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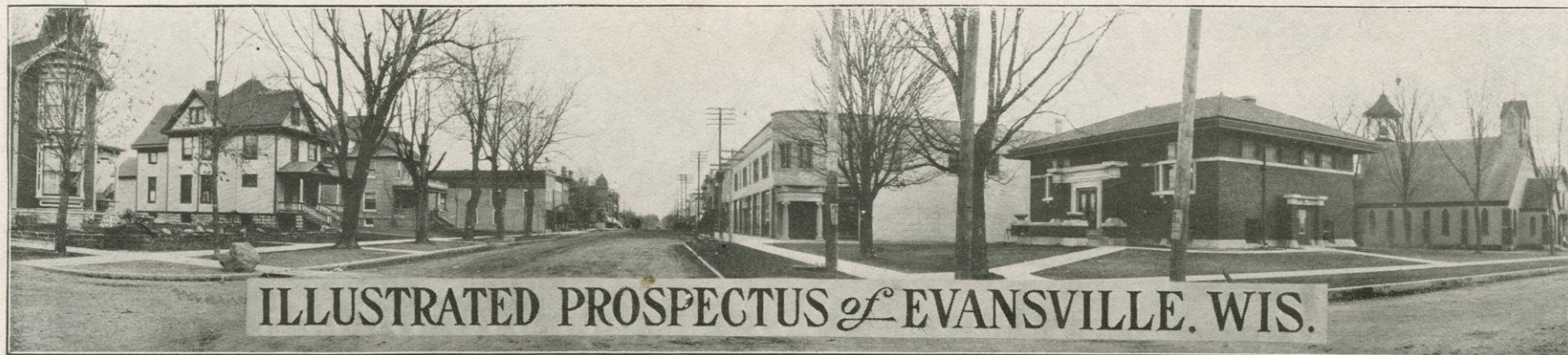
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ILLUSTRATED PROSPECTUS OF EVANSVILLE, WIS.

Supplement to
The Evansville Review

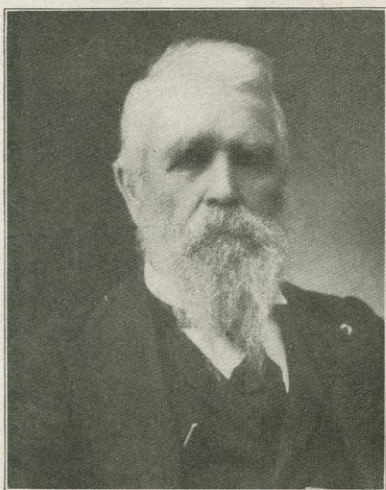
EVANSVILLE, WISCONSIN, FEBRUARY 24, 1910

Illustrations by Barnes-Crosby Co.
215 Madison St., Chicago

EVANSVILLE

Imperial Anti-Saloon City of Wisconsin Opens its Gates to Manufacturers

With hands joined in a common cause and with the official seal of the city government as a guarantee of action, the people of Evansville hereby throw open the gates of their city, and offer a golden key to the manufacturer and investor.



The Late Dr. J. M. Evans, Sr.
First Mayor of Evansville

Evansville, the imperial anti-saloon city of Wisconsin, is starting on her new destiny—a destiny of expansion. Having led the United States for years in political economy, fifty years ahead of the times in the solution of industrial problems, Evansville has gifts of the rarest kind to offer the prospective investor, and a welcome that cannot fail to pierce the heart of the metropolitan manufacturer.

Standing in splendid isolation in the center of Union township, the farthest north township of its county, 116 miles northwest of Chicago, and 68 miles west of Milwaukee on the main double track line of the Northwestern railway, from one of the most commanding agricultural positions on the map, Evansville issues this trumpet call to the great world outside of it and sends forth this little booklet as the ambassador of her future fortunes and the gospel of her hopes and expectations.

When the forces that are working for civic righteousness long ago adopted Evansville as a text, pointing to her as the city that never had a saloon, the foundations of a "Greater Evansville" were laid. But these foundations go deeper,—away down the years of the preceding century, the forerunners of Evansville's destiny, though now laid to rest, walk in ceaseless panorama across the curtain. Shades of Robinson, old man Fish, Spencers, Johnsons, Bakers, Griffiths, Jones, Leonard, Tag-

garts, Phelps, Higdays, Tullars, Wests, Evans—neighbors all, recruited and mustered on this very stamping ground, these New York Methodists and Baptist Vermonters—they are the founders of present day Evansville—and to them must be ascribed the credit for even her future prosperity. The life blood of these men and women gave Evansville its educational supremacy. For when other early communities were content with daily bread in the forties and fifties of last century—the Evansville pioneers fought tooth and nail for school and church—education was first, food second.

And when the stranger enters Evansville today and wonders at her clean government and sightly buildings, the absence of lust for gold and the presence of plenty for all and sees, perhaps for the first time, a municipality devoted to the aristocracy of education—the dollar sign stripped of taint, a city where graft is unheard of and corruption unknown—when the stranger asks the why and the wherefore of this condition—they will point him to that day when Uncle Tommy Robinson mortgaged his home to save the Seminary from ruin in the panic of 1857, or to that time when Deacon Fish mortgaged his farm to pay for the shingling of the old red pile—now remodeled, but still extant in the beautiful modern seminary of Evansville.

It is therefore with modesty and with a furtive glance backward that the Evansville man tells of his city's record—a record unbroken by financial failure or disaster. The rigid backbone of its Puritan stock is the backbone still of Evansville's prosperous banks, business houses and industries. The descendants of these men and women of the forties are the citizens of Evansville today.

Long before 1855 when the old red brick seminary was built, Mrs. David Johnson, grandmother of W. H. H. and D. M. Johnson of this city, taught the children of that day to the accompaniment of her spinning wheel in her old log cabin home, with the pupils seated on an oaken bench against the wall. Later on Miss Ann Elizabeth Taggart, now Mrs. Rowley, at the age of fourteen, presided over a room full of children on the second story of Ira Jones' home, the heating arrangement coming from the warmth of the stove in the kitchen ris-

ing through the wide cracks in the flooring.

Evansville started her career right—and that gives the reason for her substantial homes and buildings and for the prosperous farms that surround her. That is why Evansville has outstripped all her neighboring towns.

Scores of prominent men are graduates from Evansville Seminary—among whom Robt. M. LaFollette and Pres. Van Hise of the state university stand out as shining examples. With the seminary as sponsor there grew up in Evansville an aristocracy of learning and an unconscious disregard for outward show. Long before other towns and cities thought of such a thing, Evansville was maintaining a lecture course, and has today hundreds of dollars in the treasury for this annual winter institution. Evansville gives each year a charity ball, from which source money is raised for the sick or the unfortunate. The city has no paupers, so the charity fund

has always a goodly balance in the bank for emergency purposes.

Reinforced as she is with this strong educational strain of seventy years' growth, Evansville has had the time and the talents to devote to these problems of capital and labor and of municipal ownership which other cities have not even attempted. That is what makes Evansville fifty years ahead of the times.

Years ago Evansville crowned the working man King, and when the Baker Manufacturing Company, its foremost industrial institution, mapped out its now famous plan of profit-sharing with its employes, the line between capital and labor was wiped out, wages took on the power and the dignity of dividends and an example was set the world for all time to come.

Evansville is a city of municipal ownership in its two foremost public utilities, electric light and water, and its government is pledged to carry on this propaganda in other lines as well.

Little Evansville, always with an eye open for improvement, some five years ago captured the state charter and annual state endowment for the Rock County Fair, putting its 2,000 population roll against the county seat with its 12,000.

Years ago by the foresight and enterprise of the late D. E. Stevens, Evans-

ville was made the greatest shipping point for stock in a territory a hundred miles in extent.

Evansville is the headquarters for the D. E. Wood Butter Co., one of the largest concerns of its kind in the world.

Evansville has the largest and best department stores in the state outside of Milwaukee. It has the best developed telephone system in Wisconsin, according to population. Its churches and public library parallel in perfection its schools. The city maintains a vigorous Y. M. C. A. under the supervision of a special physical director.



Mayor T. C. Richardson

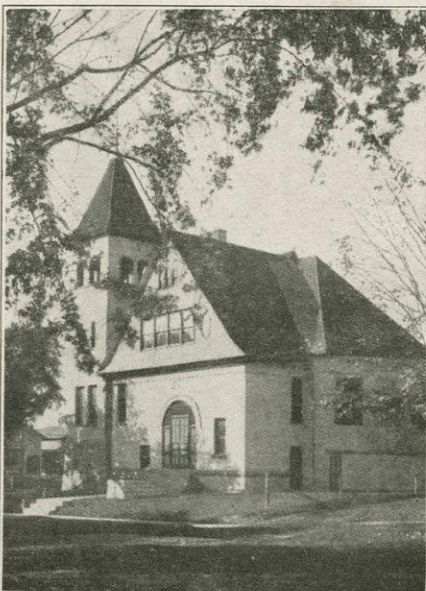
Looked at statistically in plain simple figures, here is the record of this Wisconsin city:

Evansville stands alone in the possession of a municipally owned waterworks and light plant that is on a paying basis. The city is free from debt. Her water is famed for its purity. For fire protection she has a seventy-five pound standpipe pressure. Her finely equipped fire department ranks A1 in insurance circles. Evansville has invested in schools \$100,000. Her church property is worth \$100,000. She spends annually on education \$22,000 and for church work over \$15,000. Her bank deposits are \$250.00 per capita, the amount of freight forwarded and received during 1909 was 80,534,000 pounds.

To sum up—The complexion of Evansville's leading business men is one of health and vigor. These business men stand ready with a warm welcome for outside capital. They believe in their city's future and will generously respond to any responsible proposition made to them from those desirous of locating here.

Evansville has just completed the organization of an active business men's association, incorporated as the Evansville Commercial Club. The object of this club is to advertise the city in all legitimate channels and negotiate with factories looking for additional capital and such assistance as would be mutually beneficial.

With this invitation to the captains of industry and the hosts of labor, Evansville sends forth this little missionary on its world-wide journey.



