

43RD ANNUAL NORTHWOODS

FALL RIDE

OFFICIAL GUIDE

SEPT. 12-15, 2024 ■ TOMAHAWK, WI

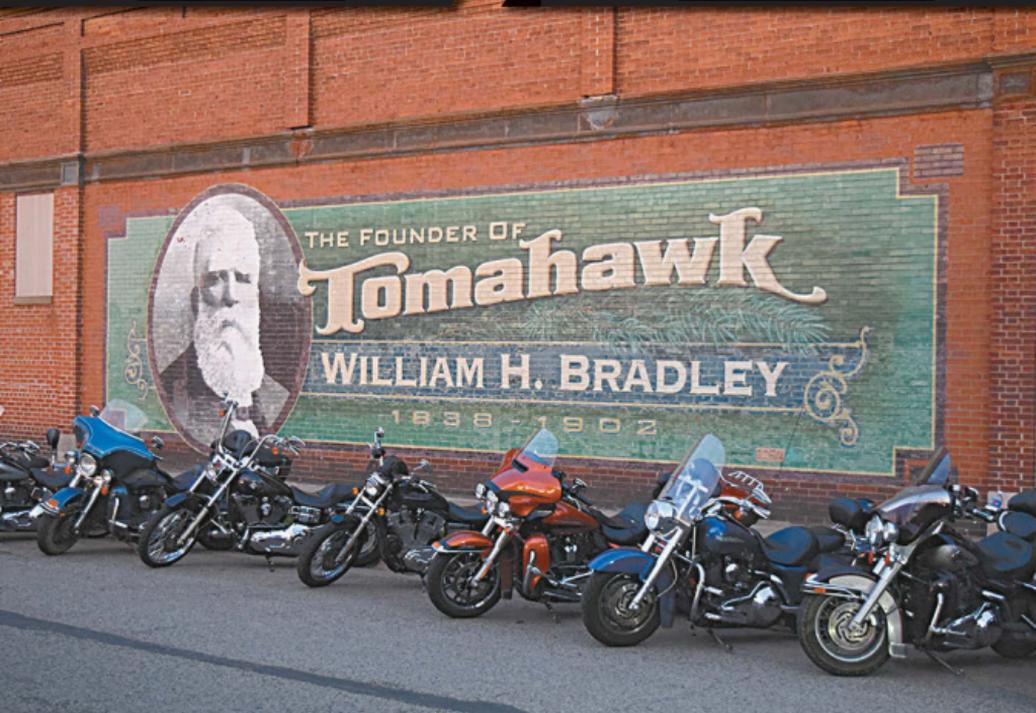


EVENTS

MAPS

FOOD

MUSIC



TOMAHAWKLEADER.COM
PUBLISHED BY THE TOMAHAWK LEADER



43rd Annual Northwoods Fall Ride 2024 at SARA Park



September 12 - 15, 2024

List of Daily Activities SARA Park

Thursday, September 14th, 11:00am-5:00pm

- 11:00am-5:00pm Beer tent, food, merchandise vendors, Swap meet, bike and cash raffle ticket sales, fun run registrations with STAR Foundation, Bike Show registration with WaWui
- 1:00pm-3:00pm Mad Dog & Merrill Midwest Grill'n LIVE
- Food vendors and refreshments
- Official Fall Ride merchandise sales
- 5:00-9:00pm Tomahawk Chamber of Commerce kicks-off Fall Ride with the annual brat fry, live music, raffle tickets, fun run registration

Friday & Saturday

- Harley Davidson Demo Fleet - Take a ride on any one of the 2024 Harley-Davidson motorcycles. Registration at 9:00am to 5:00pm
- 11:00am-5:00pm Beer tent, food, merchandise vendors, bike and 50/50 raffle ticket sales, fun run registrations with STAR Foundation, Bike Show registration with Wa Wui
- Official Fall Ride merchandise sales

Friday, September 13th:

9:00am to 5:00pm

- Community Blood Drive - 9:00am-1:30pm (Friday Only) Call The Community Blood Center at (800)280-4102. You may also visit communityblood.org/donor.
- Live Music - Northwoods Bassist 10:30-1:30
- Live Music - The Influence 1:30-4:30

Saturday, September 14th:

9:00am to 5:00pm

- Live Music JERF 10:30am-1:30pm
- Live Music Blue Max Band 1:30-4:30pm
- Wa Wui Ltd Bike Show 9:00am to 12:00pm
Judging starting at 12:00 Bike Show trophy presentation and Raffle Bike Drawing to follow

Friday, September 13th:

Thunder Parade
Line up @ 5:00pm

Sunday, September 15th:

Indoor Worship Concert
with Pancake Breakfast
by Christian Motorcycle
Association at SARA Park



Located behind Crossroads Mobil on Comfort Dr. EXIT #229

Extended Hours Including Sunday AM

**Cycle Service and Accessories
Custom Motor Work**

Indian Motorcycle Demos Thurs thru Sat, 9-5

☠ Towing Available ☠ Motor Work

☠ Full Line of Parts & Accessories

☠ Custom Bikes ☠ Jewelry

☠ Attire ☠ Rain Gear

☠ Service Interval Requirements

☠ Certified Mechanics

☠ Full Line of Tires - Dunlop, Metzeler



Authorized Dealer for: Mid-USA, Drag Specialties, Parts Unlimited, Tucker V-Twin, Laytona Helmets, Curv Sunglasses, V-Twin

Your Local Cub Cadet Dealer



1735 Comfort Drive, Tomahawk, WI 54487

Phone: 715-453-2300 Fax: 715-453-2322

www.lincolncountycycles.com

Mike Messinger - Owner

FEEL THE THUNDER: NORTHWOODS FALL RIDE RETURNS TO TOMAHAWK FOR 43RD YEAR



43RD FALL RIDE

BY THE TOMAHAWK LEADER

It's that time of year!

