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# SHEBOYGAN

## WISCONSIN



S  
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v.12

Price 25 Cents

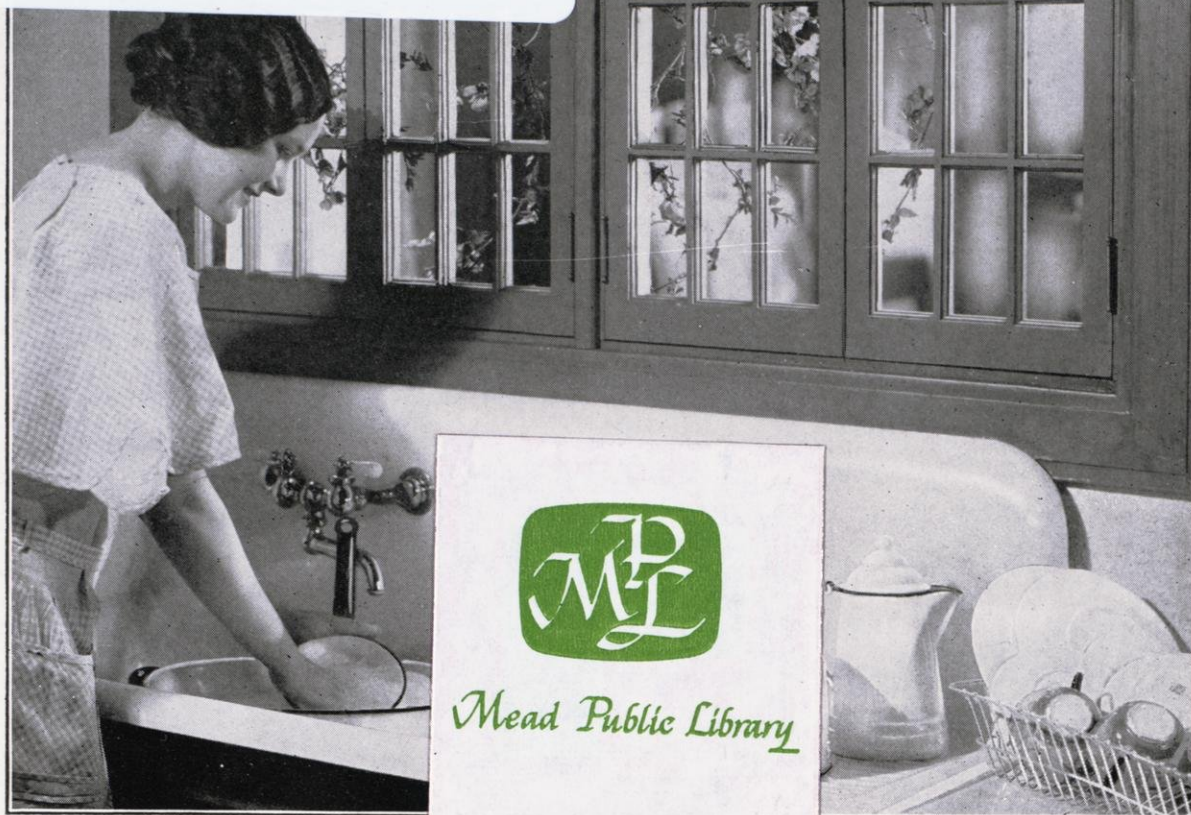


Sheboygan Reference/Basement  
S R 051 Se3 v.12

Festivals Association of the Pacific Coa  
Sheboygan, Wisconsin



9000370862



## These "Pots and Pans" are as easy to wash as china



Percolator. Has an inset that is enameled both inside and out. No metal comes in contact with the coffee.

Refrigerator dishes save space in the ice box. Their non-porous surfaces keep foods fresh and pure.



Look for the  
Vollrath label

You can do away with the unnecessary scouring and polishing of pots and pans, which is sheer drudgery. Use Vollrath kitchen utensils and wash them with hot water and suds. The task of "washing the dishes" is made far easier and is no longer one of those tasks that ruin the skin of your hands.

Food cooked in Vollrath Ware is cleaner and better tasting because the smooth, glistening surfaces do not, and cannot, absorb the residue or left-over flavors of previous cooking.