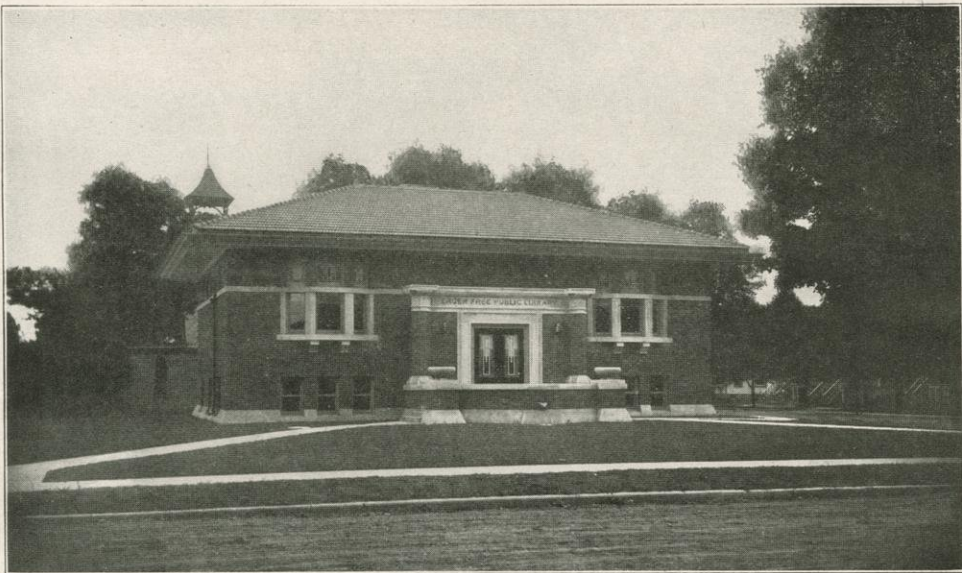
City Hall



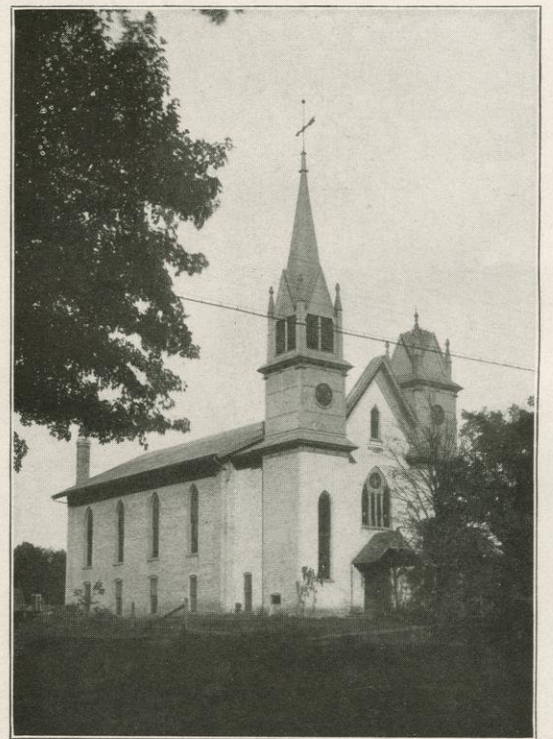
Evansville Public Schools



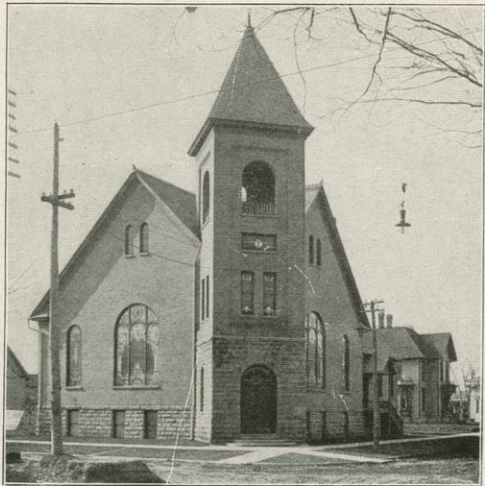
The First Congregational Church



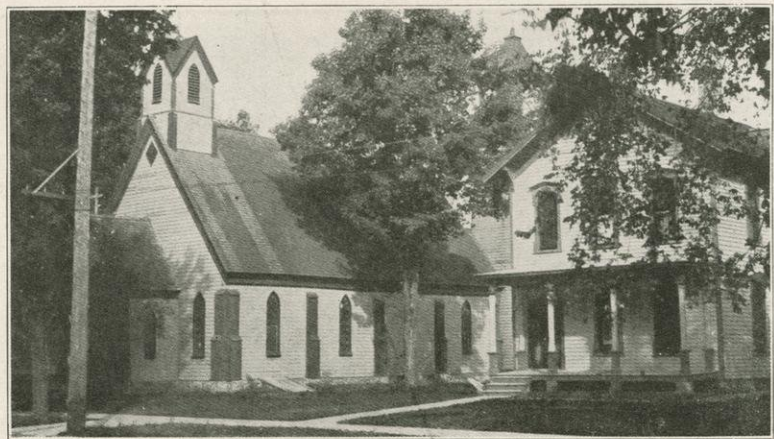
Evansville Public Library



Methodist Episcopal Church. Photo by Combs



First Baptist Church



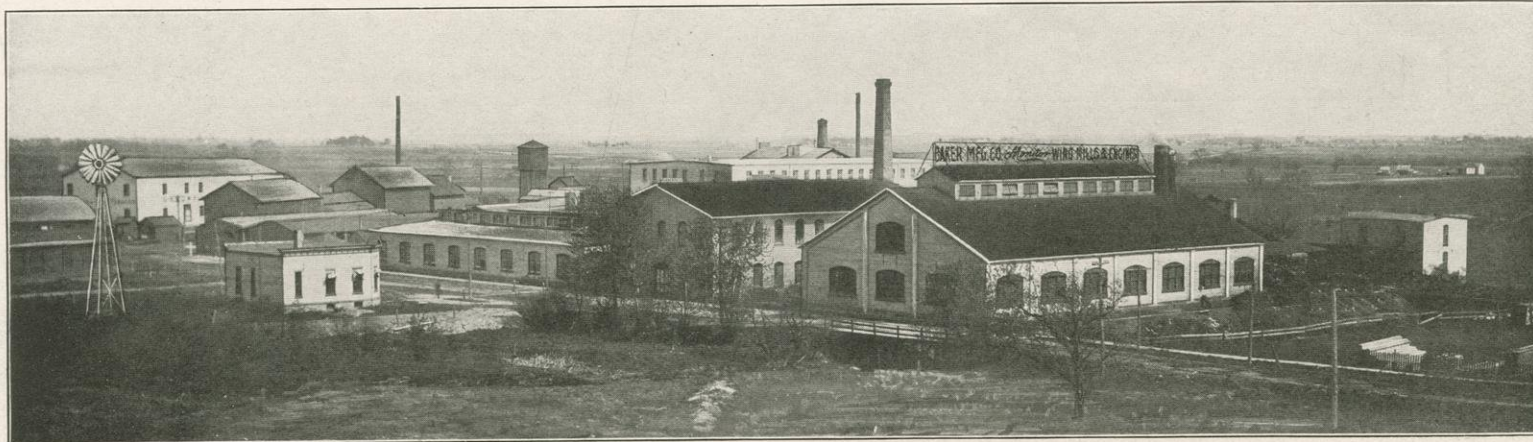
St. John's Episcopal Church. Photo by Combs



Free Baptist Church. Photo by Combs.



St. Paul's Catholic Church. Photo by Combs



Baker Manufacturing Company's Plant

BAKER MANUFACTURING COMPANY

The Baker Manufacturing Company was established in 1873 by a firm of five persons, none of whom are now living except A. S. Baker, who has always had the management of the company's business until recent years, when he was succeeded by his son, J. S. Baker, in the management, A. S. Baker being president of the company.

The company manufactures a full line of steel windmills, steel towers, vaneless wooden mills, feed grinders, wood

saws, iron pumps, etc., and has within the last few years put on the market several sizes of gasoline engines.

It employs about 150 men, and has a trade covering a large portion of the middle and western states. It also does quite an export business. Their sales for 1909 exceeded any previous year by about thirty-five per cent.

The Baker Manufacturing Company will have, with the building they are now completing, approximately 140,000 square feet of floor space. All their buildings are of brick or stone construction. They are now completing a three-story, fire proof building, 80x146, and

they also have a fire-proof warehouse, 80x158

They aim to give their employees the same wages as competitors do for the same kind of work, and their profit-sharing in addition. The average wage during the past ten years, including profit sharing, has been more than \$3.00 per day. The average increase in wage including all employees by profit sharing is more than fifty per cent. The company's aim in establishing profit-sharing was principally to increase the common good. Had it been to increase the profits of stockholders only, they would have devised a less liberal form

of profit-sharing. The results have unquestionably given the original stockholders as large returns as they could get in corporations whose stocks are listed on the stock exchange.

The management of the company believes that all manufacturing concerns should be owned and operated by the men who do the work. The company's experience with profit-sharing during the past ten years has gone a long way toward accomplishing this, but has also demonstrated some weak points in the plan that they are now striving to overcome by amending their by-laws referring to this matter.



The Bank of Evansville. Photo by Combs

THE BANK OF EVANSVILLE

The Bank of Evansville, the largest and oldest of Evansville's financial institutions, was established in 1870 by the late L. T. Pullen, who was its first president. Originally from the state of Maine, the Pullen family settled in La Fayette county, prior to taking up residence in Evansville.

The Bank of Evansville has a capital stock of \$25,000 and surplus and profit of \$5,000. Its strength and stability is further illustrated by its large deposits, averaging a quarter of a million dollars. The bank maintains a savings depart-

ment, is equipped with safety deposit vaults and a 4-inch steel lined vault, fire and burglar proof—one of the best in the state, and also a Mosler Screw Door Safe. The following are the officers: President, A. C. Gray; Cashier, Geo. L. Pullen; Asst. Cashier, D. D. Spencer.

Geo. L. Pullen, on whose experience and financial ability Evansville relies in matters of moment, has given much of his time, influence and means towards the betterment of his home town, and makes an ideal banker—one whose viewpoint is broad enough to include the fostering of the city's development plans along all legitimate channels.

FARMERS AND MERCHANTS STATE BANK

Evansville, with its 2,000 population, has, it is stated, a larger amount of deposits per capita in its banks than any town in Wisconsin, and if any argument were necessary to show the wonderful prosperity of the people—just take the showing of the Farmers and Merchants State Bank in its two and one-half years of existence. The following figures speak for themselves:

Deposits January 31, 1908 . . . \$73,336.96
 Deposits January 31, 1909 . . . 122,795.71
 Deposits January 31, 1910 . . . 154,438.54

The Farmers and Merchants State Bank, which opened for business June 1, 1907, in many ways supplied a want in the community, the members of which were not slow to take advantage of. With some of our leading business men as its officials and with Robert D. Hartley as cashier, who had been known for nineteen years as a banker in the city, the Farmers and Merchants at once stepped into the front line, and by popularizing banking methods by the addition of a savings department, became a power for good among its customers.

The Farmers and Merchants State Bank occupies neat, handsome premises and is equipped in every line to serve its large army of depositors.

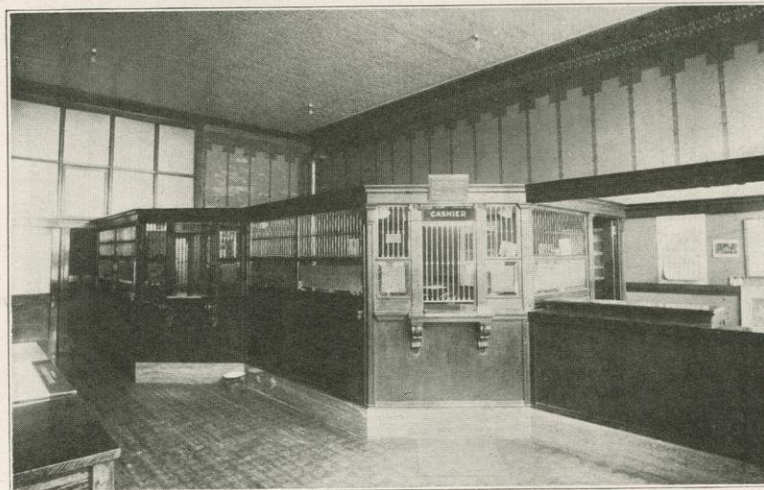
The following are the officers and directors: James Gillies, President; C. F. Miller, Vice-President; Robert D. Hartley, Cashier; H. O. Meyers, A. S. Baker, V. A. Axtell, L. Van Wart.



Farmers and Merchants State Bank



Interior of Bank of Evansville. Photo by Combs



Interior of the Farmers and Merchants State Bank. Photo by Combs

THE ECONOMY STORE



Economy Dry Goods Department. Photo by Combs



Economy Clothing Department. Photo by Combs

To arrive at some goal is the aim of every member of the human race. The usual condition of things is that the prizes go to the big influential, prosperous parties, who have money and a big following.

But when the little fellow gets there the world cheers, and he wakes up in the morning to find himself a hero and bigger even than his prosperous competitor. This kind of applause and patronage is worth having, because it has been won in a slow, uphill battle, it is a victory that has been won step by step over obstacles and rocks thrown athwart the path of progress.

Every town in America from New York to San Francisco has a "parallel" in this story. The story of the small beginnings, the nerve that nothing could daunt and the final victory and applause of the public.

Into this game or battle of brains about eleven years ago entered The Economy. At that time it was almost too small for recognition, yet there it was—a competitor. It was as a racket store The Economy was started in 1898 by H. A. Langemak and Robert Gerth in a little 22x40 foot room. In February, 1900, comes V. A. Axtell, who purchased Robert Gerth's interest, another room was annexed—another little "22x70." They "drifted" into dry goods, groceries, boots and shoes—a regular complete stock of department goods and added another "22x70."

They were getting there by degrees and had only been in business four and one-half years. They were recognized, and had been for some time, as formidable competitors, and the climax was almost reached when in the spring of 1904, J. W. Calkins, Evansville's veteran groceryman, was admitted to The Economy partnership; and when in the fall of that year The Economy moved into the magnificent Eager building, the victory was won, and Langemak, Axtell and Calkins came into their own as pro-



H. A. Langemak, Pres.



V. A. Axtell, Sec. and Treas.



J. W. Calkins, Vice-Pres.



Economy Shoe Department. Photo by Combs

prietors of the second largest department store in the state, outside of Milwaukee.

While The Economy now has a floor space of 100x100 feet, and seven departments divided into groceries, hardware and crockery, dry goods, shoes, clothing, ladies ready-made goods, carpets, rugs and lace curtains; the policy of the little old racket store is still maintained. This was started on a strictly cash basis

and continued that way until the introduction of the telephone which made this impracticable in some cases, consequently credit business in a conservative way is being done. The buying policy is not to lay in enormous stocks, but to turn these stocks quick. A "buy often and sell quickly" plan means bargains for the customer.

A corps of twenty skilled sales people

are employed by The Economy of to-day and they have conducted sales during their annual fall openings equal to over \$6,000 a day.

