretentious band which



IN THE COUNTRY'S RICHEST DAIRYLAND

gives concerts frequently at the Sterlingworth.

In contrast to these advantages of civilization, Nature has provided for the seeker after her benefits the wonderful mineral springs referred to at the beginning of this booklet. Two of the springs, recently analyzed by the Medical Research Laboratories of Chicago, have been found to be not only "very pure" from a sanitary standpoint, but to contain ingredients of real therapeutic value.

From shore to shore the lake beds are gravel and sand. No mud is to be found, and soft, green grass as luxuriant as Kentucky's runs from under the trees to the water's edge. Massive old white oaks spread cool shade everywhere. At his front door the dweller at Lauderdale has a marvelous bathing beach sloping into the clear depths so slowly as to be utterly safe for women and children. At the rear of his wooded estate he has easy automobile access to gardens and poultry farms, as well as to the rich dairy barns (an invaluable item in the household plans of the family containing growing children).

The hotel also operates a poultry, truck and dairy farm of considerable proportions, and a few minutes' row or spin in a motor boat brings one to these accommodations as well as to the complete supply department of the Sterlingworth—a grocery, confectionery, garage, ice house—in fact, everything that is needed by the cottager.





PAGODA AT HOME OF H. U. MORTON ON GREEN LAKE

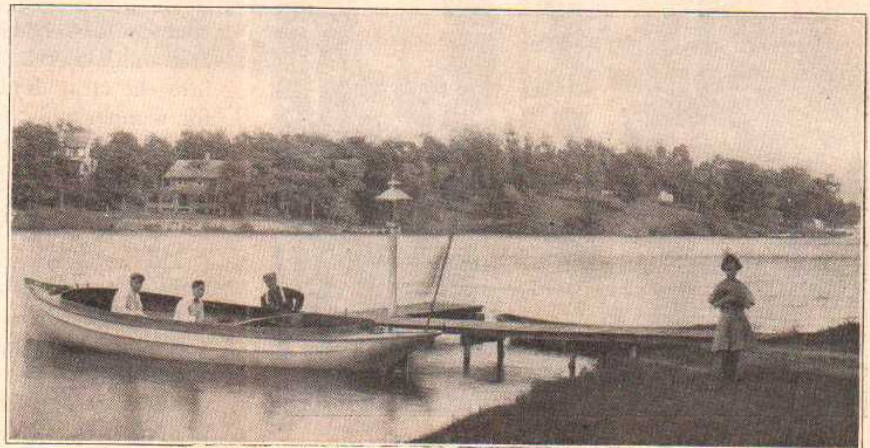
### THE STERLINGWORTH HOTEL AND COTTAGES

The Sterlingworth Hotel, a fine structure, commodious and comfortable, was built of solid oak and white pine nearly thirty years ago. It has just been remodeled and modernized in every particular. A modern plumbing plant, supplied by Henion & Hubbel, of Chicago, has just been installed by the Frank Shepard Company, including the piping of both lake and ice-cold spring water into the rooms. Every nook and corner of the hotel, cottages, garage and grounds are lighted by electricity. The hotel proper has been refurnished by Mandel Bros., Chicago. The ball room is new and has a floor space of over 1,600 square feet.

The hotel and adjoining cottages will accommodate about 300 persons. The main building is on