Every Vollrath piece has three

coats of enamel "fired" on at 1800 degrees temperature—that is three times as hot as your oven ever is. All handles are round, easy to grip and they stay cool. No rivets or ridges because each handle is gas welded into "one-ness" with the dish itself.

These pure white pieces, smartly trimmed with delft blue, put a final touch to an intelligently planned kitchen.

There is a Vollrath utensil for every purpose. See them in the housefurnishing department of any department store or hardware store.

THE VOLLRATH COMPANY, Sheboygan, Wis.

Established 1874







# SHEBOYGAN INVITES YOU

THE SHEBOYGAN ASSOCIATION OF COMMERCE was organized in 1914 to foster, promote and protect the civic, commercial, industrial and social welfare of the city and county of Sheboygan.

In leadership today, as in business, a community looks to organization. This body comprises in its membership the public spirited men of city and county. Their thought and planning are in the cause of the advancement of Sheboygan. To this end they give freely of their time and effort. A progressive and prosperous community is their richest reward.

## *We Want You to Like Sheboygan*

Sheboygan is one of the foremost industrial cities in Wisconsin, famous the country over for her furniture factories, her enameling plants, her machine shops, and her large tanneries and shoe plants. Gloves, mattresses, clothing, knitted wear and other industries make this a city of diversified industry.

But, first of all, Sheboygan is a city of homes and of real people. Out of a population of more than 40,000, more than 80 per cent own their own homes.

## Some Statistics on the City of Sheboygan

Area of Sheboygan 2998 acres or 4.684 square miles.

Longitude 43° 45' N., Latitude 87° 40' W.

Elevation 631 feet above sea level; 50 feet above lake level.

Schools—10 public schools, 11 parochial schools, 1 business college, 1 million-dollar high school.

Churches—35.

Annual rainfall 23 inches.

Estimated 1926 population 38,720.

Estimated trading area, 65,000.

Based on the population increase since 1920 Sheboygan is gaining at the rate of 6% each year.

The city valuation taken from the 1926 tax report is \$45,516,650.

The county valuation on the same basis is \$149,000,000.

The tax rate in 1926 was \$33.76 per thousand. (City Records).

2,229 building permits were issued in 1926, amounting to \$2,970,592.

There are six banking institutions in the city with total assets of \$21,852,000.

Postal receipts 1926, \$207,539.91.

Sheboygan has 54 miles of concrete pavement, 134 acres of public parks and supervised playgrounds.

Sheboygan boasts of having some of the most up-to-date department stores in the state of Wisconsin. Its retail district is modern in every way and serves a trade area of 65,000 people.

Sheboygan's trade area is served by one of the most progressive newspapers in the state of Wisconsin. The Sheboygan Press as of January 17, 1927, had a circulation of 17,740. This paper is read in more than 90 per cent of all the homes in the city and county of Sheboygan.

Three miles from the city of Sheboygan, is the Village of Kohler, surrounding that nationally known industrial plant of Kohler, manufacturers of plumbing supplies and Kohler Automatic Electric Plants. Thousands of people each year visit this model village, with its beautiful homes owned by the employees.





North Side Bathing Beach

*Photo by A. W. Kuether*

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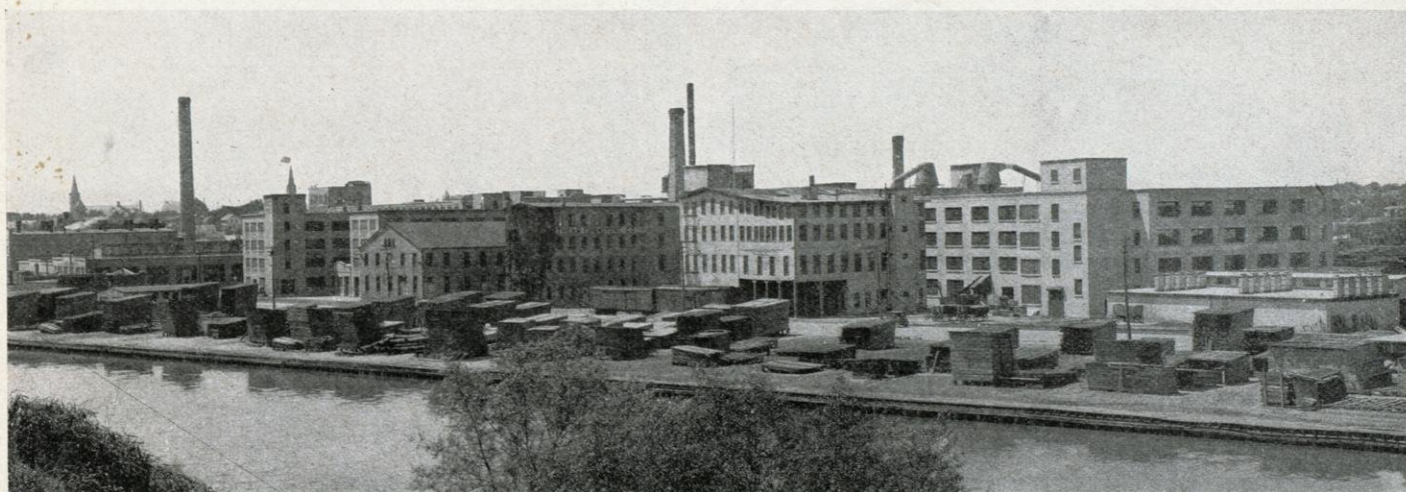
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PUBLISHED BY