H. A. Langemak started his business career years ago with C. J. Pettibone & Co., of Appleton, Wis. He went from there to Marinette, accompanying that concern when they moved to Champaign, Ill. He oversees The Economy. He is the genius in The Economy's magnificently ordered campaign of advertising, and from his "ad" shop in one corner of The Economy he manufactures the thunder that reverberates throughout three counties and which always brings the rain. Langemak sees to it that there are no dry periods in The Economy's calendar year. His advertisements are productions of art, they are wonderful, they tell the truth and they sell the goods.

From an eyrie in the balcony of The Economy one can see how each proprietor has a distinct field marked out for him. Mr. V. A. Axtell has won the golden opinions of the Economy's big constituency in other channels, and occupies a seat in Evansville's city council as alderman from the Second ward. He is also a director in the Farmers and Merchants State Bank.

J. W. Calkins has been christened Evansville's veteran groceryman, and he deserves the title. He sees to it that the grocery department of The Economy lives up to The Economy standard, and the marvelous increase of sales in this department depends solely on Mr. Calkins time honored reputation for integrity and square dealing.

All of the partners in The Economy are young men, veterans though they be in their spheres of business, they are all around the forty mark—in that "prime time" of life when determination is strongest and judgment soundest. Their combined efforts have made The Economy what it is today, one of the greatest mercantile institutions in the commonwealth of Wisconsin.



Economy Hardware Department. Photo by Combs



Economy Grocery Department. Photo by Combs



The D. E. Wood Butter Company. Photo by Combs

THE D. E. WOOD BUTTER COMPANY

The D. E. Wood Butter Company is the outgrowth of the D. E. Wood Company, which was founded in 1868 by D. E. Wood, a pioneer creamery man and a charter member of the Elgin Board of Trade. In 1897 it was organized under its present corporate name, the incorporators being D. E. Wood, C. J. Pearsall and B. S. Pearsall. In 1907 the Pearsall brothers purchased Mr. Wood's interest, retaining the name and policy of the company, with headquarters and offices at Elgin. The D. E. Wood Butter Company is one of the largest concerns of its kind in the world. It operates several plants in addition to its large creameries in Elgin and Evansville; its volume of business annually exceeding the million and a half dollar mark. The Evansville plant is responsible for over half a million of this vast sum. The company has on its pay rolls over

C. J. Pearsall was born in New York state, July, 1860. He came west in 1876 when he first became identified with Mr. D. E. Wood. He is one of Evansville's strongest factors, and while an expert in business, has a splendid range of activities, and does not confine his talents to the daily grind, but considers the welfare of Evansville as one of his duties. He is at present head of the school board, was mayor and alderman for several years, and now serves on Evansville's water and light commission.

The accompanying illustration of the plant of the D. E. Wood Butter Company was secured expressly for this publication. It only gives a general view of the plant, but one which all will recognize as a true picture of this famous concern, which means so much to the life and interests of the city of Evansville.



The Meyers Bros. Lumber Company. Photo by Combs

fifty employees, twenty-two of these being employed at the big plant at Evansville.

The Evansville plant covers a solid acre in buildings. It has a roll of 275 farmers who are busily engaged on as many farms, raising the famous Wisconsin milk and cream for final conversion into the fancy grades of butter made world-famous by the D. E. Wood Butter Company's noted brands.

Having grown from small beginnings into a mammoth concern, it would seem that this last summer witnessed the most flourishing condition yet attained by the company. The enormous sum of money paid out to the Rock County farmers by the D. E. Wood Butter Company is the one big factor in the making of Evansville, drawing to Evansville these hundreds of farmers who make the city their market on account of this first class market for their milk.

The D. E. Wood Butter Company are recognized as the largest manufacturers of creamery and process butter, the head of the concern, C. J. Pearsall, having been identified with it since boyhood.

MEYERS BRO.'S LUMBER COMPANY

Evansville is fast becoming an attraction to the better class of business men throughout the country owing to its advantages as a center of educational activity and fine social surroundings. Manufacturers and others look carefully to these features when seeking a location, and no better instance of the power Evansville has in this direction could be given than the establishment in our city six years ago of the Meyers Brothers Lumber Company. A city like Evansville has a warm welcome for the up to date firm, and the success of the Meyers Brothers Lumber Company fully shows the esteem and appreciation in which they are held by the buying public.

This concern is located just east of the Northwestern tracks and occupies and owns the four and one-half acres and lumber sheds formerly owned by the Brittingham & Hixon Lumber Co.

A heavy stock of all kinds of lumber is carried, and a specialty is made of roofing, lime and cement. Complete house bills are furnished and estimates

gladly furnished on all work, both members of the firm being experts from long experience in the lumber business. The personnel of this firm consists of H. O. and B. A. Meyers, the former having been in the lumber business at Johnson's Creek, and the latter at Sullivan. Having chosen Evansville for its home-making and educational advantages, Meyers Brothers can always be counted on to use their energy and activity in building up the city of their adoption.

Messrs H. O. and B. A. Meyers are enthusiastic workers in the religious life of the community, believing thoroughly in the strenuous efforts of the church militant. Both adhere to the Baptist cult, and Mr. H. O. Meyers, as superintendent of the Sabbath school of the Free Baptist church and in his capacity as president of the Evansville Y. M. C. A. for the past two years, has successfully put his shoulder to the wheel in these important fields.

The Messrs Meyers are united in their high opinion of Evansville and will continue to reap that success in business which invariably accompanies a liberal, optimistic and broad view of life and its duties.

ers in addition to those holding membership in the company. The officers are: C. F. Miller, president; C. E. Sawin, secretary and treasurer; and Frank Hyne, vice-president.

Under the able management of Mr. Sawin the company has been a success from the start, and the dividends accruing from the business have been turned back into the treasury fund for development purposes, so that the Evansville Produce Company is indeed one of the growing industries of the city which will broaden out and develop with each successive year in its history.

Mr. Sawin, who is actively in charge, is himself a farmer of long standing and experience. His judgment and foresight in the buying of grain is what has made the concern always alive to opportunity; he is in favor of all plans tending to develop the agricultural resources of this section.

THE EVANSVILLE TELEPHONE EXCHANGE

Patronage of public utilities is an indication of advancement and progress that is regarded as an unerring gauge in classifying a city



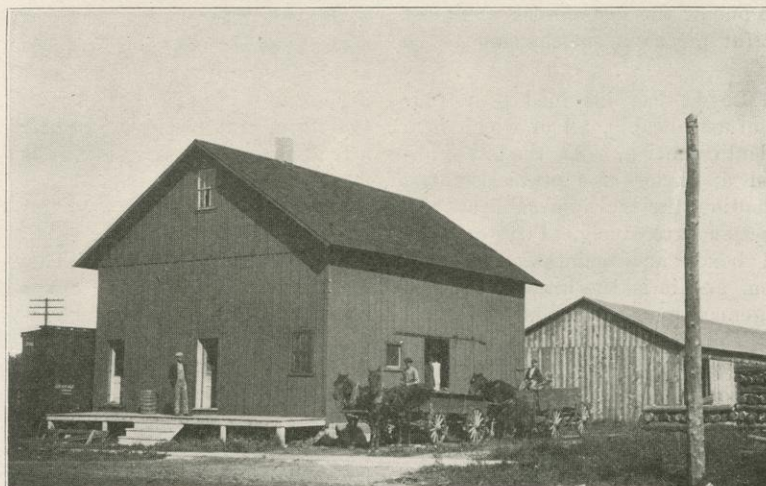
The Evansville Telephone Exchange. Photo by Combs

THE EVANSVILLE PRODUCE COMPANY

Co-operation among farmers is the watch word of today, and every city that is up to date and has a wealthy agricultural section surrounding it has a well organized and wisely managed association of farmers who have banded themselves together for mutual protection and benefit. One of the best of its kind in Wisconsin is the Evansville Produce Company which was established in 1904, with a capital stock of \$3,000 and a membership of fifty-five leading farmers of the county. The Evansville Produce Company is engaged in the buying of grain for feed and does an annual business of \$20,000. The plant and buildings are worth fully \$3,000, and new improvements are being added from time to time, the concern being patronized by a large number of farm-

A first class town or city can be determined by the manner in which its people patronize the telephone. Evansville is not only above the average city in this respect, but according to generally accepted statistics it is in a class by itself, holding a world's record as a city of telephones. In arriving at this estimate, telephone men, of course, figure on the basis of population and its ratio to the number of telephones in the given area. The average telephone development to population is about sixteen per cent; Evansville's development has reached in the last few years twenty-two per cent.

The Evansville Telephone Exchange celebrated the tenth year of its existence on January 19, 1909. It started with only 35 subscribers. It now has a grand total of 650 subscribers, 440 city users and 210 on the country lines. This remarkable showing is due to two



The Evansville Produce Company. Photo by Combs



F. A. Baker & Company. Photo by Combs

main causes, one, of course, being the well known prosperity of the Evansville people and their quick appreciation and adoption of modern ideas - the other is the first class management and equipment of the company, its official personnel consisting of Evansville's brightest and brainiest citizens, whose names are synonyms of success in the business each is engaged in.

The President, A. S. Baker, is the head of the Baker Manufacturing Company; the vice-president, A. C. Gray, is president of the Bank of Evansville; R. M. Richmond, the secretary, is Evansville's popular and brilliant attorney, whose untiring energies find occupation in so many channels pertaining to Evansville's uplift. Geo. L. Pullen, the treasurer, is the cashier of the Bank of Evansville, and one of the most experienced financiers in the county.

Lastly, and perhaps most important of all, is the position of manager, which for the last six years has been vested in G. W. Leyda. To him the officers of the company give the credit for the remarkable growth of the concern since he took hold of the supervision. G. W. Leyda is a natural born mechanic. He was born in Utica, Penn., in 1873, and obtained a country and city school education, the family moving to Franklin, Penn., during his boyhood. After leaving school he entered Clark's Business College at Erie, Penn., where he was graduated in 1893. He came west that year and located in Rock Island, Ill., where he followed various mechanical and clerical pursuits until 1896, when he entered the employ of the Central Union Telephone Company. He rose to the position of wire chief and as such had supervision over the respective exchanges at Rock Island, Moline and Davenport. In 1903 Mr Leyda accepted his present position of manager of the Evansville Telephone Exchange. During his management the exchange has more than doubled in patronage and new equipment has been installed. The new switchboard is of the latest type visual signal, as manufactured by the Stromberg Carlson Telephone Manufacturing Company, of Rochester, N. Y., with up to date distributing and protecting devices. The chief operator's desk is separate from the main board and is one of the completest and most beautiful pieces of mechanism to be seen.

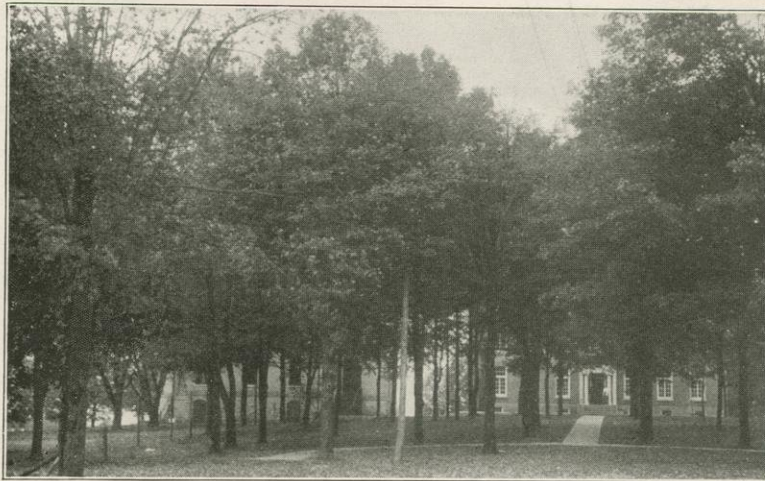
Mr. Leyda has installed over four miles of aerial cable, all of which is in excellent condition, with the latest improved appliances for protection and distribution, the multiple cable system being used extensively. Fifty-one terminal boxes are maintained on this system, and it is the intention of the management to continue these improvements, adding vastly to its cable territory, which will give Evansville an all cable plant second to none in cities many times its population.

Telephone experts declare that in equipment and service the Evansville Exchange serves as an example to all cities of a population of 5,000 and under.

F. A. BAKER & CO.

A big exclusive hardware store can be made a mighty factor in a town's prosperity when in the hands of a wise up to date management. The hardware business with its many accessories readily lends itself to a town's development, and, when under such a management as that of F. A. Baker and Company of Evansville, its possibilities are unlimited as a power for good. This, the only exclusive hardware and plumbing business of Evansville, was established thirty-three years ago by F. A. Baker, and this pioneer firm still retains the same name, though now under the ownership of the sons of the founder, Fred A. and Bert F. Baker.