The bikes will be back in Tomahawk once again for the 43rd iteration of the Northwoods Fall Ride, slated for Thursday, Sept. 12 to Sunday, Sept. 15.

Each year, Northwoods Fall Ride brings tens of thousands of motorcycle enthusiasts and visitors from across the country and around the world to Tomahawk, giving riders the opportunity to take in the scenic Northwoods and all it has to offer.

As the annual rally heads into year 43, attendees can expect to see the return of longstanding traditions, including live music, vendors downtown and at SARA Park, the Thunder Parade on Friday night and more.

Before we dive into what's in store for the 2024 Northwoods Fall Ride, let's take a look back at rallies of years past, from its start in the early 1980s to the present day.

History of Fall Ride: A look back through the Leader files

A group of 21 North Country Riders Motorcycle Club members getting together in October 1982 was the official inauguration of Fall Ride. Money raised went to a charity.

Harley-Davidson, Inc. and the Harley Owners' Group came onboard in 1983 when about 300 riders on 160 motorcycles took part in an Oct. 8 90-mile ride along Lincoln County backroads. Afterwards, they were treated to free beer, brats and door prizes at the Tomahawk Harley-Davidson plant. Some \$350.00 was raised for MDA – Harley-Davidson's charity of choice – through a \$2.00 registration fee.

In hope of more favorable motorcycling weather, the event was moved to early September in 1986. About 1,200 people on 676 cycles enjoyed the day, raising \$3,200.00 for MDA.

The Fall Ride moved permanently to SARA Park in 1989. Attendance estimates soared to 5,000 people that year and donations to MDA neared \$10,000.00.

The popular bike raffle was added a year later. A 1990 Harley-Davidson Sportster was the first cycle given away and was won by a Merrill man.

In its 10th year in 1991, the Thunder Parade rumbled for the first time through the streets of Tomahawk. An estimated 4,000 riders attended, even in pouring rain. Organizers upped the ante on the raffle bike, offering a new Big Twin FLHS Electra Glide Sport. More than \$20,000.00 was raised for MDA.

The brand new Tomahawk Harley-Davidson North Plant opened for tours during the 1995 Fall Ride. The crowd was estimated to be about 13,000 strong at its Saturday peak. All 30,000 raffle tickets were sold, and the total donation to MDA topped \$80,000.00.

A green and gold raffle bike personally autographed by Green Bay Packers head coach and Harley-Davidson enthusiast Mike Holmgren commemorated the Packers' Super Bowl championship in 1997. The donation to MDA topped \$100,000.00, with more than \$67,000.00 raised from the bike raffle alone. Attendance estimates hovered around 30,000 people and 15,000 motorcycles. About 1,600 riders participated in the Fun Runs, and 1,000 rode in the Thunder Parade. A downtown street dance following the parade Friday night was added to the list of weekend activities.

The Fall Ride's 20th anniversary was observed in 2001. The event helped observe the opening of the U.S. Hwy. 51 four-lane bypass. For the first time, two raffle bikes were featured, with a grand prize Harley-Davidson Electra Glide Ultra Classic and a second place Sportster. An estimated 4,000 bikes rode in the Thunder Parade, which followed the northbound lanes of Hwy. 51, the highway's first traffic. A candlelight vigil

43 YEARS AND COUNTING continued from Page 5 was held as many bikers paused to honor those who died just a few days earlier in the Sept. 11, 2001, terrorist attacks in New York City, Washington, D.C., and Pennsylvania.

Harley-Davidson, the parent firm, marked its 100th anniversary in big fashion in Milwaukee in 2003. The celebration also was noted at Tomahawk's 2003 Fall Ride as Harley-Davidson's Tomahawk Operations marked its own important milestone – 40 years of being an integral part of the company and the Tomahawk community. A Blind Ride was offered for the first time, during which the Tomahawk Lions Club and Northern Lights Harley Owners Group (HOG) took 14 visually-impaired people on the 18-mile Thunder Parade. Local MDA donations totaled \$112,000.00

Perfect motorcycling weather Sept. 16-19, 2004, pulled in an estimated 40,000 people and 20,000 motorcycles. Some \$160,000.00 was raised for MDA, including \$75,000.00 from raffle bike sales.

Celebrating its 25th milestone in 2006, the Tomahawk Fall Ride saw a record 45,000 visitors to the city with about \$141,000.00 raised for MDA. A ceremony commemorated the quarter century milestone of the Ride at the Tomahawk Post Office with the unveiling of the first day cancellation of the 25-year anniversary Tomahawk Fall Ride cancel.

The Tomahawk Downtown Business Council, Tomahawk Post Office and Tomahawk Leader teamed up to present one-of-a-kind 2007 Tomahawk Fall Ride collector items: two postcards, a limited-edition Fall Ride stamp and a special one-day motorcycle pictorial cancellation dated Sept. 14, 2007.

The hosting community was in a bit of a funk in 2010 despite the excitement over welcoming our motorcycle friends. Our local Harley-Davidson plant had just finished a union vote that would help keep the company





in Tomahawk and Wisconsin, and we were only weeks away from the closure of Veterans Memorial Bridge for removal and total reconstruction. The latter proved to be a financial burden on the community, as well as an inconvenience for the next nine months.