**A. L. SOMMERS**

IN CO-OPERATION WITH THE SHEBOYGAN ASSOCIATION OF COMMERCE  
SHEBOYGAN, WISCONSIN

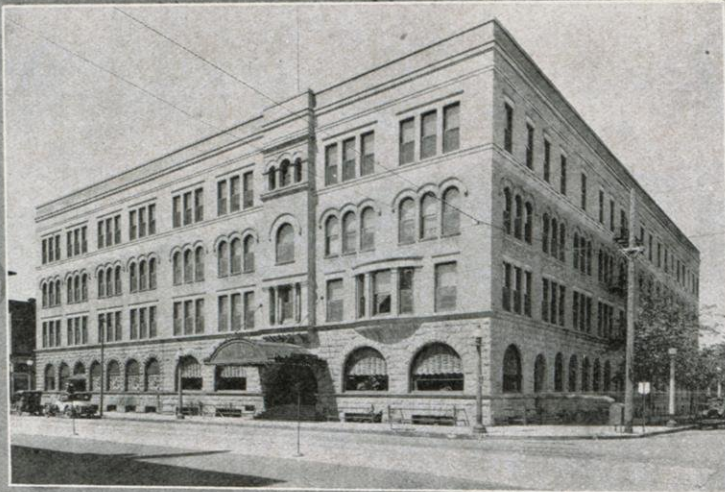
PRINTED BY OFFICE SUPPLY & PRINTING COMPANY



Where some of the furniture is manufactured that has made Sheboygan nationally famous

*Photo by Commercial Photo Co.*





A few of the principal downtown buildings

Commercial Photo Co.



# SHEBOYGAN, WISCONSIN

## CITY OF PROGRESS AND ACHIEVEMENT



Skyline of a portion of Sheboygan's industrial district

## Evolution of a Progressive Industrial City

**N**INETY-ONE years ago the territory now known as Sheboygan county was an unbroken wilderness inhabited solely by Indians. Today it is one of the richest and most highly developed dairy sections in the United States of America, and its county seat, the City of Sheboygan, is a thriving industrial center of approximately 38,000 population.

The story of this almost century of time is filled with incidents of hardship, adversity and grief on the part of the pioneers who carved their way out of this wilderness and blazed the trail for civilization.

