

# WAGEMAKER BOATS

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OUR GOAL IS TO PRESERVE AND PROTECT OUR PAST HISTORY OF WOLVERINE AND CADILLAC BOATS.

THIS IS AN OUTLINE OF THE WAGEMAKER BOAT COMPANY. SEE MORE INFORMATION ON WAGEMAKER BOATS - [WWW.WAGEMAKERWOLVERINEBOATS.COM](http://WWW.WAGEMAKERWOLVERINEBOATS.COM)

# HISTORY OF WAGEMAKER COMPANY

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- The Wagemaker family is very respectful and well known in Grand Rapids, Michigan today and in the past. The old Wagemaker Company plant was at 566 Market Ave, S.W in Grand Rapids, Michigan. The Wagemaker Company motto was "Stands for Quality." The Wagemaker Company did make different types of work furniture in the early years. They were also in the business of selling Wagemaker Reds. These chicks were said to mature into profitable layers in five to six months at a very low pullet cost. The Wagemaker Company began building Wolverine boats in 1932. Those early cedar strip boats were first nationally advertised in 1933 and gained instant popularity. At some point during world war II, they sold the technology to the US Government for use in PT boat hulls from 1942 thru 1945. No civilian, pleasure boats, only boats for war efforts. In 1947, Wolverine introduced their first molded plywood boat using the new technology gained from the war years, and by 1955, Wagemaker was heavily invested in the molded plywood market. After Wagemaker Company, Inc. was sold in 1960, Wolverine held on to their segment of the market for a couple of years, but had made the transition to fiberglass too late. The double blow of hard economic times coupled with a saturated market was too much for a company that had pinned its success to the wooden boat market.



## BUSINESS SYSTEMATIZING AND FILING DEVICES, CARD RECORD SYSTEMS BY ISAAC WAGEMAKER

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Isaac Wagemaker was the first president of the Wagemaker Company. This is an Example of the many ways that Isaac Wagemaker helped benefit business managers and others.

# Wagemaker

Systems of **Vertically Filing** letters, invoices, documents, and all papers of any description, are **simple and far superior** to the old methods of the *flat letter filing drawers*.



Size, 11 x 13<sup>3</sup>/<sub>4</sub> x 25<sup>1</sup>/<sub>2</sub> inch.

**FREE—TRY THEM** by sending for one of our Complete **Special Offer** Vertical filing trays and cover, for a **trial of thirty days**. You pay the freight to your city, and return the outfit **at our expense** at the end of the trial period, if you don't decide to keep it. These outfits have the **capacity** of any one drawer vertical filing cabinet, and are at **half** the cost, with the additional feature, also, of the **unpickable lock**. Send \$7.90 (our special

introductory price) with the order, and we will pay freight both ways, and refund the purchase price in full, if you return the outfit to us.

**SECTIONAL Vertical Filing Systems** with Card Index to same combined into complete cabinets. **Start** with only one section, and add to it as necessity requires. **Capacity unlimited**. Our fully illustrated and descriptive **Catalogue H**, of **Special Offers** and **Sectional Filing Systems** and conveniences for all various office needs is free. Write on business stationery for **Catalogue I**, to



**The Wagemaker Furniture Co.**  
HIGH GRADE OFFICE FURNITURE,  
Grand Rapids, Mich., - - - U. S. A.

ALPHABETIC WAGEMAKER INDEX  
CARD USED IN FILE CABINETS. BY  
WAGEMAKER COMPANY BY ISAAC  
WAGEMAKER

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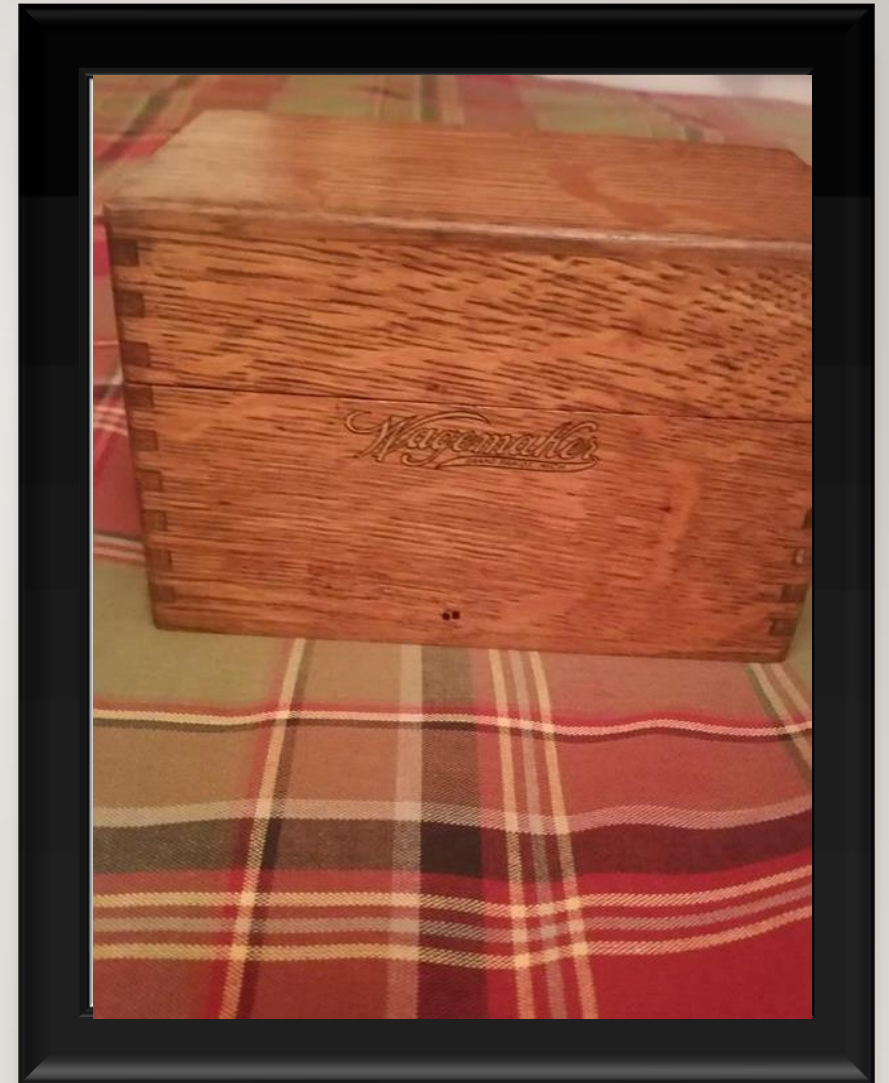
This is an Example of an Alphabetic  
Wagemaker Index Card used in File  
Cabinets by Wagemaker Company.