The bridge reopened and additional roadwork on N. 4th St. was timed for completion just before the 2011 Fall Ride. The rumble was back in the air and spirits were high as Tomahawk's Fall Ride's 30th anniversary was celebrated.

Dairyland Cycle Insurance became the official event sponsor in 2014, committing a \$12,000.00 donation each of three years, plus promoting the Tomahawk event through billboards in large market areas around the state and mailings to Dairyland policy-holders, as well as additional support and subsequent large donations to MDA.

Wurl-Feind-Ingman VFW Post 2687 declared 2016 the Year of the Veteran, taking over the downtown Tomahawk portion of event planning during the 35th anniversary observance. A MASH theme from the TV series was the focus of added enthusiasm, with a "Command Center" tent, and MASH look-alike, trivia and business window decorating contests, along with an emphasis on involving veterans in an even bigger Thunder Parade. Those proceeds supported veterans' causes, including the Never Forgotten Honor Flight and Wounded Warriors in Action Foundation, with MDA the continued focus at SARA Park through the bike raffle and by other supporters.

A VFW MASH blood drive was added in 2017. And, the "Big Party" lived on at Nokomis Community Park in memory of founder Bubba Troutman, who died in April of that year at age 63.

The tradition of honoring veterans continued in 2018, featuring Breakfast with a Vet at the VFW hall in downtown Tomahawk.

Over \$101,000.00 was raised for MDA in 2019. Nine-year-old Evan Petersen, MDA State Ambassador,

43 YEARS AND COUNTING continued from Page 7 rode in a side car during the Friday Night Thunder Parade with Ben Powell of Harley-Davidson-Tomahawk Operations, and an Appleton man won a 2019 Harley-Davidson Vivid Black FLHTK Ultra Limited motorcycle raffled off at SARA Park.

2020 was a year unlike any that had come before it. Fall Ride was among countless events affected by the COVID-19 pandemic. With Fall Ride events downtown and at SARA Park cancelled, local festivities throughout the weekend were limited to those put on by private businesses.

2021 marked Fall Ride's 40th anniversary. Following a year in which most events were called off due to the COVID-19 pandemic, riders were eager to return to Tomahawk to celebrate the rally's four-decade milestone.

2022's Fall Ride saw longstanding traditions carried on, including the Chamber's Bonfire and Brat Fry, the Thunder Parade and downtown street dances. Harley-Davidson again offered demo fleets, providing the opportunity a ride any one of the 2022 Harley-Davidson motorcycles, and the Northwoods Fall Ride Bike Show was held at SARA Park.

2023 marked the 60th anniversary of Harley-Davidson Tomahawk Operations' Somo Ave. plant. During Fall Ride, the company offered tours of the facility, as well as its plant of Kaphaem Rd. Meanwhile, American Legion Post 93 in Tomahawk was in the midst of a remodeling project. Fall Ride attendees were able to visit the post and check out the progress.

The Tomahawk Leader's 2024 Fall Ride Guide is a must-have to be in the know about the rally. Flip through to find info on live music, events, vendors and more, and be sure to stop by local businesses that have placed advertisements throughout the Guide.



Publisher: Patrick J. Wood
publisher@mmclocal.com | Multi-Media Channels, LLC

General Manager: Tim Schreiber

Editor: Jalen Maki

Sales Staff: Jeff Schulz, Jennifer Gartman

Senior Designer: Sue Schroeder

ADVERTISING INFORMATION

Tomahawk Leader - (715) 453-2151

© Copyright Multi Media Channels LLC 2024. All Rights Reserved. No part of this publication or any of its contents may be reproduced, copied, modified, or adapted without the prior written consent of Multi Media Channels LLC.



VETERANS OF FOREIGN WARS

OPEN TO THE PUBLIC

- Breakfast Thursday, Friday & Saturday Morning 8:00 - 11:30am
- Motorcycle Rides Friday & Saturday Morning, Departing from the VFW Post at 12:30pm
- M*A*S*H Tent
Veteran services and merchandise. Downtown on Wisconsin Avenue
- Fall Ride Pins Available at the Post and the M*A*S*H Tent
- Facebook Page Tomahawk VFW Post 2687



<https://vfw2687.org/>

**WURL FEIND INGMAN
TOMAHAWK VFW POST 2687
203 S. 4th St, Tomahawk, WI 54487**



**Commander
Bob Soward 715-966-2058**



FALL RIDE'S ECONOMIC IMPACT IS FELT IN TOMAHAWK AND BEYOND

BY THE TOMAHAWK REGIONAL CHAMBER OF COMMERCE

While summers in northern Wisconsin are full of activities, festivals and tourists, nothing quite compares to the impact of Northwoods Fall Ride in the Tomahawk area.

Fall Ride is one of, if not, the largest event in the local region. Our population of just over 3,000 skyrockets to over 35,000 for the week of the annual rally.

The increase in population brings along an influx of revenue across the board, from hospitality to retail. Many area businesses rely on the Fall Ride event to help make it through the slower times of the year between seasons.

The event doesn't just impact the economics of Tomahawk. Fall Ride substantially impacts the economy in over a 50-mile radius. Many of the attendees have a base camp closer to Tomahawk, then go on rides two hours or more in a variety of directions, though typically north.

Thursday
Older Budwiser,
Friday *Huey and Eight*
***Second Ride,* and**
Saturday is
Rising Phoenix



There's always something special at the Loop Hole, scan the code to see what we've been up to!