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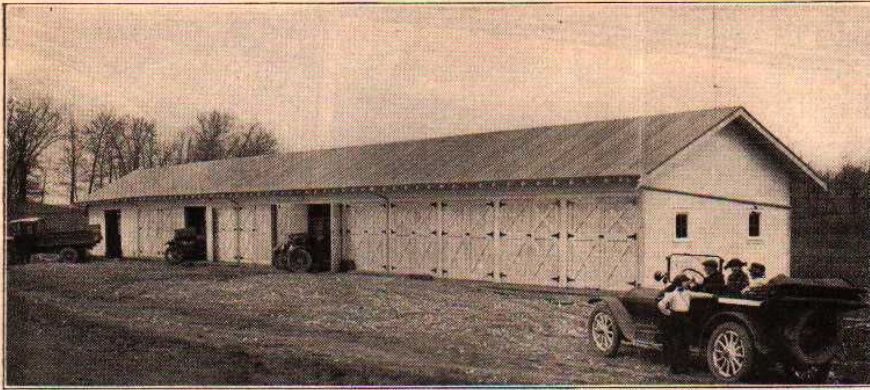
a hill two hundred feet from the lake, and faces southwest, getting cool breezes when the days are warm and protection from the north when it is cooler.



MOTOR BOATING ONE OF THE DELIGHTS AT LAUDERDALE

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THE STERLINGWORTH'S NEW 130-FOOT GARAGE

The dining room is one of the largest in the state and has not a single post to hinder service or obstruct the view. In addition to the lounging room, or lobby, there is a large drawing room, with library and writing alcoves. A supply of popular magazines is kept on hand for guests.

The dining room faces the lake, and a screened veranda twenty feet wide, with lounging comforts and card tables, traverses the entire length of the hotel. A beautiful lawn, shaded by mammoth oaks and dotted with swings, hammocks and benches, lies between the veranda and the water.

There are fifteen acres of land in connection with the hotel and all eggs, milk and garden produce for the hotel come fresh from its own farm each day.

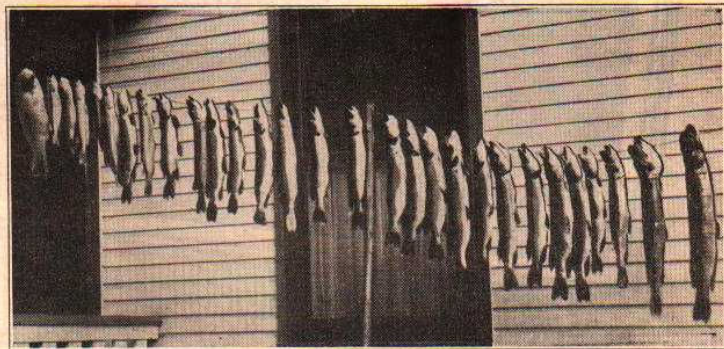
### RECREATION

**Fishing.**—Ask anyone who knows and he will tell



WITH NOT A THOUGHT OF FRECKLES!

you fishing at Lauderdale Lakes is the best within three hundred miles of Chicago. No matter how much wind, a calm piece of water for fishing can be found. The lakes are stocked three times a year with large and small mouth black bass and white bass. The waters also abound in pickerel, many of these fellows being of "muskey" size. There are innumer-



able perch and pan fish. Live bait can be secured at the hotel; also fishing licenses.