A substantial three story brick building with 18,000 square feet of floor space, carrying an \$8,000 stock of goods and a corps of expert mechanics to care for the large heating and plumbing con-



The Evansville Seminary. Photo by Combs

tracts, the floor divided into separate salesrooms, work shop and warerooms, makes a picture well worth studying. In one salesroom we see a large line of stoves and heaters with the Majestic in the lead, the names of the Evansville owners of this popular stove being tastefully displayed on banners on the walls—one of the most original ideas as well as a brilliant method of store advertising. F. A. Baker & Co. is also headquarters for paints, oils, sporting goods, refrigerators and all these accessories that properly belong to the shelf and heavy hardware. The Baker building is one of the best in the city, the two floors and basement, connected by a freight elevator, and part of the upper floor used as a public hall.

The Messrs Baker are young men, yet they have been connected with the business for many years. They were born in Evansville, reared here and educated in the Evansville schools. Mr. F. A. Baker has held almost every office in the gift of the people. He has been in turn clerk, city treasurer, alderman and county supervisor, holding the last named office for five successive years. He is now one of the commissioners on the city water and light commission, and has been purchasing agent for these

plants since their installation. Much of the success of the municipal ownership of these two important public utilities is due to Mr. Baker's zeal and hard work.

Any proposition for the welfare of Evansville has the endorsement of F. A. Baker & Co. It is to men of their caliber that the city must look for that impetus it now requires in its development and improvement plans.

Messrs. Baker are personally popular with the large public they daily come in contact with. As heads of one of Evansville's important establishments they can be counted on to use their influence in the direction of the goal which all patriotic Evansville men have at heart—the introduction of new industries into this banner city of Wisconsin.

EVANSVILLE SEMINARY

The Evansville Seminary set out to make the moral and educational atmosphere of the city of Evansville in 1855 and it is still the ruling spirit of the town. It has just expended a vast sum of money on remodeling and various improvements, and is in a better position than ever to attract the attention of all parents who would have their children educated under a perfect system and amid ideal surroundings.

Physically perfect with its electric lights, baths, protection against fire and a central steam heating system costing \$2,500, the Evansville Seminary is one of the most noticeable educational promontories in the United States. It is the only institution under the charge of the Free Methodist denomination in the State of Wisconsin and one of eight in the country. Its glorious past be-

been called by men who know "the ideal home city of its state."

Officered as it is by educators like Miss Anna L. Burton, the principal, the Rev. B. D. Fay, its financial agent, the Rev. L. B. Webb and others of statewide reputation, and backed up in its endeavors by the entire city, the Evansville Seminary is one of the big powers for moulding character that the country possesses.

For detailed information regarding the Seminary, those interested should address Miss Anna L. Burton, the principal.

EVANSVILLE STEAM LAUNDRY

The Evansville Steam Laundry is one of the best equipped laundries in the state and a business enterprise which reflects great credit on its proprietor, F. R. Holmes, who has resided here for five years. Cities of five and ten thousand population cannot boast of a better steam laundry than Evansville's in point of general equipment, the large investment represented and the style and finish of the work that is turned out.



F. R. Holmes

The Evansville Steam Laundry represents a cash investment in machinery alone of nearly \$4,000. Chief among the modern machines in use are the four immense washing machines, the best that money can buy, the flat work ironer and the collar and cuff machines.

To place an equipment of this nature in a city of 2,000 population required enterprise and nerve, but time has proved the wisdom and foresight of Mr. Holmes, for the Evansville people have responded to his efforts in the proper spirit of appreciation and patronage, so that the Evansville Steam Laundry, with its half dozen skilled employees, is one of the busiest and best patronized establishments in the city.

F. R. Holmes is, in fact, a scientific launderer, a city man by education and experience. His business rule in life is that the best service demands the best tools, and that people are willing to pay for high class work. This has been a life long theory with Mr. Holmes, and he has proved it true by putting it into practice. He was born in New York state, and came to Chicago at the age of twenty-one, entering one of the city's largest laundries, where he learned every angle of the business.

Since coming to Evansville Mr. Holmes has added yearly large sums of money to his original investment in his laundry plant. He has also become identified with the social and fraternal life of the city and is ready at all times to put his shoulder to the wheel and help give the old town a boost. Evansville needs more citizens like Mr. Holmes, men of ready nerve, quick action and sound business judgment.



The Paulson Lumber Co.'s Yard. Photo by Combs

THE PAULSON LUMBER COMPANY

While Evansville holds the belt in other fields of industry and commerce, she is also famous over a large section of territory on account of having one of the state's largest lumber concerns—the Paulson Lumber Company.

The Paulson Lumber Company are successors to the Lovejoy Lumber Company, the present proprietor, M. L. Paulson, having been manager for the Lovejoy concern for seventeen years. In the summer of 1909 Mr. Paulson bought the entire property. This consists of about three acres of ground near the center of the city and is considered one of the best equipped lumber yards in the country. The plant is enclosed by a high picket fence, inside of which are the huge lumber sheds with a total floor space of 15,000 square feet. Half a million feet of lumber is a conservative estimate of the stocks that are carried, representing everything in the line of building lumber and posts. Brick, lime, cement and building material are also carried. The accompanying illustration hardly does justice to the subject, which merely gives a glimpse of the office and part of the sheds. A competent force of men is employed, up-to-date modern business methods being followed in every particular.

M. L. Paulson, the proprietor, is a Minnesota man by birth. He started business first in Blanchardville, Wis. He is naturally interested in the growth of Evansville, and has pledged himself in many ways to the support and development of his home town. Last spring Mr. Paulson was elected alderman from the First Ward and he has thus got a triple interest in the city—that of an earnest official, a wideawake business man and a loyal citizen.

Mr. Paulson's home in the southwest portion of the city is one of Evansville's picturesque and storied spots, with over an acre of ground, shaded by magnificent maples and skirted with a generous lawn. On a portion of this land Mr. Paulson has recently built another residence of modern design and architecture.

Mr. Paulson affiliates with the Masonic

order, being a prominent member of the local lodge. Full of vigor and energy, he is the kind of man the city can lean on in emergency and whose decisions on matters of moment will always be voiced on the side of progress.

E. E. COMBS

It was through the enthusiastic cooperation of E. E. Combs, Evansville's brilliant photographer, that it was possible to produce this Prospectus of Evansville with its array of illustrations pronounced by expert engravers to be well nigh perfect in every detail. Mr. Combs' gallery is one of the most modern photographic studios in the state,



E. E. Combs

built expressly for the purpose. The gallery consists of reception room, operating room, dark room, printing and finishing rooms and toilet rooms. It is thoroughly equipped with all the most modern appliances and aids to photography that science can invent or money buy.

Mr. Combs commenced business here on the 15th day of May, 1889, and erected his building in 1893. It is a solid two story brick structure. The gallery represents the last forty years of Evansville portraiture, Mr. Combs having the negatives in his possession taken by his



E. E. Combs Studio. Photo by Combs

predecessor as well as those of his own work. He devotes his time to portrait photography, being eminently at home in the art of posing and retouching.

He was born in Token, Dane county, Wis., in 1861, and received his education at Madison. During his twenty years residence in Evansville, Mr. Combs has built up one of the best photographic enterprises in the state and is a recognized exponent of the camera and lens.

F. E. COLONY, M. D.

Dr. F. E. Colony, one of Rock county's well known practitioners, was born in Janesville and received his preliminary education in the high school of Evansville and the University of Wisconsin. The alma mater of his professional education is the famous Rush Medical, from whose doors so many noted M. D.'s have been graduated with honor to



Residence of F. E. Colony, M. D. Photo by Combs

L. VAN WART

A striking example of Evansville success is furnished in the career of Liew Van Wart, a druggist in this city of twenty-two years standing. Mr. Van Wart began life on a farm, and at the age of twenty-one commenced to learn the drug business, working as a clerk and acquiring in this position a grasp of business, out of which he seized his opportunity when it presented itself and opened up business for himself eleven years ago.

When some years ago the principle of co-operation in the sale of drugs spread like a new gospel through the country, Mr. Van Wart again seized an opportunity at the proper time and became a stockholder of the United Drug Company, manufacturers of the famous Rexall line of goods, and his store is

themselves and to the fraternity.

Some eighteen years ago Dr. Colony settled in Evansville and has built up a large general practice. He has always been foremost in adopting the latest and best developments of science or convenience and when the introduction of the automobile gave a new spur to the practice of medicine as a first aid to the injured, he was one of the first to invest.

Dr. Colony is a member of the state and county medical associations and of the central state association. He affiliates with the Masons, the Woodmen and the K. of P. He is also prominent in public life, being senior alderman from the first ward. He, along with men of his ilk and standing are the factors in the present plan to uplift Evansville and show the merits of the city to the larger world outside.



Liew Van Wart's Drug Store. Photo by Combs

now known as The Rexall store of Evansville. Thus affiliated with this gigantic co-operative movement—a movement that means a saving both to the druggist and his customers, Mr. Van Wart has an unassailable position in his home city. He has further accentuated his position by making his store a perfect picture of a modern druggist's home, artistic in design and rich in its furnishings and stock.

Mr. Van Wart is a director in the Farmers and Merchants State Bank of this city. He resides at the corner of Second and Liberty streets. He has made a double success in life, for though he has amassed a comfortable competency he has done so through his own efforts, and therefore has a kindly feeling towards others who are striving towards the same goal.

The accompanying illustration shows Dr. Colony's home, considered by many the handsomest in Evansville. It is a city and country home combined, standing sentinel to the city on the north and 140 fertile acres reaching into the country beyond.

To Manufacturers

Manufacturers looking for locations are requested to address the secretary of the Evansville Commercial Club. Free sites and assistance are offered substantial concerns.



A Section in the Dry Goods Department. Photo by Combs

Evansville has the largest retail store in Wisconsin, outside of Milwaukee. The stranger journeying to Evansville, hears of this on the train long before he reaches Evansville. Total strangers, if they have ever visited Evansville, take pleasure in imparting this as a piece of news to traveling companions, and in this way Evansville gets pretty well advertised the country over. The Grange, as Evansville's mammoth department store is called, has certainly done the lion's share in advertising the city, and the figures and facts in regard to annual sales sound like magic to those unaccustomed to hear of such things outside of large cities.

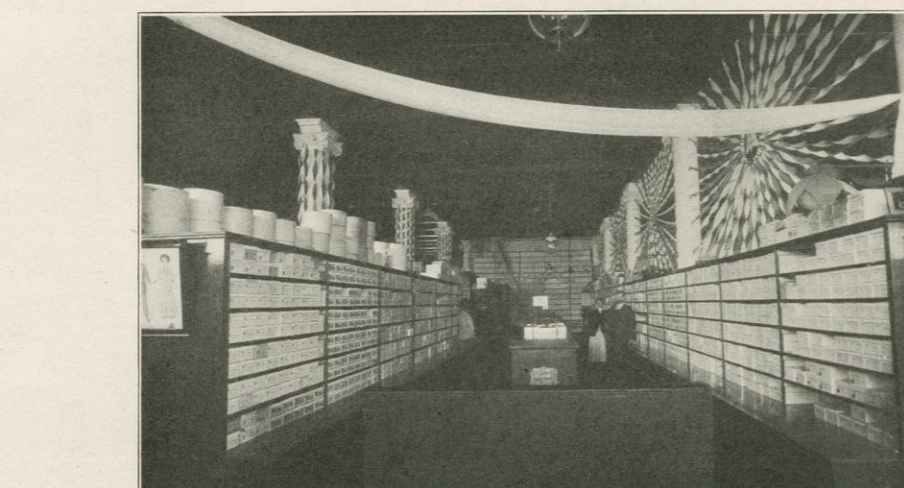
The Grange is in the thirty-fifth year of its existence, having been incorporated in 1874. Though its title is the Evansville Mercantile Association, it has always been and always will be popularly and familiarly known as The Grange. Like Siegel, Cooper & Co.'s store in Chicago, The Grange has a bank for the convenience of its customers, organized as a state institution. The Grange Bank is one of Evansville's leading financial institutions, even apart from its affiliation with the store and has done a great deal to promote the welfare of Evansville and vicinity.

The Grange building is the finest piece of architecture in Wisconsin, as a home for a retail department and banking business. It has a frontage of 168 feet on Main street, eight large plate glass show windows occupy this frontage. There are also eight departments: (1) Hardware, (2) Clothing, Boots and Shoes, (3) Dry Goods and Carpets, (4) Women's Ready-to-Wear Goods, (5) Jewelry and Chinaware, (6) Groceries, (7) Millinery, and (8) The Grange Bank.