402675

The place to SCHMILE

**Open 7 Days a week
11am to close
Open at 7am Saturday & Sunday!**



2243 Cnty Rd L, Tomahawk • 715-224-3579

Fall Ride Sept. 12-15, 2024



Food & Drinks
On-Site

Fall Ride Hours:
9/12 & 13
Thursday & Friday 9-5
9/14 Saturday 9-5
9/15 Sunday 10-2

Check out our Vendors
& Dealership in Arbor Vitae!

715-358-5054
1700 U.S. Hwy. 51 N.
Arbor Vitae, WI 54568
NorthwoodsHarley.com



CENTERSTONE[™]
Resort
Lake-Aire



Conveniently located on the snowmobile trails

**LARGE SUN DECK • GAS GRILL • BEACH • CABLE TV
SWIMMING BEACH • FREE WIFI • CONTINENTAL BREAKFAST
PONTOON, KAYAK AND PADDLE BOARD RENTALS**

For Reservations CALL: 715-453-5189
N11925 Cty Hwy L, Tomahawk WI 54487

nokomis@lake-aire.com

23377



Chase's C-Stores



24/7 Gas & Diesel
Self Service Pumps
Convenience Store

Variety of Liquor & Beer
Open 5:30 am – 9 pm

715-453-9595

1329 N 4th St., Tomahawk, WI 54487



24/7 Gas & Diesel
Self Service Pumps
Convenience Store
with Hot Foods

Variety of Liquor & Beer
Open 5:00 am – 11 pm

715-453-4313

434 S Tomahawk Ave., Tomahawk, WI 54487

Chase's C Stores are Locally Owned & Operated
"As a lifelong member of the community, I am proud to serve you!"

402109



WELCOME BIKERS!



Equal Opportunity Employer

SAMUEL 1855

PRESSURE VESSEL GROUP

1119A Bridge St. • Tomahawk, WI
(715) 453-5326

www.samuel.com



402027




Woodland Lakes Realty LLC

Facebook Twitter LinkedIn YouTube

Call Us At: 715-224-3800
www.WoodlandLakesRealty.com
 \$\$ Find out what your home value really is \$\$

187643

Welcome Fall Riders!

ATM • 24 Hr. Pay At The Pump • Ice • Bait • Tackle

NWWS **Beer ~ Liquor**
~ Groceries
~ Guns & Ammo

NORTHWOODS STORE
 — TOMAHAWK, WISCONSIN —

9578 Hwy. K (corner of Hwy. 51 & Hwy. K, north of Tomahawk)
715-224-3700 • Hours: Daily 6 a.m.- 7 p.m.

70108

OPEN DAILY: 11am-Close

HAPPY HOUR: Mon-Thu 3-6pm

Come watch professional football, live music & special events.

Check out Our FB pg. For Upcoming Events & Specials

705 N 4th St-Tomahawk
715-453-5161



W.T. Silverado

Say Hi to Wayne & Theresa!

285995

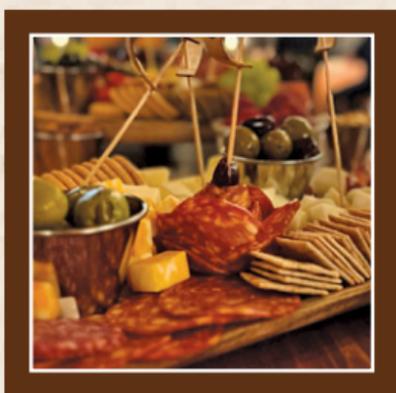
SIDEWAYS

WINE & CRAFT BEER LLC
FOOD & COCKTAILS

OPEN
Wed-Sat
3 - 10pm

*There's something for all
your senses at Sideways*

Daily Free Wine Tastings
Private Tasting Room
Live Music • Event Venue
Art Gallery



**Dog
Friendly
Back
Patio!**



Scan Here to see
What's Going on
at Sideways

2986001

1 24 W. WISCONSIN AVE,
DOWNTOWN TOMAHAWK
71 5-493-0826

www.sidewayswineandcraftbeer.com

RAFFLE BIKE:

DRAWING FOR 2024 ROAD GLIDE SLATED FOR SATURDAY AT SARA PARK

FOR THE TOMAHAWK LEADER

Those attending Northwoods Fall Ride have the opportunity to leave Tomahawk with a new motorcycle.

This year's Raffle Bike is a 2024 Harley-Davidson Road Glide in Billiard Grey with blacked out pipes and engine.

Wa Wui Ltd. brought back the Raffle Bike for Fall Ride in 2023. This year, Wa Wui Ltd. has been rotating the bike between four local weekly spots.

The Raffle Bike has also been featured at various events throughout the Northwoods, such as the WJJQ Home Show, Bonnie and Clyde's Summer Nationals, Northwoods Harley-Davidson summer festivities and many more.

The raffle bike drawing will be held at the SARA Park Arena on Saturday, Sept. 14, after the Bike Show winners are announced.

Raffle tickets are available at Kracker Barrel BP, Tomahawk Shell, Tomahawk BP, Lincoln County Cycles, WJJQ and Northwoods Harley-Davidson. Fall Ride attendees will also be able to purchase tickets at SARA Park from Thursday through Saturday during the rally.