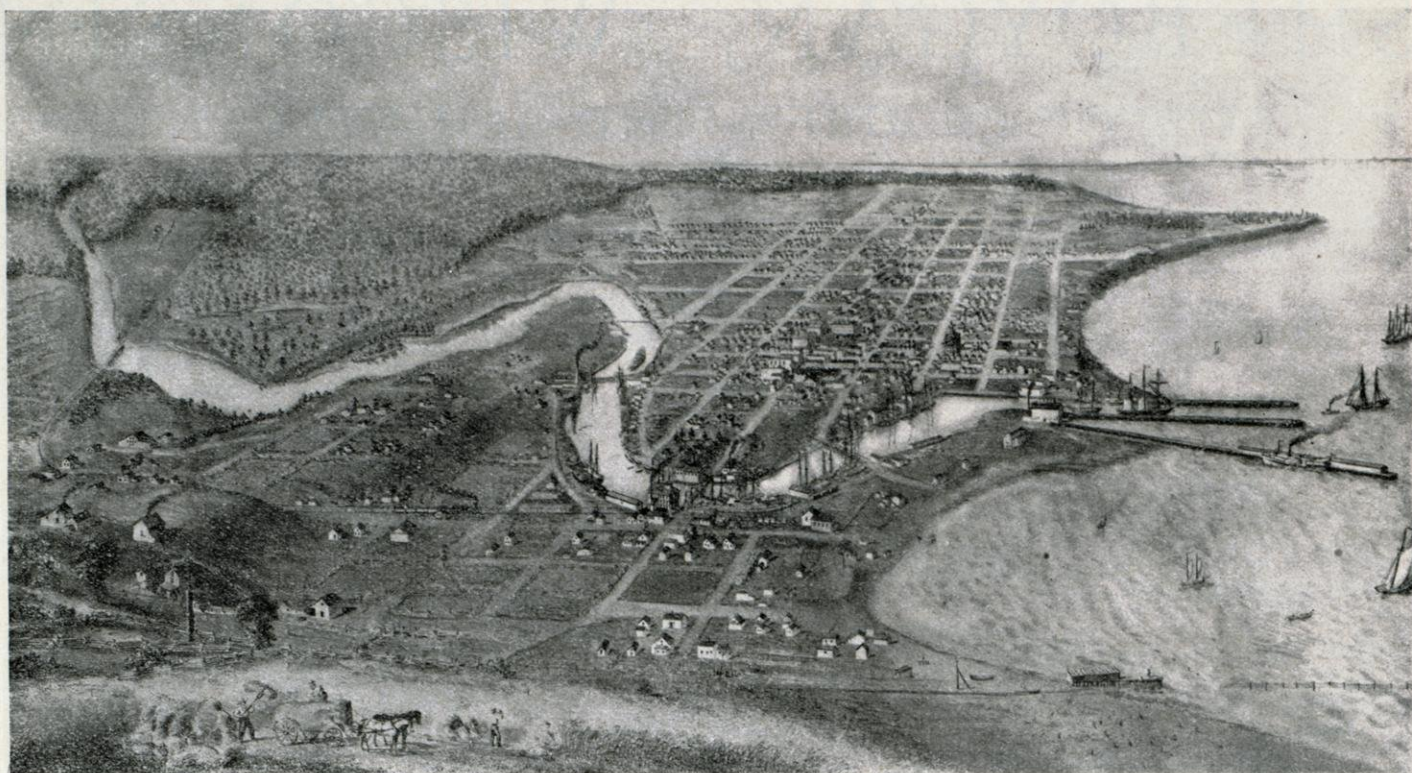
In the summer of 1836, a group of hardy pioneers, filled with the spirit of adventure and lured by the promise of financial gain, arrived at the port of Sheboygan and erected about twenty frame buildings in what is now the heart of the business district of the city. These men did not take into consideration the fact that there was nothing but an unbroken forest extending all the way from the shores of Lake Michigan to Lake Winnebago on the west, Green Bay on the north and, with the exception of one

family, no evidence of civilization between them and Milwaukee on the south. Apparently, they forgot that no community can long exist without the support of a populated rural district. This realization came to them within a few months after their arrival at this isolated spot. Their money all spent during the winter for the necessities of life and deprived of every means of a livelihood, with one exception, the following spring these families packed their personal belongings, abandoned the homes they had built less than a year before and left this port for other and more promising parts. Some of these old buildings still stand upon their original sites and are occupied for business purposes.

For several years following this exodus, no attempt was made to revive interest in the re-settlement of Sheboygan, although sporadic settlement was being made at and near Sheboygan Falls, about seven miles up the Sheboygan river, where a saw mill was in operation and where a postoffice had been established.

Natural transportation facilities, by way of Lake Michi-





Sheboygan, as it was sixty years ago

gan, however, eventually resulted in a revival of activities at the port of Sheboygan.

During the transitory period, while the pioneers were clearing the forests and preparing the land for agricultural purposes, it was a natural result that industries using lumber should be the first to become established in Sheboygan. Within a few years after immigration to this region assumed considerable proportions, hundreds of cooperages sprang up in the territory contiguous to Lake Michigan and scores of saw mills and grist mills were built along every stream in the county where water power could be developed. For many years barrel making was the main industry at this port; but later ship building was carried on to a considerable extent. Large shipyards were located along the Sheboygan river for a distance of about one-half mile from its mouth.