With its two floors and basement The Grange has a floor space of over 50,000 square feet. The interior, with its overhead cash car-



Clothing Department. Photo by Combs



Shoe Department. Photo by Combs

rier system and its systematized aisle divisions, the huge white pillars marking the different departments, is the sight of the city and worth coming miles to see—and people do come miles, ten, twenty and thirty miles, not only to see but to buy. The Grange brings a population far greater than that of Evansville itself into Evansville, and over the smooth country roads farmers and farmers' wives and children bowl along in surrey, wagon or automobile, headed for The Grange. What if it is a days

journey—it takes a day to take in the sights and bargains offered by The Grange. With its own generous hitching grounds back of the store, a thousand people can be accommodated—and it's a common sight to see a moving crowd of over 500 people congregated in the

The Grange Store

ESTABLISHED 1874



The Grange Block



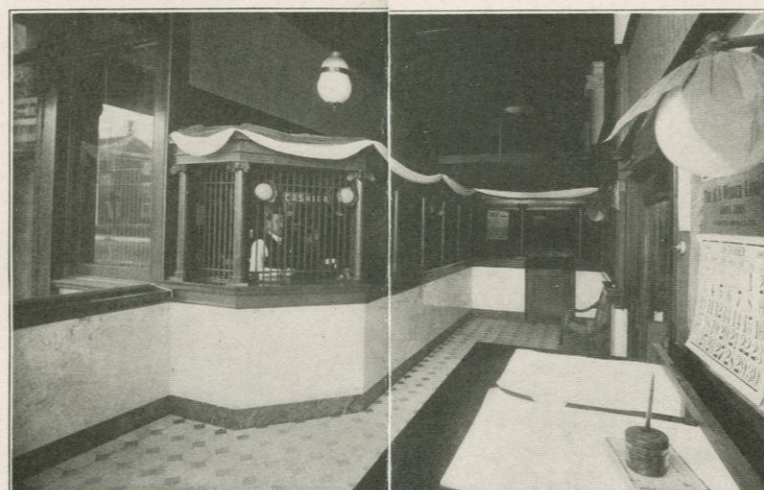
J. P. Porter, Cashier



T. C. Richardson, President



V. C. Holmes, Vice-President



Banking Department. Photo by Combs



Grocery Department. Photo by Combs

store. A one day's sale sometimes reaches the \$8,000 mark. The annual sales hug close around the \$300,000 mark. Nearly half a hundred clerks are employed, and on special sales days there is little doing on the farms in the big trade area The Grange controls. For



Jewelry Department. Photo by Combs



Millinery Department. Photo by Combs



Hardware Department. Photo by Combs



A Section in the Dry Goods Department. Photo by Combs

only a magnet for itself—it makes business hum all over Evansville. It is the big mercantile engine of the city, with its connections going away out, out to the country far beyond the county limits, with its smooth running machinery making no useless noise, but its big heart throbbing in the interests of home trade, home expansion and home development. This public spirit is seen in the personnel of the management, which is vested in T. C. Richardson, president of both The Grange and The Grange Bank, J. P. Porter, cashier, and V. C. Holmes, vice-president.

They are all Evansville men. Mr. Richardson has the added distinction of being mayor of the city. As such he will be the prime mover in one of the biggest tasks that a city has to confront, that of sewerage and paving—and he is just the kind of man to head this movement. Of Scottish birth, having been born in Edinburgh, Scotland, Mayor Richardson is conservative and practical and believes in consulting for the best interests of the people, never trying to force his own opinion, but yet with the strong courage of his convictions. He is one of Evansville's self-made men. His full name is Thomas Cooper Richardson, the name Thomas Cooper being conspicuous in Edinburgh as that of a leader in the wholesale business of the Scottish capitol.

Mayor Richardson came to this country with his parents when a child, settling near Cooksville, seven miles from Evansville. He engaged in farming in his younger days. He and J. P. Porter and V. C. Holmes are without question the triumvirate, or Big 3 in the commerce of Evansville. Their business policy is so broad that it includes a fine brotherly spirit toward their fellow merchants, so that the Golden Rule standard is the business standard of The Grange. Under such a standard any city would be blessed, and it is for this that all Evansville points with pride to The Grange as the highest type of modern merchandising known.

no store in the state does so much for its army of customers as The Grange. Its big stock is turned over several times a year and the new styles are always seen first in its beautifully decorated show windows.

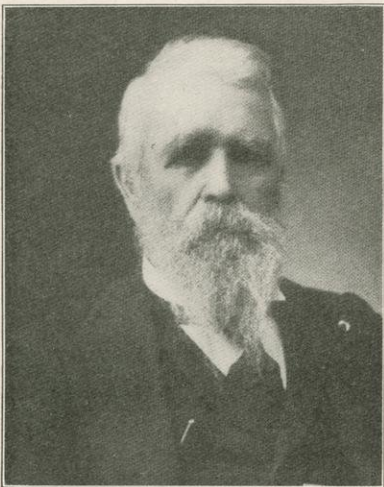
The Grange is an institution any city would be proud of and Evansville is proud of The Grange, proud of what it has accomplished in the interests of the city, proud of the business it has built up. Everyone seems to share in The Grange prosperity. For it is not



Pioneer Drug Store. Photo by Combs

THE PIONEER DRUG STORE

Away back in the forties the Pioneer Drug Store was established by the late Dr. J. M. Evans, the founder of the city of Evansville and after whom the city was christened. The late Dr. Evans was also Evansville's first mayor. He was a philanthropist, a public leader and the most prominent figure in the life of his city. He was born at Benson, Vermont, February 15, 1820, and died in Evansville, August 23, 1903. In the spring of 1846 he was graduated with the degree of M. D. at the medical college of Laporte, Ind. He then moved to a little hamlet in the northwestern township of Rock county, Wis. The next year, or in 1847, the hamlet was christened Evansville in his honor. He



The Late Dr. J. M. Evans, Sr.

rose in his profession, and on the outbreak of the war became regimental surgeon for the Thirtieth Wisconsin Infantry. He was also on the staff of General Robert Granger. After the war he resumed practice in Evansville. In 1850 he helped to organize and was charter member of the Masonic lodge at Evansville. He was a thirty-second degree Mason. He was made a Royal Arch Mason April 23, 1851, and on May 17, 1864, became a member of Janesville Commandery No. 2, and joined the Consistory at Milwaukee. He was elected in 1882 grand high priest of the Grand Chapter of the state.

In 1852 Dr. Evans was appointed postmaster of Evansville. He was elected to the state legislature in 1853 and again in 1873. In 1896, when Evansville became a city, he was unanimously elected chief executive. On his death his mantle descended on his son, the present bearer of this time honored name. Dr. Evans has a large consulting practice, to which he devotes his time, leaving the management of the Pioneer Drug store to Mr. E. A. Schmalz, a registered pharmacist of great ability and experience.

The Pioneer Drug Store is the largest of Evansville's drug stores and has the highest rating of any drug store in Wisconsin. The building is a two-story brick structure, 40 by 125 feet in dimensions, and has been beautifully remod-

eled and fitted up with the largest stock of goods to be found anywhere. In the rear of the store Dr. Evans has his offices. In the basement is the large stock of paints that is always carried. Two years ago an ice cream factory was added, equipped with a continuous brine freezer, with a capacity of seventy-five gallons an hour. It is the only drug store handling ice cream and which is equipped with a soda fountain. The Pioneer Drug Store also makes a specialty of stationery, toilet goods, cut flowers and the American Druggists Syndicate line of goods.

The Pioneer Drug Store, with its eighteen foot ceiling and fine display of goods, is an ornament to the city of which everyone is proud.

Personally, Dr. Evans is popular with his fellow citizens, a leading Mason, a member of the various medical societies and an enthusiast in his profession. The drug store is always a busy scene of activity, keeping the manager, Mr. Schmalz and his three clerks, on the move from morning till night. The illustration here shown of the Pioneer Drug Store gives a good idea of the interior of this time honored business house, as it is today.

W. J. CLARK

When W. J. Clark established his dry goods and grocery store on Main and Madison streets, twenty-one years ago, it was on a much smaller scale than we see it now. The present 3,000 square feet of floor space is the result of evolution and the meeting of competition and demand. The victories won have been the result of a definite policy adhered to during twenty-one years of increasing business, and that is to furnish the people with the very best. To do this, activity in turning over the stock was necessary and this eliminated the old time idea of carrying a topheavy stock. In many other ways Mr. Clark has won his spurs in the dry goods and grocery trade. He was the first man to see the necessity for supplying the people with fruit fresh from the market and he holds the lead now in this regard, and by this means and others has doubled the grocery end of his business



W. J. Clark's Store. Photo by Combs

in the last year. What is true of this branch of the business holds equally good with the dry goods end.

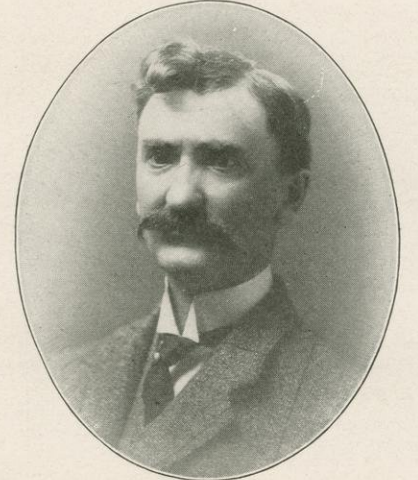
A dry goods man must be an adviser to his shopping public, and through a judicious system of advertising and arraying the store in an attractive manner, Mr. Clark is able to talk to his customers and point them to seasonable bargains, and dominate his business by his own personal supervision.

FRANK M. CROW

Frank M. Crow, one of the best known and ablest druggists of this section, was born in Columbiana county, Ohio, and served his apprenticeship in a drug store at Newcastle, Pennsylvania. He has worked at the business all his life from the time he was a boy of fifteen. He came to Evansville to manage the Pioneer Drug Store for the late Dr. Evans, the founder of the city and after whom Evansville was named. For nineteen years Mr. Crow had the supervision of this concern, being Dr. Evans' right hand man. When he established his own business five years ago it became known far and wide as the "Sign of the Crow," and for some time this bird of wisdom was the living trademark of the business. Though the bird is now dead and gone, his master is in the prime of life and usefulness and his dispensary is one of Evansville's popular places of trade. Mr. Crow has always aimed to

R. M. RICHMOND, B. L., LL.B.

That life best lends itself to scrutiny and judgment which is lived not for self but for humanity, which is devoted to principles, ideas and ideals, not to creeds, forms and dogma, which regards the benefiting of the human race rather than the exploiting of the individual, which is generous, beneficent and sympathetic, and which has not ambition but aspiration for its motive.



Attorney R. M. Richmond

Such a life is that of Attorney R. M. Richmond of Evansville.

Robert M. Richmond was born in Belturbet, Ireland, in 1860, his parents



Frank M. Crow's Drug Store. Photo by Combs

operate an exclusive drug store and he hews closely to this line, and has built up a most successful business.

Frank M. Crow's motto, to put it briefly, is "not how cheap, but how good." He has always lived up to his principle and his many friends and customers recognize in him the ideal of a first class druggist. Mr. Crow's ready response to the plan of advertising Evansville was typical of his character. He is a man of quick decision, the nature of his business being such as to demand these qualities of action and judgment in order to be successful. Mr. Crow is a member of the Masonic and other fraternities and enjoys to the full the social side of life, being genial in his manners and broad in his ideas of business.

settling in Green county, Wis., in 1861. He received his education at Platteville Normal School and the University of Wisconsin, where he took the modern classical course, resulting in his acquiring the degree of B. L., and the law course which gave him his LL. B. Attorney Richmond was admitted to the bar in 1889, and practiced at Omaha, Neb., for four years, and in 1893 he came to Evansville, where he has been ever since, taking a leading part in all of Evansville's important development plans. He has been city attorney for the past ten years, is secretary of the Evansville Telephone Exchange and is a prominent member of the Masonic and other fraternities.

A. E. DURNER

A. E. Durner, the inventor of the well known Wonder Disc Sharpener, began his business career as a blacksmith in a small shop in Evansville about fifteen years ago. His establishment is still the leading blacksmith shop in town and the headquarters for the disc sharpener which finds a ready sale in forty different states, Norway, Holland, Australia and Mexico. They are in big demand in Canada also, where they are manufactured in large quantities.

The Wonders are the only machines adjusted to all conditions. Can shear any part of edge to any bevel. Can shear back from edge as far as required. Can use tool on either side of disc. Can shift from one disc to another. Can do all this without the turn of a set screw

or nut, is a positive feed, automatically adjusts itself to wobbling or bent discs; knives made of best grade, self-tempered steel, will last a life-time; for hand and power. The Little Wonder will sharpen any size disc up to 22 inches in diameter. The Giant Wonder is a larger and heavier machine, has holder attachment for rolling coulters and disc plows; will take in discs up to 32 inches in diameter; is a geared machine and will also take in disc-harrow section same as the Little Wonder and do the work equally as well.