LIVE MUSIC SEPT 12 13 14

BURNOUT CONTEST

Saturday 6:15pm

\$1,000
to winner



**COME BY
BIKE OR CAR
EVERYONE
WELCOME**

FRIDAY - BIKES +
CARS until the lot is full
- then remote parking
with free shuttle service



SATURDAY - BIKES
ONLY - all cars will
need to park in the
remote lot with free
shuttle service



CHECK FACEBOOK
FOR UPDATES

THURSDAY, SEPT. 12

Park Opens at 1 pm **FREE Admission**

Road Trip 2:30 to 6:00pm

Hells Bells/Big Guns ACDC Tribute 6:30 to 9pm

FRIDAY, SEPT. 13

Park Opens at Noon **FREE Admission**

Cherry Pie 2:30 to 5:30pm

SATURDAY, SEPT. 14

Park Opens at Noon - Admission \$25

Gravel 2:00pm

Texas Hippie Coalition 3:30 to 5:30pm

Burnout Contest 6:15pm

Hairball 7:45 to 9:45pm

Purchase VIP Experience @ GangsterPark.com

407845

NO CARRY INS ALLOWED!

Find us on



**JOIN US FOR THE BIGGEST
PARTY IN THE NORTHWOODS**

Event Updates:



Visit us at 5261 Hwy 51 N. Harshaw, WI
13 miles north of Hwy 8
13 miles south of Minocqua

CHECK US OUT ONLINE
gangsterpark.com





CITY OF TOMAHAWK MAP

403559



ADVERTISERS' LOCATIONS:

1. B's Nest
2. Bonnie & Clyde's
Gangster Park
3. Bull Falls
Harley-Davidson
of Wausau
4. Castaways Bar & Grill
5. Centerstone Resort
6. Chase's C Stores - BP
7. Chase's C Stores - Shell
8. Chip's
9. City of Tomahawk
10. Gordo's Garage
11. Harley-Davidson -
Tomahawk
12. Ho-Chunk Casino
13. Holly Wood Hill Camping
& RV- Crandon
14. Hooked on Nokomis
15. Hupy & Abraham
16. Kelley Castle
17. Kracker Barrel
18. Lincoln County Cycles
19. Louisiana Pacific
20. Mama D's du lac
21. Mary's Hangout
22. Northwoods Cafe &
Coffeehouse
23. Northwoods
Harley-Davidson -
Arbor Vitae
24. Northwoods Store
25. Rondele Ranch
26. Scentability
27. Sideways Wine &
Craft Beer
28. Somo Lake Resort
29. Subway
30. The Loop Hole
31. Tomahawk Appliance
32. Tomahawk Chamber
33. Tomahawk Main St.
34. Tomahawk Sports Center
35. Trig's
36. Twin Bay Resort
37. VFW Post 2687
38. Wayne & Theresa's
Silverado
39. Westside Market
40. Woodland Lakes Realty

The information depicted on this map is a compilation of public record information including aerial photography and other base maps. No warranty is made, express or implied, as to the accuracy of the information used. The data layers are a **representation** of current data to the best of our knowledge and **may contain errors**. It is not a legally recorded map and cannot be substituted for field-verified information. Map may be reproduced with permission of the G.I.S. Division in the Lincoln County Land Information and Conservation Department. Errors should be reported to the address, e-mail or phone provided.

Address:
Att: Scott M. Galetka
Land Information and Conservation Department
1106 East 8th Street
Merrill, WI 54452
Phone: (715) 536-0476
E-Mail: Sgaletka@co.lincoln.wi.us

Copyright © 2006
Produced 08-04-2006

TOMAHAWK MAIN STREET INC.

THE FALL RIDE TRADITION CONTINUES 'DOWN ON MAIN STREET'

BY JENNIFER TURKIEWICZ

EXECUTIVE DIRECTOR,
TOMAHAWK MAIN STREET INC.

For 43 years now, thousands of visitors have come to the Northwoods to enjoy the beautiful colors on display during the changing of the seasons. What began as a friendly ride has turned into an annual tradition that continues to grow, with no signs of slowing down.

Although the love of riding hasn't changed, those in charge of creating a memorable experience for all has. Through the years, several organizations have overseen the festivities, and in 2018, Tomahawk Main Street Inc. teamed up with the VFW Post 2687 to





co-host the fun in our historic downtown district. In 2019, TMS took over fully, and we continue to oversee the events “Down on Main Street.”

Who doesn't love a good parade? Tomahawk Main Street works with local, county and state police agencies to provide the Thunder Parade, a route for hundreds of bikes to join together to not only check out those changing leaves, but also show off their rides. Beginning at the Tomahawk School Complex, you can enjoy spots all along the 18-mile route as the parade meanders the back roads, like Kings Road and County Roads D, H and A, before culminating downtown on W. Wisconsin Avenue, your honorary Main Street. No matter your view, the parade is must-see.

From multiple merchandise and food vendors, fun and games, and beers to bands, Fall Ride has become the largest fundraiser for Tomahawk Main Street. This annual event brings tens of thousands of friends to our neck of the woods, and we are proud to play host for our portion of entertainment downtown. Following the Thunder Parade, the Glam Band will

DOWN ON MAIN STREET continued on Page 22





DOWN ON MAIN STREET continued from Page 21 kick off our Friday evening music. Throughout the day on Saturday, there will be live music entertainment in the food courts, as well as Road Crew and The Filthy Sinners on the main stage beginning at 3 p.m.

Tomahawk is a beautiful community, and Tomahawk Main Street is excited to share our historic downtown with you, not only during Fall Ride, but year-round. We are dedicated to creating a vibrant downtown where friends gather, businesses thrive, memories are made, history is shared and connections grow stronger.

Be sure to follow us on Facebook and Instagram, and sign up for our monthly newsletter on our website, www.tomahawkmainstreet.org.

Feel the rumble downtown Thursday, Sept. 12 through Sunday, Sept. 15, with Tomahawk Main Street!