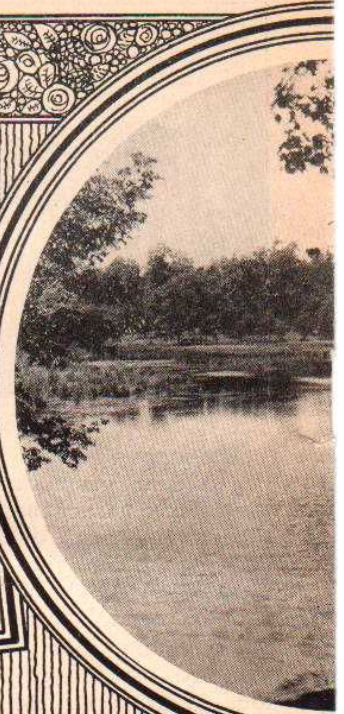
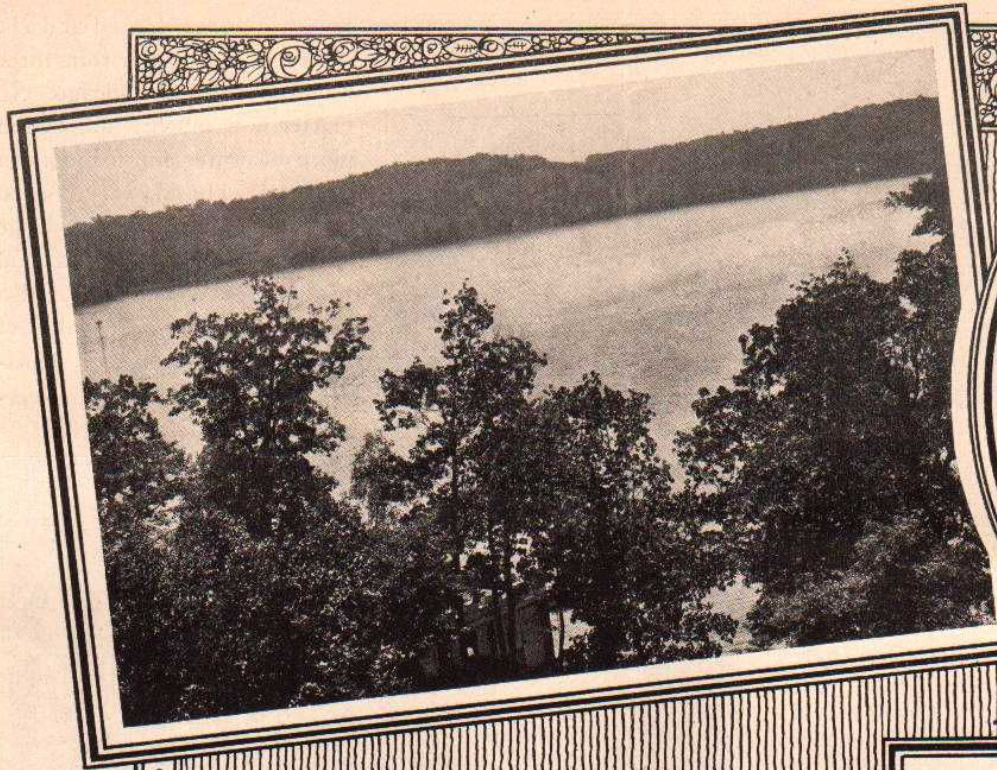
**Boating.**—Thirty rowboats are available for guests. These are rented at \$1 a day, 50 cents before noon, 50 cents afternoons, or 50 cents after the supper hour. Private use of a boat for an entire week can be had for \$5. Evinrude engines are rented at \$1.50 in addition to the boat charge. Larger motor boats can also be secured. Charges for these will be made known on application. Public launches make trips around the lakes.