Mr. Durner's shop, with its fine staff of busy mechanics working at forge and bellows, is one of Evansville's leading industries.

Having earned the title of pioneer in the field of invention, Mr. Durner has the time and inclination to take the position that falls to most captains of industry, viz: that of aiding and assisting his home town in its building up and development. He is one of our largest advertisers and has done his full share in making the name of Evansville known through the world.



Magee & Van Wormer's Office. Photo by Combs

MAGEE & VAN WORMER

The real estate and insurance firm of Magee & Van Wormer made its bow to the public on September 1, 1909, and is now fully and completely established in a handsome office building on East Main street near the bridge. The

the corporation limits of Evansville, where he resides. This is one of Evansville's choice homes. Mr. Magee will always have a kindly feeling towards newspaper effort, knowing as he does the power of the press to uplift and develop a city, and having had the incense of printers' ink in his nostrils for ten years, during which time he was a partner of Robert M. Antes, the proprietor of the Evansville Review.

A. M. Van Wormer is a Pennsylvanian by birth, but has resided in Evansville about the same length of time as his partner. He was formerly in the teaming business and has been in the real estate business on his own account for many years. His fine physique and energy make him one of Evansville's prominent figures, and as he is always hail-fellow well met with those he comes in contact with he make a most successful business man.

Messrs Magee and Van Wormer are both widely known for their integrity in all business dealings, their word being as good as a bond on all matters entrusted to their care. The Review prophecies for these stalwart business men a most successful partnership in this important line of work, and bespeaks for them a large and increasing patronage as the years roll by.

THE COLUMBIA MARKET

The Columbia Market, H. E. Hayward, proprietor, was established eleven years ago as a meat market. Five years ago the grocery department was added, and the market today is a perfect picture of an up to date establishment. Mr. Hayward is the oldest butcher in town, his father having been a butcher also. He has resided in Evansville fifty years and his business has grown from \$20.00 a day to \$70.00. The Columbia Market is 100 feet in depth and is equipped with a packing house track for unloading meats, and for hanging purposes, a sausage room and large refrigerator, the plant being run by a gasoline engine, the first engine turned out of the Baker Manufacturing Co.'s shops.

Mr. Hayward maintains his own slaughter house and owns twenty acres



Fisher Brother's Decorating Store. Photo by Combs

FISHER BROTHERS

About the best illustration that could be given of the cultivated tastes of the people of Evansville is the presence here of a store devoted solely to decorative art. Fisher Brothers was established three years ago, and, as can be seen by the illustration, is an exclusive decorating house, devoted to imported and domestic wall paper, hangings, burlap, paints and oils, window glass and window shades, and the other accessories of a full decorative line of goods. "The very best" describes this valuable stock, which always stands the test both of time and taste.

Max and Clyde Fisher, the proprietors, are sons of Marshall J. Fisher, the well known real estate operator. They were born in Oregon, Dane county and are both graduates of the Evansville high school of the year '96. They went into decorative work about the time of their graduation and gradually worked up into their present large and successful business, which gives employment to a large corps of competent painters and decorators. The Fisher Brothers personally work at and superintend all of their contracts. Among the larger contracts undertaken and most successfully carried out by this firm were the decorations for the Economy store and the Seminary buildings. The firm attracts trade from all of the smaller neighboring towns. Both members of the firm are young and enthusiastic and their business sets a high mark for the city, being far in advance of Evansville's present requirements.

Send a copy of this illustrated Prospectus of Evansville to your friends. It will show them better than anything else what an up to date city we have. It will also help boom the city.

building was especially built for the purpose by Mr. Van Wormer and is one of the most convenient and suitable premises for the business in this section of the country.

As soon as this up-to-date firm heard of the Review's plans for promoting Evansville, its members warmly seconded the proposition and are pledged to do all in their power for the growth of the town. They are in a splendid position to do this, being in touch with the outside world, and actively engaged all the time in real estate operations in various sections. They handle land and are agents for property all over Wisconsin, the Dakotas, Minnesota and Iowa.

George Magee has been in the insurance business for many years, and is a property owner. For many years he has been owner and manager of the Evansville Opera House, and the high quality of the entertainments provided is due solely to his untiring efforts to secure for Evansville edifying and instructive amusement features. He also owns a valuable ten acre farm inside



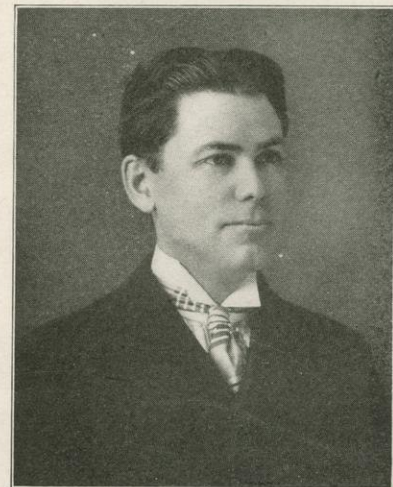
Columbia Market. Photo by Combs

of pasture, on which he feeds and houses carloads of cattle at a time.

This land is inside the city and will be most available for manufacturing purposes. He also owns two vacant lots on School street and a six room corner house and lot, which he offers for sale. Mr. Hayward has been much to the front with improvements, believing in keeping up his properties with sidewalks, curbing and other city conveniences. As a property owner Mr. Hayward is interested in the growth of Evansville and will meet half way any good proposition for the building up of the city.

ATTORNEY FRED L. JANES

Attorney Fred L. Janes was born in Rock county in 1868, educated in the country schools, Evansville Seminary and University of Wisconsin. He graduated with the degree of LL. B. in 1896, was admitted to the bar and commenced practice in Evansville. He is also one of our leading insurance men, representing a number of old line fire insurance companies. Attorney Janes is a court commissioner, and belongs to the stren-

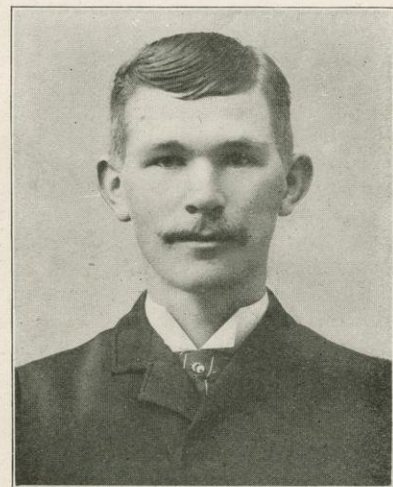


Attorney Fred L. Janes

uous bodyguard of Evansville's younger men who are endowed with the necessary energy and push characteristic of the day and which is so necessary for the life and activity of the city. We take pleasure in presenting herewith a faithful likeness of Mr. Janes, reproduced from a photograph taken some few years ago, but a good likeness of the attorney as we see him today.

F. F. ASMUS

F. F. Asmus, Evansville's exclusive plumber was born in Green county, and has resided in Evansville nine years. He was formerly in the employ of The



F. F. Asmus

Grange in their hardware department, but four years ago went into business on his own account. In addition to plumbing Mr. Asmus contracts for the installation of heating plants, and maintains a warehouse and supplies for all branches of the plumbing and steam

fitting trade. Among the recent large contracts he has executed may be mentioned the heating and plumbing of the Catholic parsonage and of the new residences of O. S. Shepard, Miss Gillies and B. A. Meyers.

Mr. Asmus resides in a modern and comfortable home on Main street. He also owns a farm of 120 acres five miles west of Evansville. He is one of the

stockholders of the Evansville Produce Company and takes a warm interest in agriculture as well as in city affairs. He is a member of the Evangelical church.

As the only exclusive plumber in Evansville we take pleasure in reproducing herewith a faithful portrait of Mr. Asmus, one by which his friends may easily recognize him.



E. J. Ballard's Jewelry Store. Photo by Combs

E. J. BALLARD

E. J. Ballard is essentially an Evansville man, having been born in Rock county, attended the Evansville schools and learned his trade here. He has been in business twenty-three years. He is a graduate of two optical colleges, devoting, however, most of his time to the jewelry business. The illustration shows that Mr. Ballard's premises are far in advance of towns three times the size of Evansville, so it is no wonder that he draws trade from towns and cities twenty miles away, thus doing his full share towards the making of a cosmopolitan center—such as Evansville is fast becoming. Mr. Ballard is a leader in other lines also, being prominent in the social and fraternal channels of the city.



Ray Gillman & Sons' Company. Photo by Combs

RAY GILLMAN & SONS' CO.

Ray Gillman & Sons' Co. was established in 1888, as the only exclusive clothing and gents furnishing store in Evansville. It has the largest space devoted to these lines, the premises measuring 85 by 42 feet, the firm also taking a pride in carrying high class goods, such as Hart, Schaffner & Marx clothing and other exclusive lines.

The firm is closely identified with municipal interests, Ray Gillman being Evansville's pioneer fire chief, having led the department for thirty years. Nay and F. W. Gillman have both been prominent members of the hook and ladder company. F. W. Gillman is also the incumbent of the office of city clerk. The three members of this popular firm are earnest and able workers for the city, and while making a commercial success, believe also in assisting all home endeavors.

EVANSVILLE POST-OFFICE

The Evansville Post-office entered the second class July 1, 1909, the receipts having passed the \$8,000 mark. There are five rural routes. The following is a roster of the officials:

Miss Marilla Andrews, postmaster.

Eleanora Andrews, assistant.

Clerks:

Miss Anna M. Van Wormer.

Fred L. Blakeley.

The following are the rural carriers:

Adelbert I Jones, R. 16.

Herbert J. Hungerford, R. 17.

Merrill W. Ayers, R. 18.

Ervin D. Shaw, R. 19.

Charles H. Weaver, R. 20.

The following are the substitutes:

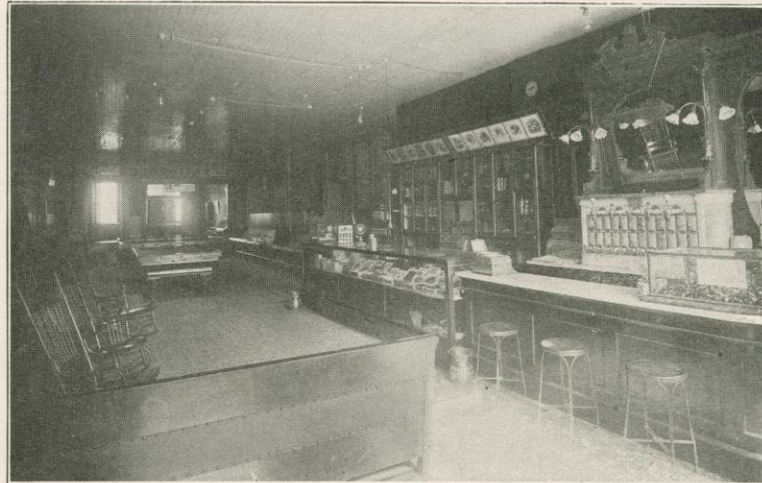
Ira H. Jones, R. 16.

Pearl F. Hungerford, R. 17.

Theo. M. Ayers, R. 18.

George Magee, R. 19.

Nellie M. Weaver, R. 20.



R. E. Smith's Billiard Hall. Photo by Combs

R. E. SMITH

R. E. Smith's Billiard Hall and Cigar store is one of Evansville's well known landmarks. Mr. Smith has been thirteen years in business in Evansville. He turns out 125,000 cigars a year, all sold in Evansville. His premises are equipped with five billiard and pool tables and the best and most complete soda fountain in the city.

FISHER & GILLIES

The real estate firm of Fisher & Gillies is by far the oldest and largest firm of its kind in Evansville, being now in their seventeenth year. The firm's graphic and effective style of advertising has won the marked attention of the country and the deserved praise of the experts. The firm takes a just pride in accuracy of description and living up to just exactly what they agree to. In this way they have been the means of the sale of a vast amount of property, and do a large business in negotiating loans.

The firm is composed of two of Evansville's foremost men of business, Marshall J. Fisher, the city's veteran real estate operator, and James Gillies, the president of the Farmers and Merchants State Bank. Mr. Gillies joined Mr. Fisher in 1897, at which time the partnership was effected. Both gentlemen are large individual property owners, and their joint work has always redounded to the good of the city. The firm's list of real estate bargains in farm and city property is one of the best and most informing bits of reading in the weekly press, and it is presented in faithful style every week of the year. The stranger and property seeker cannot fail to be impressed with the facts as presented by Fisher & Gillies in their weekly report, and this has done more to bring Evansville prominently before the public than any other local agency.