403553

125 W. Wisconsin Ave.,
Tomahawk
715-453-6280

Hours:
Monday 7am-12pm
Tuesday - Thursday
7am-2pm
Friday 5am-2pm
Sat and Sunday 7am-2pm

f



70801

715-453-5373
693 N 4th St. • Tomahawk, WI
www.tomahawksportscenter.com



290938

Welcome Bikers!

Come Join our Team!

- Competitive wages, incentives based on learning new skills.
- Quarterly bonus potential of \$250.
- Comprehensive benefit package
- Paid time off at time of hire.
- Opportunities for advancement.
- Reimbursement for safety boots and safety glasses.



Mary's Hangout
Home of the KICKASS MOSCOW MULES

715.453.1943
515 S. Tomahawk Ave.
Open 7 days a week, 9am to 2 am

187736

Proudly Sponsors the

NORTHWOODS FALL RIDE 2024

Castaways
BAR & GRILL

Serving our full menu all weekend!

"The Island Bar" will be open all weekend long!

1315 S. Tomahawk Ave., Tomahawk, WI
715-453-8686

402872

IF YOUR APPLIANCES ARE RUMBLING MORE THAN YOUR BIKE... IT'S TIME TO STOP IN & SEE US!

- REFRIGERATORS & FREEZERS • DISHWASHERS
- WASHERS & DRYERS • RANGES, OVENS & COOKTOPS
- MATTRESSES & HOME FURNITURE

Tomahawk APPLIANCE & HOME

Woodruff APPLIANCE & T.V.

205 W. WISCONSIN AVE., TOMAHAWK, WI 715-224-3600
Store Hours
MON-FRI 8:30-5:30
SAT 8:30-2:00
www.tomahawkappliance.com

905 HWY 47, WOODRUFF, WI 715-356-2107
Store Hours
MON-FRI 8:30-5:30
SAT 8:30-2:00
www.woodruffappliance.com

184822

Experience the North woods in style!

Family Reunions
Private Events
Seminars and
Meetings



Lodging:
Ten Vacation
Homes plus
Five-Rm Motel

www.rondeleranch.com • 844-947-2426

297944

Your full service grocery store!



- Farm fresh produce
- Award-winning Trig's Smokehouse
- Jet fresh seafood
- Sushi made to order
- Large organic selection
- Caribou Coffee
- Expansive liquor department
- Floral & home department
- Pharmacy

405112

EAGLE RIVER 925 E. Wall Street

RHINELANDER 232 S. Courtney Street

MINOCQUA 9750 Highway 70 West

TOMAHAWK 662 N. 4th Street



TOMAHAWK, WI

BAR, RESTAURANT & CAMPGROUND

**Serving
exceptional entrees and
phenomenal cocktails!**

*Come have the most memorable
meal of your journey.*



Scan the code to see our special Fall Ride offerings!

715-453-2306

N10750 Somolake Dr., Tomahawk, WI 54487

www.somolakeresort.com

<https://www.facebook.com/somolakeresort>

Sun: 11-9 • Wed-Thurs: 11-10 • Fri-Sat: 11-11



402098

COMBINATION OF LOCAL, CONTRACTED SERVICES



POLICE FALL RIDE

BY JALEN MAKI

TOMAHAWK LEADER EDITOR

As in years past, local officers and contracted services will combine their efforts to police the 2023 Northwoods Fall Ride in Tomahawk.

With an influx of tens of thousands of visitors to Tomahawk for the multi-day event, additional officers are necessary to ensure the area is properly covered by law enforcement. Mutual aid requests go out to the Lincoln County Sheriff's Office, as well as the Merrill, Everest Metro and Rothschild police departments.

All but the Sheriff's Office crew must be paid for by the City of Tomahawk. This year, it will cost roughly \$28,000.00 to police Fall Ride.

Tomahawk Police Chief Al Elvins said his department requested 34 eight- to 10-hour shifts be filled this year. The Lincoln County Sheriff's Office provided one shift, Merrill provided 13, Everest Metro provided nine and Rothschild provided ten.

Elvins explained that visiting law enforcement officers work in two-person teams, with floating teams. Mutual aid officers will be used primarily in the event area.

"We also use mutual aid for traffic enforcement and supplementing the patrol officers," Elvins added.

Open intoxicants will be allowed in designated areas between 2 p.m. and 11:30 p.m. Friday and noon to 11:30 p.m. Saturday.

Elvins said that with the added manpower, Fall Ride attendees shouldn't have to go more than a block-and-a-half downtown without seeing an officer. The officers will be wearing Fall Ride police polo-style shirts, he noted.

Elvins also encouraged Tomahawk residents to exercise caution and patience, noting Fall Ride only happens once a year.

FALL RIDE

402674

Bike Raffle • Indoor Bike Show

Brought to you by 

Events • Lodging • Dining • More!



www.northwoodsfallride.com

KELLEY CASTLE

Open September 13-14-15, 2024

Hours 9 am to 5 pm daily

2815 Rice Road, Tomahawk

Watch for arrows on HWY Y for "KELLEY ARMS"

Bikers: this is an UNPAVED driveway, please use extreme caution if you decide to drive in

Follow us on Facebook

@KelleyCastle2815 for more details



Scentability

Handcrafted Bath, Body & Home Fragrance

20% Off all regular prices
Thursday thru Saturday

Tricia Hoffman, Owner

116 W. Wisconsin Ave.

Tomahawk WI 54487

www.scentability.net | scentability@tds.net

(715) 453-2277

293774



MAMA D'S du Lac Bar • Bistro • Pizza

*Friendliest Place
on the
Spirit Flowage!*

W7788 E. Edgewood Rd.,
Tomahawk, WI

Call for details

715-453-4415

290957

**ROCK
THE
BARN**



**HOOKED ON
NOKOMIS
Event Barn**

2771 County Road L, Tomahawk

Opening daily
at 1:00 p.m. for
Fall Ride 2024.