**Bathing.**—The bath-



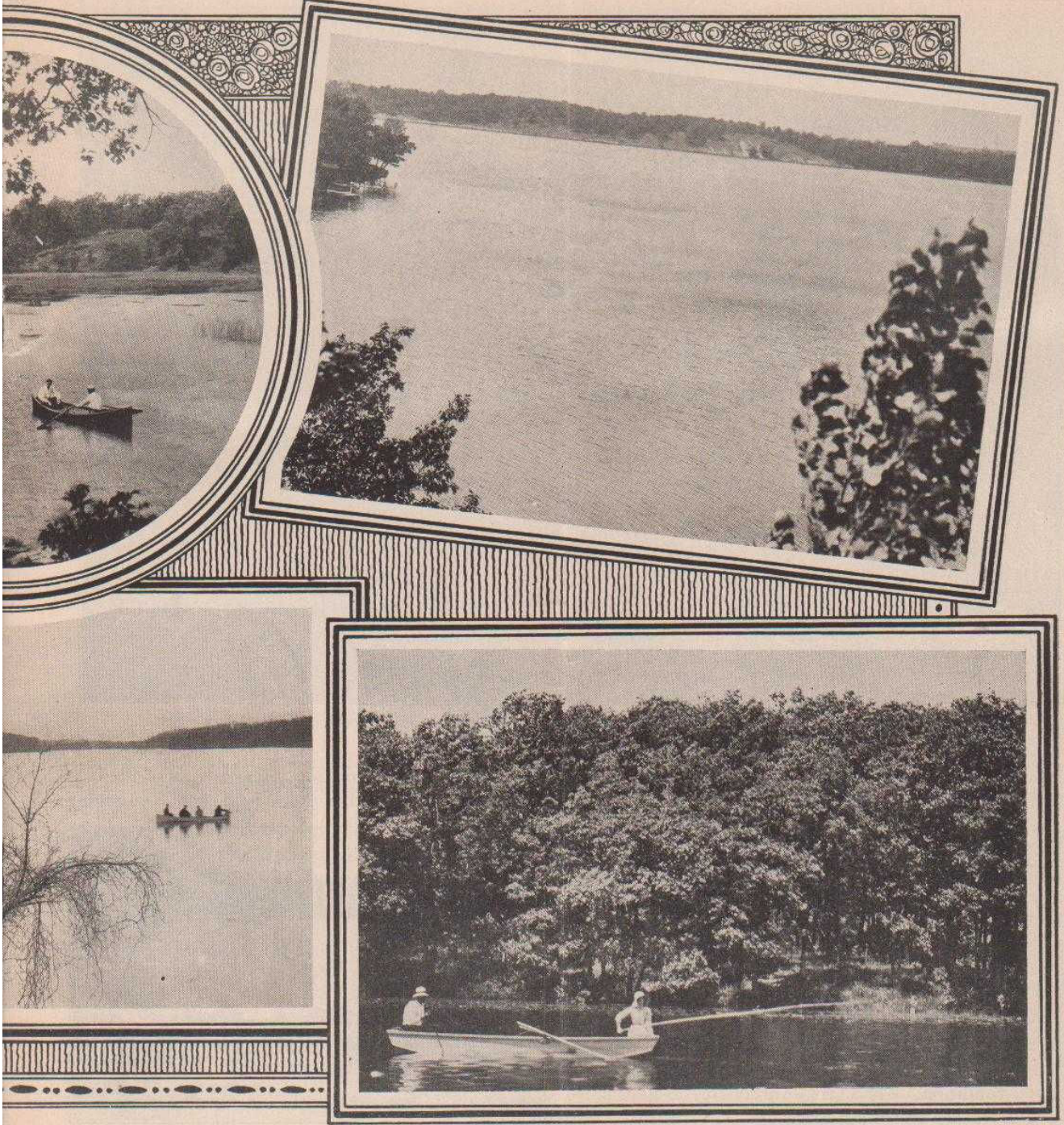
GOOD-BYE, FISH!





ON SUCH WILD AND ALLURING WATER SCENES AS THESE THE RESIDENT AT L





UDERDALE GAZES FROM THE PORCH OF HIS SUMMER HOME AMONG THE OAKS





A BRASSIE SHOT ON THE FAIRWAY OF THE LAUDERDALE COUNTRY CLUB

ing beach at the Sterlingworth has a fine sand bottom. There is an excellent pier, diving board and raft. The water is always of a moderate temperature, much more so than Lake Michigan, and is very clear.

**Golf.**—A fine golf course, with unusually tempting natural hazards, is situated less than a quarter of a mile from the hotel. Part of the links are directly on the lake shore. Guests can walk or row there in less than five minutes. The course is operated in connection with the hotel and a nominal playing fee is charged.

**Tennis.**—There are excellent clay tennis courts right at the hotel. They have backstops and are kept in good condition. These are entirely free to guests. There are also handball courts.

**Dancing.**—The finely constructed screened ball-

room is a genuine attraction. The floor is of the best hard maple. Special dances are held each Wednesday



CANOEING HAS ITS CHARMS





THREE OF THE SMALLER COTTAGES BELONGING TO THE STERLINGWORTH

and Saturday night. The ballroom can be used for dancing at any time. A full orchestra is employed.