# FILING DEVICE AND CARD RECORD SYSTEM HOLDER INDEX BOX BY ISAAC WAGEMAKER

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This is Filing Device and Card Record system holder index box. This is an Example of the many ways that Isaac Wagemaker helped benefit business manager and others.




# HISTORY OF THE WOLVERINE BOATS




E. O. WAGEMAKER'S SUPERVISION STARTS AT THE SOURCE




PREPARING WHITE OAK FOR THE MILL




JAKE WESTRA, INSPECTOR AND SCALER  
FRANK GRANSEL, SAW MILL FOREMAN



AIR DRYING MAHOGANY



OUR PHILIPPINE MAHOGANY MILL




UNLOADING CYPRESS LOGS

## *The Story Behind* WOLVERINE BOATS


KNOWING that everyone is very much interested in learning more about the product they are contemplating purchasing, we thought it might interest you to know to what extent and trouble our company and our associates go to to produce boats which we feel are uncomparable considering the materials used, their performance, safety, eye-appeal and low price. We will attempt to do this through the various illustrations on these pages and the description to follow.

We started manufacturing Wolverines in 1932 and at that time we had but one model and sold less than fifty boats. The public's acceptance was most gratifying and our sales from that small beginning increased to where we produce thousands of boats each season. This abnormal increase in sales has given us a fair proportion of the total output of factory built boats in the United States today. Thanks to our many friends and customers who have made this rapid growth possible, which has put us in the enviable position as leaders in the low price field.

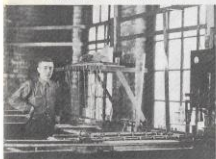
In building Wolverine boats we have always used exceptional discrimination in the selection of materials, design, labor, etc. We know this was costly but it had to be done if we were to eventually obtain mass production of a superior product and at a better price. We feel that we have accomplished this end because we manufacture and control practically all of the materials that are used in Wolverine boats. Our




LEN DVOS, FOUNDRY FOREMAN



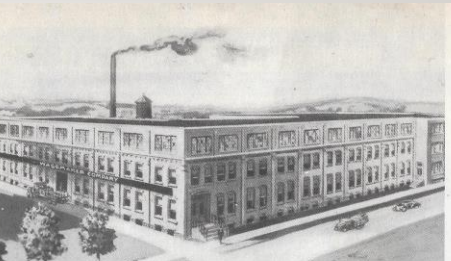
CASTING WOLVERINE HARDWARE




JOHN BALCER PLATING METAL PARTS




BUILDING ROUND BOTTOM HULLS



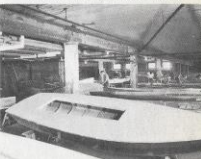
WAGEMAKER COMPANY - GRAND RAPIDS, MICHIGAN




SECTION OF SAILBOAT AND FLAT BOTTOM DEPARTMENT



SANDING AND PREPARING FOR FINISH



SECTION OF FINISHING ROOM



THOUSANDS OF BOATS IN STOCK

success in this field has enabled us to manufacture within our own organization many of the products that go into the building of these boats. It has enabled us to buy large tracts of standing timber at better prices and have it milled to our own satisfaction. It has enabled us to give you boats fully equipped with a generous amount of costly chromium plated bronze hardware, boats finished with the finest marine materials and boats that will give you years of satisfaction. Being in this position as we are, enables us to save substantially on most of the materials that go into our various products which in turn enables us to offer you better boats at lower prices.

The superior performance and better appearance found in Wolverine boats are not products of chance. They are the result of positive control of every factor from forest to finished product. The Wagemaker Company operates under its own management nearly every department that plays a part in manufacturing quality Wolverine boats. There is a definite genuineness of character possessed in every Wolverine produced. Craftmanship, designing, construction, are contributing factors, but control of most of the manufacturing stages is the big reason why Wolverine boats give you much more for your dollars invested.

Before you buy why not be fair to yourself by comparing Wolverine quality with any other craft — then let a Wolverine make your vacation the most enjoyable of all times.

# WOLVERINE BOAT SIGNS

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This is an example of how Wolverine Boat Signs may have looked in earlier years. by Wagemaker Company



# CADILLAC BOAT SIGNS

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This is an example of how Cadillac Boat Signs may have looked in earlier years by Cadillac Marine and Boat Company