- Free Entry
- Live Music
- Gritz BBQ



SMOKEWAGON BAND



JOEY VITALE



JOSHUA WARMUTH



SMOKEWAGON BAND

Thursday, September 12

Joey Vitale 2 - 6 p.m.
Smoke Wagon Band 7 - 11 p.m.
Loop TV
Music Videos 11 p.m. - Closing

Friday, September 13

Joey Vitale 2 - 6 p.m.
Joshua Warmuth 7 - 10 p.m.
Joey Vitale 10 p.m. - Midnight
Loop TV
Music Videos Midnight - Closing

Saturday, September 14

Joey Vitale 2 - 6 p.m.
Smoke Wagon Band 7 - 11 p.m.
Joey Vitale 11 p.m. - Midnight
Loop TV
Music Videos Midnight - Closing

www.hookedonnokomis.com • Phone: 715-499-2730

Tomahawk Main Street Fall Ride 2024 September 12-15th

Thursday, September 12th

6 PM - Close American Legion: **The Larry Lee Band**

Friday, September 13th

2 PM - 6 PM 3rd & Wisconsin Ave:
Northwoods Skitchers Unplugged
2 PM - 6 PM 2nd & Wisconsin Ave: **Mike McAbee**
6 PM - Close American Legion: **The Larry Lee Band**

THUNDER PARADE

5 PM Line Up @ Tomahawk School Complex
6 PM Start of Parade - Ends on Tomahawk Main Street (Wisconsin Ave)
Friday Music starts directly after the Thunder Parade
7:30 - 11 PM EAST END Of Tomahawk Main Street: **The Glam Band**

Saturday, September 14th

12 PM - 3 PM East End Large Tent & Beverage: **Brad Emanuel**
2 PM - 6 PM 3rd and Wisconsin Ave: **Juan**
2 PM - 6 PM 2nd and Wisconsin Ave: **Older Budwiser**
3 PM - 7 PM East End Large Stage: **Road Crew**
6 PM - Close American Legion: **The Larry Lee Band**
7:30 - 11 PM East End Large Stage: **The Filthy Sinners**

Food and Merch
Vendors Open
Thur. Sept. 12th
Running All
Weekend



Scan to Check out our Facebook page for event details.

405968

TOMAHAWK ALCOHOLICS ANONYMOUS, AL-ANON MEETINGS

Alcoholics Anonymous meetings:

- Sundays, 10:10 a.m., Grace House, corner of W. Somo Ave. and 3rd St., Closed Discussion
- Mondays, 7 p.m., St. Paul Lutheran Church, 12 E. Wisconsin Ave., Closed Step
- Wednesdays, noon, Grace House, Open Discussion
- Thursdays, 6:30 p.m., Grace House, Sisters of Serenity (women)
- Fridays, 7:30 p.m., Grace House, Open Big Book Study
- Saturdays, 9 a.m., Grace Lutheran Church, 111 W. Washington Ave., Closed Step.

Al-Anon meetings:

- Mondays, 7 p.m., St. Paul Lutheran Church, 12 E. Wisconsin Ave.
- Saturdays, 9 a.m., Grace Lutheran Church, 111 W. Washington Ave.

Subs • Salads • Soups • Personal Pizzas
- DINE IN OR TAKE OUT -

**If your stomach is ((rumbling))
more than your motorcycle,
it's time for...**

SUBWAY



**859 N. 4th St. (Bus. 51 N.)
Tomahawk • 715-453-1105**



190608

C H I P S

HAMBURGERS

Daily Special
Available

1203 E. 3rd St.,
Merrill
715-536-6532

chipshamburgersmerrill.com

WELCOME
BIKERS!

Drive-Thru Only



190451



COME BACK AGAIN!

BY THE TOMAHAWK LEADER

We who live in Tomahawk year-round feel truly blessed by our surroundings, and we're excited to share them with visitors whenever possible. So, we're glad you've come and have a chance to look around.

We are known for our scenic lakes and vast woods. We're also known for our strong work ethic, excellent medical and educational facilities and endless recreational opportunities, as well as our can-do attitude and our acts of compassion for those in need. Tomahawk really is a great place to live, work, visit and ultimately retire.

So, enjoy your time at this year's Northwoods Fall Ride, and please keep us in mind when planning your next vacation or brief get-away. Consider us, too, for your business venture – Tomahawk Main Street Inc. and the Tomahawk Regional Chamber of Commerce would gladly put you in touch with the right people to make it happen.



Here are some tidbits you might not know:

- Tomahawk was founded by William H. Bradley in 1886. The city was incorporated in 1891.
- The Kwahamot Water Ski Club – entertaining since 1961 – provides free summer ski shows three times a week between Memorial Day and Labor Day. By the way, Kwahamot is Tomahawk spelled backwards.
- Music on the River, a free weekly concert series, is held in Veterans Memorial Park on several Wednesday evenings in the summertime. Organizers invite concert attendees to come by car, foot or boat and bring lawn chairs, picnic suppers, coolers, family, neighbors and friends.

Our free Venison Feed the Friday in November just before the opening of the gun-deer season is the only one of its kind in the country. We close down a portion of downtown, pull out the grills and serve free venison burgers to all who attend.