### ACCOMMODATIONS

**Garage.**—A fine garage accommodating twenty cars is maintained. Gas, oil and supplies are for sale and a skilled mechanic is in attendance. A parking charge of \$1 a night is made to transients, and the cars of regular guests will be stored at \$5 a week. A wash is \$1.50.

**Store.**—An up-to-date grocery and confectionery adjoins the hotel, with a commodious screened ice cream parlor. Soft drinks, cigars, cigarettes and delicacies of all kinds can be had. Fishing tackle and golf clubs are also on sale.

**Bus Service.**—Sterlingworth cars and drayage trucks meet all Chicago, Milwaukee & St. Paul trains at Elkhorn. You don't have to wire what train you are coming on. One of the cars is always waiting for you. A charge of \$1 per person is made for transportation to the lakes; children, 50 cents; trunks, \$1. Cars will also meet the Northwestern trains at Geneva by appointment.

**Touring Guide.**—Automobile maps for guests wishing to make short tours from the Sterlingworth will be supplied and a person familiar with all the roads will furnish you additional information. Autos can be hired.

**Mail and 'Phone Service.**—Though

the Sterlingworth is at Lauderdale Lakes, Elkhorn is the postoffice address and guests' mail should be addressed there. Mail deliveries are made daily to the hotel and cottages. The hotel is equipped with long distance 'phone service. You can call it by simply asking for Elkhorn and the Sterlingworth Hotel.

**Hotel and Cottage Tariffs (American Plan).**—\$5 a day and up. Rates for children quoted on request. The same rates obtain in the cottages as in the hotel where guests patronize the Sterlingworth table. Some of the larger cottages are fully equipped for housekeeping. These can be rented separately at \$50



SHADED LANES FOR THE MORNING GALLOP





STERLINGWORTH HOTEL UNDERGOING REMODELING AND GENERAL IMPROVEMENT

for one week, \$150 a month, or \$400 for the entire season, May 15 to October 31. The hotel season is from June 12 to October 15.

For further particulars concerning hotel, cottages, or shore building sites, address **Sterlingworth Hotel Co., Elkhorn, Wis.**, or call at **Room 1024, Garrick Theatre Building, Chicago.**

### HEALTH-GIVING WATERS

The most attractive and intrinsically valuable thing about Lauderdale and the Sterlingworth is its spring water, which is absolutely pure and efficient as a health-giving factor. Silica, magnesium, iron, potassium and other mineral solutions of recognized therapeutic value are found in sufficient quantities to be extremely beneficial in stomach troubles and ailments arising from an excess of uric acid. You can show the printed analysis to your physician. The waters at Lauderdale compare favorably with many of those of the most

widely advertised health resorts.

There are two springs, the water slightly different in mineral composition. "A" contains a moderately strong deposit of iron, while both "A" and "B" have free ingredients of magnesium and other useful minerals.

We publish herewith the report of the investigations of the Allied Chemical and Bacteriological Laboratory, Department of Medical Research Laboratories, Chicago. Dr. Albert K. Epstein, Sc. B., chemist, made a personal trip to Lauderdale and himself took ten samples of the water — five from each spring.

The following is his report:



H. U. MORTON'S ARTISTIC COTTAGE



"Chicago, Ill., December 9, 1919.

"Sterlingworth Hotel Co.,  
 "Lauderdale Lakes,  
 "Walworth County, Wisconsin.

"Gentlemen: As a result of the sanitary, chemical and bacteriological investigations made on samples of water made taken from springs "A" and "B," respectively, located at Lauderdale Lakes, Walworth Co., Township of LaGrange, Wis., on October 18, 1919, we find that the water is 'very pure' from a sanitary standpoint, and also that it contains considerable mineral matter which has certain therapeutic values.