Two additions to the city of Evansville have been plotted by this enterprising firm, and any future growth of the city will depend largely on the continued success of this firm. They have always inspired confidence in their patrons, so that they have built up a name and reputation that has been equalled by few real estate firms in the state. Having always had at heart the good of the city and surrounding country, they will continue in the lead in this important business of expansion and development.

The offices of Fisher & Gillies are located in the Ballard Block and occupy a complete suite of rooms on the second floor of the building. They are modern and complete in equipment.



Wm. Lee's Meat Market. Photo by Combs

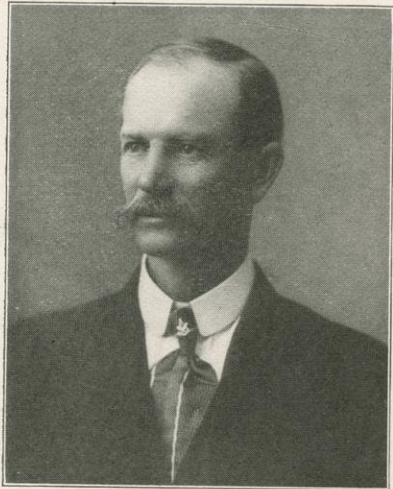
WILLIAM LEE

William Lee, who has been in the meat business for fourteen years, opened his market on Main street, Evansville, April, 1905. It is one of the best meat markets in this section, and Mr. Lee has won success by furnishing first class goods only and by being up-to-date and modern in all his methods. He was the first man in town to put in a machine slicer. All the fresh meats are home slaughtered, and the service of the market, with Mr. Lee himself at the head and the assistance of two good men, is quick, and eminently satisfactory to the numerous patrons of the market.

The illustration here presented is one of the best interior views of a meat market ever obtained and shows Mr. Lee's market as it is to be seen every day in the week.



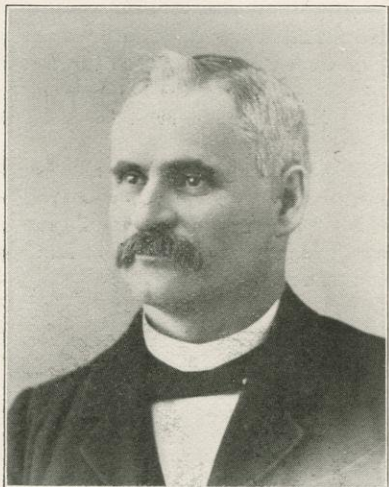
Evansville Postoffice. Photo by Combs



W. M. Tolles

W. M. TOLLES

W. M. Tolles has been in the insurance business for over sixteen years, representing the Farmers' Mutual of the Town of Union, and the Fidelity Phoenix of N. Y. He was born in Rock county in the town of Porter and engaged in farming most of his life. He still owns a farm of 160 acres four miles northeast of the city. Mr. Tolles makes his office headquarters at his home on East Main street. In addition to a large insurance business, he is manager of the west end branch of the Farmers' Telephone Co. He affiliates with the leading fraternal orders of the city, being a member of the Masons, Odd Fellows and M. W. A. As a successful business man, as a successful farmer, as a man who has made his mark in two distinct spheres of influence, Mr. Tolles occupies by right a prominent place in the makeup of Evansville's citizenship.



W. H. Wood

W. H. WOOD

W. H. Wood is Evansville's leading authority on shoes, having been a shoemaker all his life and learned his trade at Cookham, Berkshire, England, where he, his father and six brothers all were engaged in the same trade at one of England's biggest shoe factories. W. H. Wood came to this country in November, 1870, crossing the Atlantic with his wife and one child. He first settled at Albany, Wis., and in 1873 came to Evansville where he has been in business ever since. His children, three in number, are all married and prospering. Twelve years ago Mr. Wood revisited England and was able to give his British countrymen a few pointers regarding the possibilities for success in "the land of opportunity."

Mr. Wood's headquarters on Main street are always alive with work and business, and while repairing shoes he cheerfully hands out a little of his philosophy to each customer. One of the pleasantest times a stranger can have in Evansville is to occupy one of Mr. Wood's vacant chairs and listen for a time to reminiscences of old England or learn something regarding life from a new angle.

E. E. SMITH

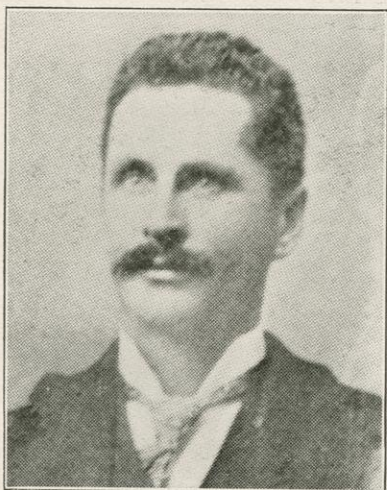
Edward E. Smith is largely interested in the tobacco business and in coal, maintaining his coal office east of the Commercial House. His tobacco warehouse is one of the group of buildings near the railway depot. He also grows six acres of tobacco in the city. He was born in Magnolia, is an ex-alderman of Evansville, and his residence, here shown, is one of Evansville's handsome homes. Mr. Smith has always resided in this city, his father being one of the original stockholders in the Baker Manufacturing Co. He takes a heartfelt interest in all public matters.



Residence of E. E. Smith. Photo by Combs

D. F. FINNANE

D. F. Finnane was born on a farm five miles southwest of Evansville. He resided there until the fall of 1905, when he sold the old homestead and finally moved to Evansville. "Dan" Finnane, as he is known throughout southern Wisconsin and a large section of northern Illinois, is one of the most prominent figures at all Evansville and Rock county gatherings. His fine physique and stalwart bearing would fit him for a leader of men in any walk of life. By profession he is an auctioneer and he well becomes that strenuous calling, having been in the business twenty-five years, his services being in constant demand all over Rock and



D. F. Finnane

neighboring counties. Mr. Finnane is not only built on generous lines physically, but his fine qualities of head and heart constantly lead him to deeds of public service and philanthropy. No county fair gathering in Evansville and vicinity is complete without his presence and services in some authoritative capacity. He throws his whole soul into everything he undertakes and gave great assistance in the erection of the new St. Paul's Catholic church. He has been treasurer of the society since its organization. Mr. Finnane resides in a model country home a mile southwest of Evansville.

THE BROOKSIDE GROCERY AND LUNCH ROOM

J. O. Eastman, proprietor of the Brookside Grocery and Lunch Room, was born and reared in Rock county, and was a carpenter by trade before he entered the grocery business four years ago.

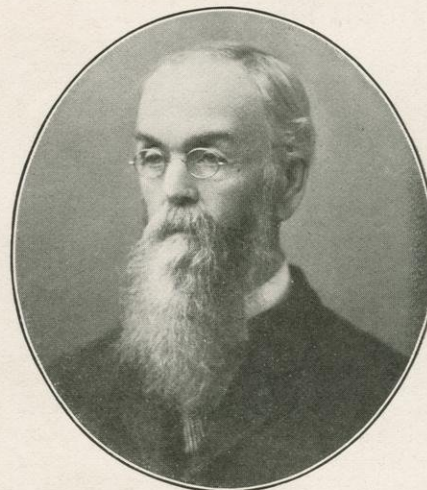
The Brookside Grocery and Lunch Room carries a general merchandise stock, supplemented by a lunch room, "a tittle of everything" being the ruling principle of the place. It is an example of what can be accomplished by determination to win. For Mr. Eastman, like many other successful men,



J. O. Eastman

J. H. and C. E. WINSTON

J. H. and C. E. Winston represent in great measure the building and contracting interests of Evansville. Mr. J. H. Winston being the oldest carpenter contractor in the city, having resided here fifty years. He was born in New York state and came to Evansville at a very early day and has seen the city grow from the stump and done his share in the building up of the community. When J. H. Winston first saw the site where Evansville now stands, rail fences were the chief feature of Main street. Having had a hand in



J. H. Winston

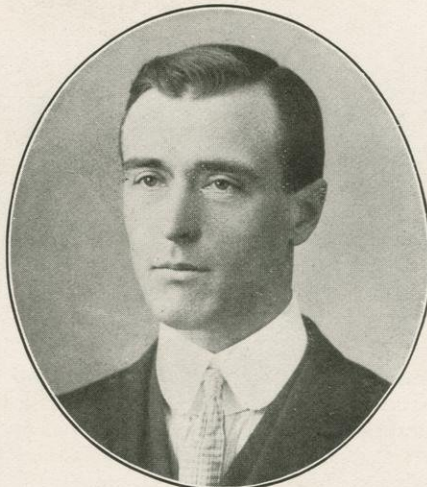
erecting many of the fine buildings that now adorn the city, Mr. Winston takes a keen interest in the city's future. He is still in the harness and can do a days work with hammer and saw with the best of them. Mr. Winston is a member of the First Baptist church of Evansville and resides on the corner of Main and Second street.



Dr. C. H. Snashall

DR. C. H. SNASHALL

Dr. C. H. Snashall was born and reared in Evansville and has resided here all his life, receiving his education at the Evansville high school and the Chicago College of Dental Surgery, from which he was graduated in the year 1896. He commenced practice in Evansville immediately thereafter, and though a young man, is the senior dentist of the city. His offices in the Snashall and Mygatt block consist of a handsome suite of rooms thoroughly equipped with modern appliances. Dr. Snashall is a member of the Southern Wisconsin Dental Association, and is a prominent member of the Masonic fraternity. Having always resided in the city of Evansville, Dr. Snashall takes more than a common interest in the city of his birth and has always done his full share in helping to promote the city's welfare.



C. E. Winston

C. E. Winston was born in Evansville and educated here and has been in business fifteen years. He is a member of the Knight's of Pythias and highly popular with all classes of the community.



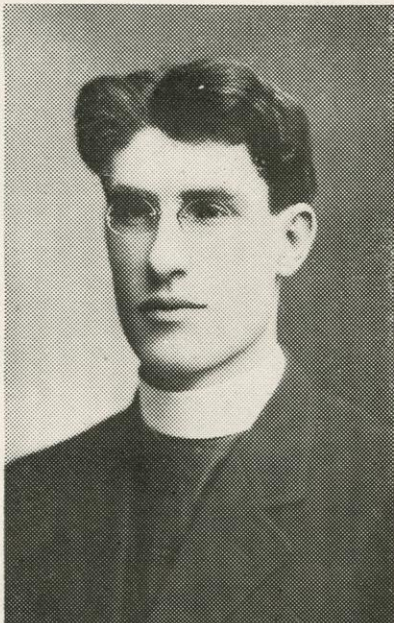
Residence of W. H. Carpenter. Photo by Combs

W. H. CARPENTER

W. H. Carpenter has been in the coal business here for twenty-six years. He was born in New York state, came to Evansville in 1856 and engaged in farming until the age of forty-two, when he went into the coal business. He is one of Evansville's self-made men and resides on Church street, his family consisting of his wife and two daughters. He is a prominent member of the Masonic lodge and has done a great deal for his home town and its various institutions.

ST. PAUL'S SOCIETY

The history of St. Paul's church is but another chapter in that long story of American generosity and religious fervor which counts no sacrifice too great when there is question of rearing to the Creator a house of worship. The first beginnings were hard, as they are everywhere, but the enthusiasm and patient toil of such men as L. F. Schmidley, Dan Finnane, J. M. Bodenberger and John Collins soon swept aside all serious obstacles and started the new church on its way. That was but three years ago, for Catholics, while always numerous in the vicinity of Evansville, as witnessed by the old established churches at Porter, Albany,



Rev. J. H. Fitzgerald

Footville and Dayton, yet never seemed until recently to increase in numbers in and around the city itself. At present St. Paul's is thriving and growing, new members are settling in its midst, attracted hither by the church in which they can worship according to their belief.

The first pastor of St. Paul's was Rev. James A. Condon. His zealous labors were cut short by a serious sickness which necessitated a trip to California. Rev. Eugene McCarthy succeeded him, completed the erection of

the church and in addition built the rectory. A year later he left Evansville with the intention of forming a new parish in Beloit. The present pastor, Rev. John H. Fitzgerald, assumed charge in April, 1908.

F. H. WINSTON

Fred H. Winston is one of the oldest express agents in the country, having managed the Evansville office for thirty years. He is also engaged in the jewelry business. He is a considerable property owner, resides on Main street, and has a five acre tract and an eight acre tract inside the city limits. He is a member of the M. W. A. and a firm believer in Evansville's policies. His father, N. Winston, was one of Evansville's first merchants. Later on N. Winston & Sons was one of our prominent firms, in which Mr. Fred H. Winston was a partner for many years.