You'll note that Tomahawk also closes down W. Wisconsin Ave. in downtown for the Thunder Parade and live music on Friday and Saturday nights. We like holding events right on our Main Street. Our July 4th Pow Wow Days celebration includes a parade and water fights downtown and is a huge can't-be-missed reunion-like celebration. And, a few weeks ago, the Tomahawk Lions Club held its annual Thrilla on the Grilla rib and side dish cook-off, once again pulling grills out on the main thoroughfare in town.

Timm's Hill, a short distance from here off Hwy. 86 near Ogema, is the highest geographic point in Wisconsin. It's a scenic ride you would enjoy.

To find out more about Tomahawk and to keep in touch the rest of the year, visit www.tomahawkleader.com. We will be posting Fall Ride pictures on our website and will also publish them in the newspaper.

And, we'd love to hear about you – where you're from and how long you've been coming to Tomahawk's big event. Please send your comments to leadernews@mmclocal.com.



FRIDAY:
FISH FRY SPECIALS

SATURDAY:
RIBS
BRICK FIRE PIZZA

SUNDAY:
CHICKEN SPECIALS





B's Nest
1404 W. Main Street., Merrill
(715) 722-1211





2173 Cty Rd L, Tomahawk • 715-453-2679

Thurs & Fri, Sept 12 & 13, 7-10pm - Marty Frei, one Man Music Show

402106

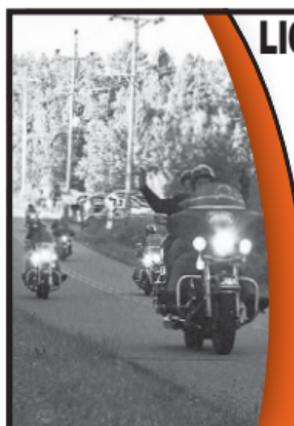
HOLLYWOOD HILL
EST. 2019
Camping & RV!

YEAR ROUND CABINS FOR RENT!

Hollywoodhillcampgroundrv.com
Phone: (715) 212-3308
crandonsaloonevents@gmail.com

HOME OF CRANDON SALOON EVENT CENTER
Outdoor Bar, UTV Friendly, Food Truck
Open to Public Thurs-Sun

290839



LIQUOR • WINE • BEER • SNACKS • GAS
US POST OFFICE • FULL BAIT SHOP

Kracker Barrel

OPEN 365 DAYS A YEAR
5:30a-10p

24 HOUR PAY AT THE PUMP

N11790 Cty. Hwy. L, Tomahawk • 715-453-5888
Owners: Jim & Audrey Charles

N11790 County Road L, (next to Kracker Barrel)

BLITZ STREET
AUTHENTIC STREET EATS
EST. 2023

Gyros
Smash Burgers

Daily
Specials

Thurs - Sun 11am-7pm, Mon 11am-5pm
Fall Ride Hours
Sat - Sun Breakfast Burritos 8-10:30am
Friday & Saturday 11am-9pm

406035

ALL BIKERS WELCOME!!



Hey Tomahawk!

WE WANT TO SAVE YOU TONS ON YOUR GROCERY BILL!

Our quality discount groceries are over half the price of the big box stores!

EVERYDAY LOW PRICES!
NOT JUST SALE PRICES!

→ \$5 LUNCH EVERYDAY ←

DELICIOUS SANDWICHES, HOMEMADE SALADS & SIDES, DESSERTS & MORE!

Westside

MARKET
DISCOUNT GROCERY & MORE!

23 W Wisconsin • Tomahawk

715-224-3013

Mon-Fri 10am-5pm • Sat 10am-4pm

WE ARE A VETERAN OWNED MOM AND POP SHOP
DEDICATED TO SAVING YOU MONEY!

WESTSIDE

MARKET
DISCOUNT GROCERY • LIQUOR

1504 W Main St • Merrill

Mon-Fri 9am-7pm • Sat-Sun 10am-5pm

CHECK OUT OUR FACEBOOK PAGE!



TOMAHAWK, WI

W9095 US Hwy 8, Tomahawk • 715-453-0025

Limited Menu: Smoked Meats, Brats,
Hotdogs & Appetizers.
Friday Night - Fish fry Menu Only

402104



PACKAGING CORPORATION OF AMERICA
TOMAHAWK MILL

187682

Come Work Where You Vacation!
www.careers.packagingcorp.com

CUSTOM PAINT & SEAT INCLUDED WITH PURCHASE OF 2024 TOURING OR TRIKE

Show this pamphlet to us at **BULL FALLS HARLEY-DAVIDSON** from Sept. 10th-14th and receive a free gift!



*see store for details

715-355-4464
1570 County Rd XX
Rothschild, WI 54474



FALL RIDE TOMAHAWK WI2024



Facility Tours at Both Plants
Sept. 13 & 14, 10am-3pm
Stop in for a photo op with our
Scenic Fall Ride Backdrop!

**2024 NORTHWOODS FALL RIDE.
STAY SAFE.**



**5,000+ RIDERS HAVE
HIRED HUPY AND ABRAHAM**

GET EVERY DOLLAR YOU DESERVE

■ **RESULTS**

Multi-Million Dollar settlements - more than \$1 Billion Collected

■ **KNOWLEDGE**

Award-winning legal team - including 5 shareholders who ride

■ **EXPERIENCE**

Represented more than 5,000 Riders - 50+ years

■ **IMPACT**

Changing laws and supporting riders' rights - since 1969



WATCH FOR MOTORCYCLES®

HupyandAbraham S.C.

Wisconsin | Illinois | Iowa

**Hupyand
Abraham**

S.C.

personal injury lawyers



HUPY.COM

800.800.5678