"Yours truly,

(Signed) "ALBERT K. EPSTEIN.

"Applied Chemical and Bacteriological Laboratory."  
 Dr. Epstein's analysis for mineral composition of Spring "A" follows:

**"A" WATER**

**Mineral Analysis, Ionic Form**

Silica (SiO <sub>2</sub> )	1,869	grs. per gal.
Oxides of Iron (Fe <sub>2</sub> O <sub>3</sub> )	.035	"
Oxides of Aluminum (Al <sub>2</sub> O <sub>3</sub> )	.070	"
Calcium (Ca)	4.214	"
Magnesium (Mg)	2.455	"
Sodium (Na)	.813	"
Potassium (K)	.706	"
Sulphate Radicle (SO <sub>4</sub> )	.997	"
Chloride Radicle (Cl)	1.127	"
Carbonate Radicle (CO <sub>3</sub> )	12.396	"
Nitrate Radicle (NO <sub>3</sub> )	.128	"
Phosphate Radicle (P <sub>2</sub> O <sub>5</sub> )	Trace	"
Loss, etc.	.068	"
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	24.878	"

**Apparent Combinations**

Silica	1,869	grs. per gal.
Oxides of Iron	.035	"
Oxides of Aluminum	.070	"
Carbonate of Lime	10.447	"
Sulphate of Lime	.120	"
Carbonate of Magnesia	8.583	"
Sulphate of Potassium	1.572	"
Sodium Sulphate	.068	"
Sodium Chloride	1.870	"
Sodium Nitrate	.176	"
Loss, etc.	.068	"
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	24.878	"

**Sanitary Chemical Analysis**

- (1) Chlorine.....19.27 parts per million
- (2) Nitrogen as:
  - (a) Nitrate..... 2.19 parts per million
  - (b) Nitrites..... Practically none.
  - (c) Free Ammonia..... .008 parts per million
  - (d) Albumoid Ammonia. . .01 parts per million

**Physical Characteristics**

(3) Oxygen consumed..... 1.1 parts per million

**Organoliptic Tests:**

- (a) Turbidity..... Transparent
- (b) Color..... White
- (c) Odor..... Mineral like
- (d) Taste..... None

**Bacteriological Examination**

Five samples tested and each showed less than 10 organisms in 1 cc.

**Coli Tests:**

- (a) 24 hour incubation—no gas—Negative.
- 48-hour incubation—5% gas—Negative.
- (b) Endo midium—no typical—Negative.
- colony
- (c) Completed tests—Negative.

**"B." WATER**

**Ionic Form**

Silica (SiO <sub>2</sub> )	.993	grs. per gal.
Oxides of Iron (Fe <sub>2</sub> O <sub>3</sub> )	Trace	"
Oxide of Aluminum (Al <sub>2</sub> O <sub>3</sub> )	.105	"
Calcium (Ca)	3.874	"
Magnesium (Mg)	2.032	"
Sodium (Na)	.489	"
Potassium (K)	.643	"
Sulphate Radicle (SO <sub>4</sub> )	.523	"
Chloride Radicle (Cl)	.821	"
Carbonate Radicle (CO <sub>3</sub> )	10.883	"
Nitrate Radicle (NO <sub>3</sub> )	.233	"
Loss, etc.	.069	"
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	20.674	"

**APPARENT COMBINATIONS**

Silica	.993	grs. per gal.
Oxides of Iron	Trace	"
Oxide of Aluminum	.105	"
Carbonate of Lime	9.684	"
Sulphate of Lime	Trace	"
Carbonate of Magnesia	7.105	"
Potassium Sulphates	.948	"
Sodium Chloride	1.037	"
Potassium Chloride	.414	"
Sodium Nitrate	.319	"
Loss, etc.	.069	"
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	20.674	"

The chemical, organoliptic and bacteriological tests of Spring "B" are not published, because they are practically the same as those shown above for Spring "A."