About the same time small grain was being raised in the county in large quantities and in the region extending as far west as Fond du Lac county. There being no railroads in the state north of Milwaukee, all this grain had to be hauled to the port of Sheboygan, where large warehouses had been erected. Immediately after the harvest season, it was a common sight to see hundreds of teams of horses and yokes of oxen hitched to wagons filled with grain awaiting turns to unload at the warehouse, congesting the highway from the dock to a point several miles out in the county on the Plank Road. Wheat was the principal crop during the earliest years of agriculture in Sheboygan county; but later barley was raised in considerable quantities. The farmers were so engrossed in raising small grain that they gave little or no thought to the advantages of directing their efforts toward dairy pursuits.

Realizing the importance of having railroad facilities to connect the port of Sheboygan with the farming country farther west, a group of aggressive Sheboygan men formed a company and started building a railroad from this city to Fond du Lac. Owing to lack of money, this road was

laid only as far west as Glenbeulah, which small village was the terminal for many years thereafter while strenuous efforts were being made to raise additional capital with which to extend the line to Fond du Lac. Failure to obtain the necessary funds in time probably lost to Sheboygan its opportunity to become the leading metropolis of Wisconsin.

While Sheboygan residents were making frantic efforts to secure rail facilities westward, Milwaukee was laboring to accomplish the same result. There being no railroad facilities from that city to points north and west, wholesale dealers and merchants in Milwaukee were deprived of a share of the trade from small provision stores located in various parts of the territory.

Either because they made a more determined effort or by chance, a company in Milwaukee, which had been organized for the purpose, succeeded in raising sufficient capital to complete the construction of a railroad from that city north to Fond du Lac, thus tapping all the territory from which Sheboygan business firms formerly obtained considerable trade.

After this railroad was completed, practically all the shipments of grain from Fond du Lac county and points in the western part of Sheboygan county were diverted from the port of Sheboygan to Milwaukee. At the same time, direct shipping facilities gave Milwaukee concerns a decided advantage over those located at Sheboygan. The consequent result was the loss of the business from the small stores in the country and the closing up of many of the wholesale houses in the city of Sheboygan. This was a severe blow, and for a few years was believed to be a death blow to the future growth of the city.

Aside from the cooperages and shipyards, up to 1868 the only other manufacturing industries in Sheboygan were a wood bending company, a saw mill, small tanneries and a few minor concerns. The first factory of any importance to become permanently established in the



city was the Sheboygan Manufacturing company, which was started in a small way in 1868, and which later was succeeded by the Sheboygan Chair company, now one of the largest of its kind in the country.

A few years later another furniture factory was started in a large building which had been erected on Pennsylvania avenue as a hotel. After operating for only a short time, this factory was destroyed by fire and a pall was thrown over the entire city, because many men were forced out of employment.

It was fortunate at this crucial period in its history that Sheboygan should have men who envisaged a greater city, men who realized that nature had been kind to this place by providing an ideal port which was supported by a rural district abounding in rich soil that sometime must be made productive and prove a bulwark against any threatened financial calamity.

Phoenix is a word to conjure with in referring to the industrial development of Sheboygan. The men who had broad visions and who had confidence in the future of the city, adopted the name as being fitting for the large furniture factory, which, through their progressive spirit, practically sprang out of the ruins of the factory that only a short time before had been destroyed by fire. Today, the Phoenix Chair company is one of the largest and most important manufacturing concerns in the city.

The completion of this factory, in 1875, was a signal for increased activity in the wood-working industry in Sheboygan. Within a few years thereafter came George Mattoon, founder of the business now known as the Northern Furniture Company. Mattoon is another name to conjure with in referring to the industrial growth of Sheboygan. With meteoric career George Mattoon left

this world, leaving behind him a record of building factories probably never equalled by any other single man in the same number of years.

Other woodworking establishments which were started in Sheboygan soon after Mattoons factory began operations, were the American Chair Company, the Crocker Chair Company, Garton & Griffith (now Garton Toy Company), the Sheboygan Novelty Company and a few other smaller concerns.