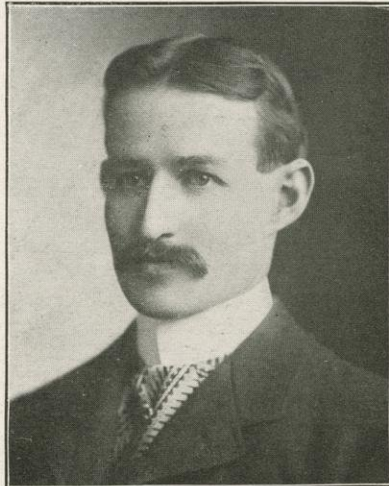


Dr. Mary L. Ewing

DR. MARY L. EWING

Mary L. Ewing, M. D., one of Evansville's prominent physicians, was born in Genesee, Mich., attended the public schools at Appleton, Wis., and after a year at Ripon college, entered the Illinois Training School for Nurses. She practiced as a nurse in Chicago for several years, entering Hahnemann college in 1889, from which she was graduated in 1893. She immediately began to practice medicine in Evansville.

Dr. Ewing is a firm believer in the old Chinese doctrine of prevention, and has devoted herself to the study of children, her services being in demand as a family physician, where it is her duty and pleasure to point the road to "keeping well." The doctor is a member of the State Medical Society and the Chicago Homoeopathic Society. For twelve consecutive years she has been superintendent of the Junior Christian Endeavor of the Congregational church, which has held the state banner during this period. "For the good of Evansville," is Dr. Ewing's motto. She lives up to this ideal and therefore has both the friendship and respect of her community.



Dr. J. W. Ames

DR. J. W. AMES

J. W. Ames, D. D. S. was born in Vermont in 1874, graduated from the Clinton high school, then in 1893 passed the Wisconsin State Board of Pharmacy, working as a druggist until he entered college. He took a first year's course in medicine at the College of Physicians and Surgeons, Chicago, and then entered the Chicago Dental College, graduating in 1901. Therefore a remarkable trinity surrounds Dr. Ames' educational equipment, that of pharmacy, medicine and dentistry, the three branches making of him an ideal exponent of his profession.

Dr. Ames came to Evansville in 1901 and worked with Dr. Anthony, a well known dentist, who relied on Dr. Ames



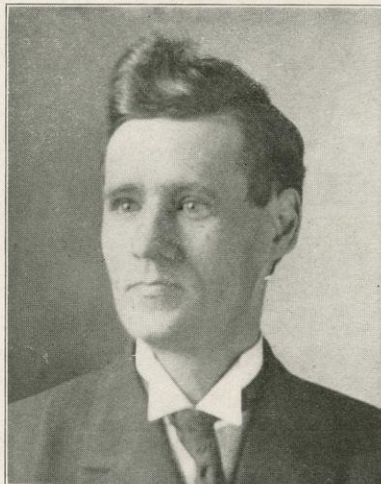
Residence of F. H. Winston. Photo by Combs

F. W. HANSEN

F. W. Hansen was born in Lund, Sweden, in 1871, received his education there, spent four years at Lund learning his trade, then moved to a larger city, finally receiving his journeyman papers after a five years apprenticeship. He then traveled in Denmark and Norway, working for some of the largest firms in the leading cities of these countries. He then came to the United States, working in Philadelphia, Chicago, Selma, Alabama, and finally to Evansville, where he has the leading merchant tailoring business of the city. Fastidious dressers and people of means from Janesville, Madison, Rockford and other centers gladly come to Evansville to place their orders for suits or coats

for crown and bridge work, in which he is a specialist. In May, 1902, Dr. Ames succeeded to Dr. Anthony's business. The doctor is a member of the Alumni Association of the Chicago Dental College, of the Southern Wisconsin Dental Association, a prominent Mason and Chancellor Commander of the Knights of Pythias.

Though very busy during office hours, he is a believer in the out-of-doors life. He is also owner of a small ginseng farm, which he and Mr. Frank M. Crow work as a hobby.

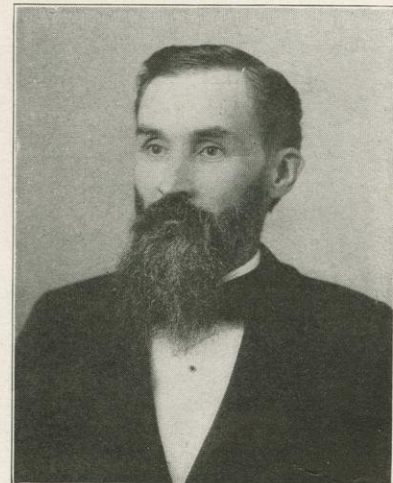


F. W. Hansen

in the hands of Mr. Hansen. He has several Chicago customers also, and has built up a splendid class of trade which is thoroughly appreciated by the people of Evansville.

Mr. Hansen employs three expert tailors, doing most of the cutting himself. He is essentially a high-class merchant tailor and all his work is evidence of this fact.

Having the grit and well known integrity of his race, he has, in his six years residence in Evansville, come to the front and won recognition among his fellow citizens.



J. W. Morgan

J. W. MORGAN

J. W. Morgan was born in Palmyra, Ohio, in 1844, and came west with his parents when a child, settling in Rutland, Wis. The carriage industry in which he is engaged, he commenced twenty-eight years ago, locating in Evansville twenty-six years ago.

Mr. Morgan's carriage works were always a busy scene of industry, giving employment to ten skilled mechanics. The industry was interrupted by reason of Mr. Morgan's taking a trip to California, but he has again engaged in his old business.

Mr. Morgan manufactures and deals in carryalls, carriages, surreys, phaetons, pony wagons and other vehicles. His vehicles are notable for their dura-

bility, strength" and fine finish, many that were made twenty-five years ago being as good today as they were when turned out of the factory.

Mr. Morgan is a member of the G. A. R., having enlisted in the Forty-ninth Wisconsin Infantry in the band organization. He is a member of the M. W. A. and Odd Fellows. He is an ex-member of the city council and the county board, and has always done his part in the business life of his community. He resides at the corner of First and Liberty streets.

ARTHUR RICHARDSON

Arthur Richardson was born in Evansville thirty years ago, received his primary education at the Evansville schools and is a graduate of the Evansville high school of the year '02. He completed his education by taking a two years' course at Tuskegee, Ala., where he learned the tailoring business. He then returned to Evansville and engaged in the business of merchant tailoring, having spent six years in this line of work. Besides the making of



Arthur Richardson

clothes, he makes a specialty of cleaning, pressing and repairing, giving special attention to ladies' tailoring, jacket and skirt making.

Mr. Richardson is a member of the Masonic lodge of Madison, Wis., and of the Evansville Military band. As a business man he is highly popular in his home town, having won success through his own efforts and by the utilization of the highest ideals of business life. No Prospectus of Evansville would be complete without a reference to Mr. Richardson and his successful business career.



A Section of The Review Office. Photo by Combs

THE EVANSVILLE REVIEW

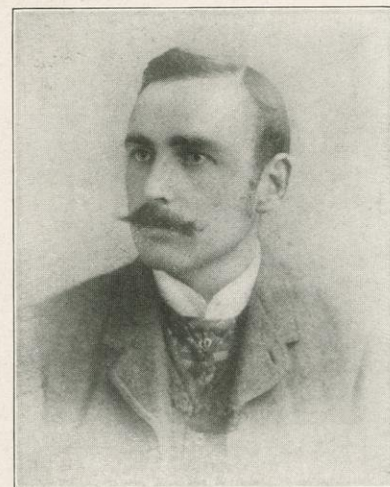
The Evansville Review was established in 1866 by I A. Hoxie, and is one of the oldest newspapers in this section, being one of the very few ante bellum journals that now survive in Rock county. It has always been the leading newspaper of Evansville and surrounding territory. About fifteen years ago Robert M. Antes, the present proprietor, became the publisher. He has been in the job printing business in Evansville for twenty-eight years and has made the Review what it is today, one of the best country newspapers in Southern Wisconsin, with a job department that cannot be equalled. Among the modern appliances with which the office is equipped may be mentioned a

large four-roller Miehle book press, pony Campbell cylinder, two job presses, power paper cutter, wire stitching machine, perforating, punching, round cornering and loose leaf attachment machine; these with a complete line of modern and up-to-date type faces make this one of the best equipped printing offices in the state.

More than fifty per cent of the job work is shipped to outside cities. A specialty is made of fine catalog and book work. All of the work in connection with the publication of this illustrated prospectus of Evansville was done in the Review office with the exception of the making of the cuts. This illustrates the high character of the work turned out.

CHAS. S. WARE

Chas. S. Ware, V. S., was born in Newark-on-the Trent, in Nottinghamshire, England, and received his education at Rudlow college, Bath. Soon afterwards he entered the Royal Veterinary college of London and emerged therefrom with all the honors that that foremost school of veterinary can confer on its sons. This was in the year 1892. The following year he came to the United States and settled in Evansville, Wis., and has thus rounded out sixteen years of usefulness in Rock county. Dr. Ware maintains a veterinary hospital and livery on Main street, but his practice is by no means confined to this city or county. The reputation he has



Dr. Chas. S. Ware

established, backed by his fine education and mastery over the ills the animal kingdom is heir to, has given him a scope of territory and clientele that keeps him busily engaged. The blooded horses and belted cattle for which this region is famed owe to Dr. Ware a debt for innumerable instances of cure and care, and the farmers and stock raisers make Dr. Ware's hospital their goal whenever the need arises.

Dr. Ware is a member of the Society of Veterinary Graduates and is an enthusiast in the suppression of the abuses that have grown around the practice of the veterinary art in this state.



The Central House

To Manufacturers

Manufacturers looking for locations are requested to address the secretary of the Evansville Commercial Club. Free sites and assistance are offered substantial concerns.

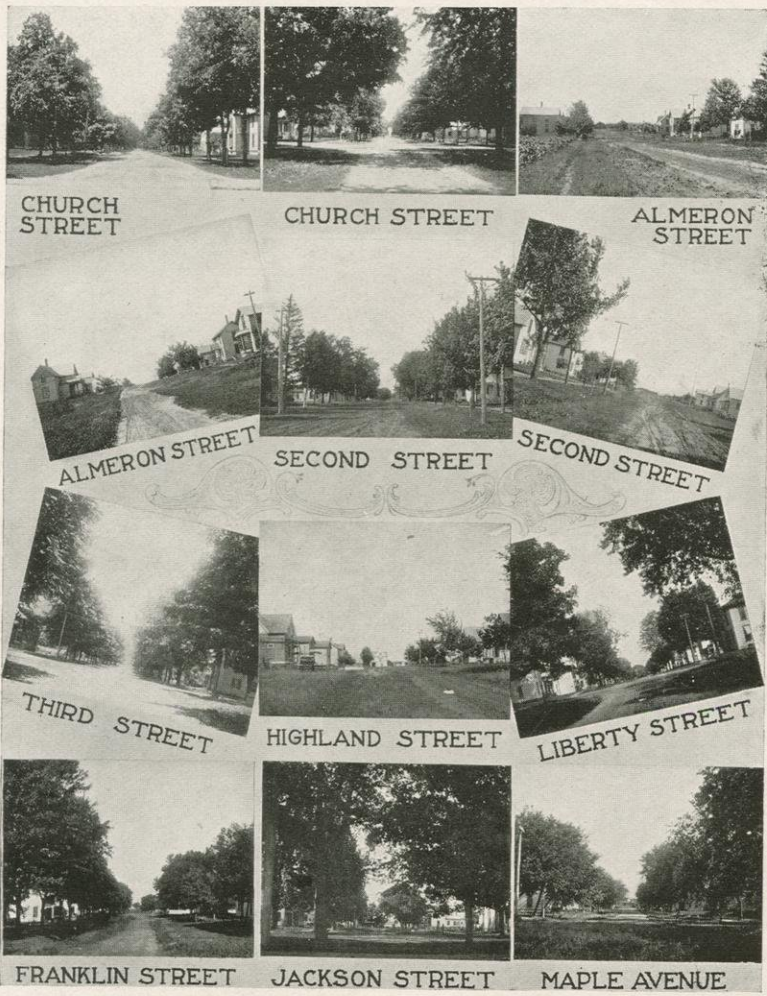
TWO VIEWS OF MAIN STREET, LOOKING EAST AND WEST FROM THE CENTRAL HOUSE



View of Main Street, Looking East. Photo by Combs



View of Main Street, Looking West. Photo by Combs



STREET SCENES IN THE CITY OF EVANSVILLE

To Manufacturers

The Evansville Commercial Club
invites correspondence from reliable
industries seeking new locations.

Address

GEO. W. LEYDA, Secretary
Evansville, Wisconsin