Among other manufacturing plants, which were in operation at that time and which materially helped to build up the city and maintain its financial equilibrium, may be mentioned the Roenitz brothers and Zschetzsche tanneries, the Konrad Schreier Company and the Gutsch brothers breweries, the foundry and enameling plant of the A. J. Vollrath Company, and the wagon-making shops owned and operated by Jacob Jung, Sr. and John Balzer.

When the last industrial survey of the city was made in 1926, it was revealed that there were 82 different factories operating in Sheboygan having an aggregate annual payroll amounting to \$8,500,000.

During the same year a survey of the agricultural districts of the county disclosed the fact that there were 3,654 farms of which number 3,229 were operated by their respective owners while only 425 were being operated by tenants. The total value of products from these farms in the year 1926 was estimated at the colossal figure of \$390,384,000.

Based upon acreage production, it is doubtful whether any other county in the state can equal this record. In fact, comparisons made with other counties in Wisconsin reveals the fact that Sheboygan county produces more cheese per acre than any other county in the state.



Sheboygan, as it is today

Photo by Goff





Style of dwellings erected during the past five years

*Commercial Photo Co.*



The general prosperity of the county is reflected in the figures appearing in the regular periodical bank statements. According to the last quarterly report of the Sheboygan banks, published, March 30, 1927, the aggregate deposits at the five institutions amounted, in round numbers, to \$20,352,740, while the combined resources of the same banks had reached a total of \$23,056,362.

In addition to the above listed deposits, the last report prepared at the office of the Sheboygan Building and Loan association shows that over five and one-half million dollars has been loaned out on mortgages. This report means that about 2,200 persons are paying for their homes through the association. A dividend of 6 per cent was declared by the association for the last year.

The same prosperous condition obtains among the thirteen banks located in the cities and villages of the county outside the city of Sheboygan. It is noteworthy that the bank at Howards Grove, a village of less than 300 population, reports deposits amounting to approximately \$1,100,000. This bank claims the distinction of having the largest aggregate cash deposits of any similar institution in any inland town in the United States.

Generally speaking, no city has made greater progress or has better future prospects than the city of Sheboygan. The stability of employment among its highly diversified manufacturing concerns has been an outstanding advantage for both employer and worker, making this city a leading industrial center in which more people own their homes than in any other city of the same class in this country.

The business and professional life of the city is supported, in a large measure, by peaceful and contented workingmen who, without exception, take pride in maintaining attractive homes and inviting surroundings. These industrious and provident working men and women



A view of North Point *Commercial Photo Co.*

perform their respective duties of citizenship by contributing liberally to every movement which has for its purpose the further development of the industrial side of the city and the advancement of the educational and social life of the community.

The city itself boasts of its improved streets, most of which are paved with concrete; its extended water and sewer systems, full police protection, adequate fire protection, furnished by a completely motorized department and manned by courageous and efficient fire-fighters; its excellent schoolhouses and churches, fine parks, bathing

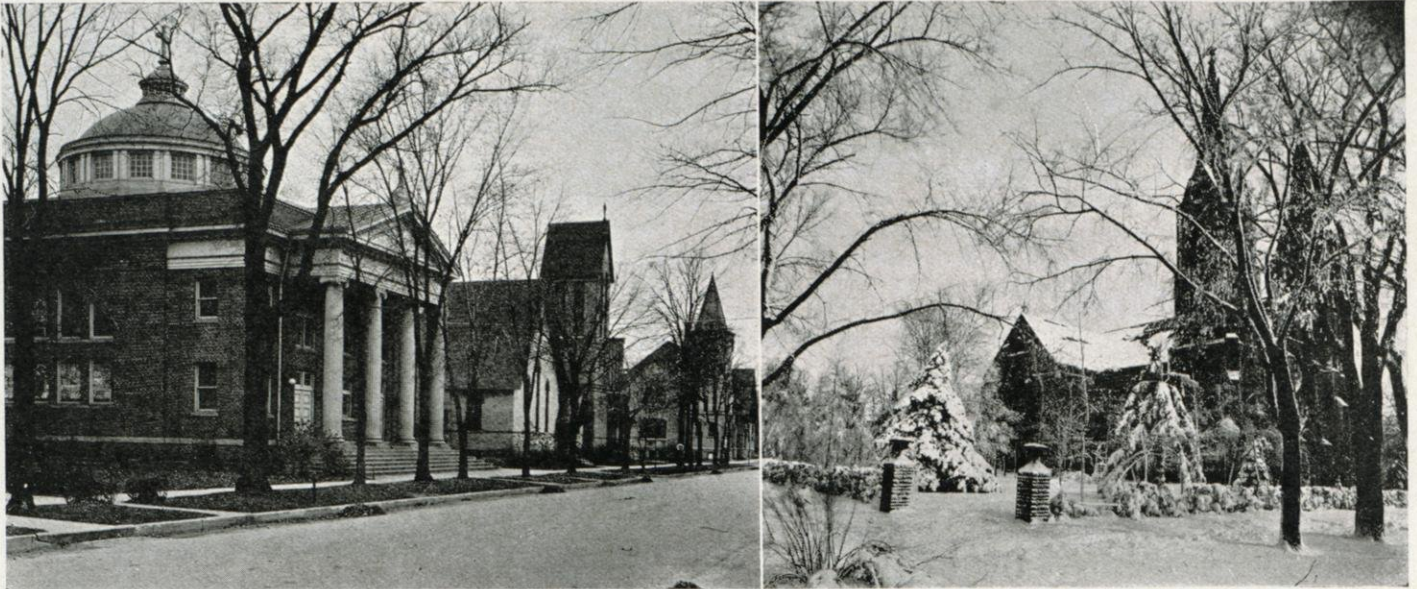
*(Continued on page 27)*



Section of lake shore looking south from North Point

*Commercial Photo Co.*





Sheboygan is especially noted for its many fine churches, which are playing a most conspicuous part in its development

## Educational Facilities

THAT the residents of Sheboygan county place a high value upon education is proved by the number and quality of schools, which are conveniently located in all sections of the county. Outside the cities of Sheboygan, Sheboygan Falls and Plymouth, there are nine public schools in the villages, six of which are grade and high school combined, while in the rural districts there are fifty-eight district and forty joint district schools with an aggregate enrollment, according to the last school census, of approximately 8,000 pupils. Eight public grade schools, eleven parochial schools, a large vocational school and a well adapted high school in the city of Sheboygan, grade and high schools in the cities of Plymouth and Sheboygan Falls as well as a county training school at Sheboygan Falls and the Mission House College in the town of Franklin complete the list of the various institutions of learning.

The evening school and the recreational centers of the city of Sheboygan serve as a medium through which foreigners are enabled to learn the English language and through which they may be taught the fundamental principles of our government. They also serve to give the adult population an opportunity to further its education and follow hobbies, or to devote a profitable evening acquiring new knowledge in the manual arts, as well as to provide social entertainment in the form of games, concerts, readings and dances.

Under the auspices of the board of education, university and normal school courses are given at an opportune time for teachers, high school graduates and adults possessing the necessary requirements, in order to make it possible to advance students an education beyond the high school and assist the teachers to attain the education necessary for self-improvement.

Under the supervision of Superintendent H. A. Kircher, the latest teaching methods, based on the capacity of

the pupil, and an enriched curriculum have been introduced into the public school system.

The Sheboygan High School is one of the largest on the accredited list in Wisconsin. The institution is under the direction of Principal Willam Urban and constitutes the last link in the city's educational system. At the present time the High School has all the latest faculties, which are open and available to 1200 students. A list of approximately 100 subjects present the widest range for academic and vocational training leading to a college preparatory, commercial, general or vocational diploma.

In addition to a large array of courses, extra-curriculum activities such as athletics, school publications, drama, literary societies, debate and social clubs, furnish ample opportunity for special training and healthy social entertainment.

The commercial department stresses fundamental courses in secretarial, accounting and business training, and many students complete their curricula in this department of the school. Separate departments for physical development are maintained for both boys and girls. History, science, literature and the arts receive unusual attention under a well-trained faculty.

A notable feature connected with the High School is a band of 90 pieces. The band, which includes both boys and girls, is a self-governing institution. Three months after its organization, it gave a meritorious concert in the High School auditorium on December 23, 1924. Since that date the band has sponsored fifty concerts, appearing before different high schools, luncheon clubs, parades and celebrations. Plans are under way for the organization of another band comprising 30 boys and girls of the vocational school.

An auditorium, having a seating capacity for more than 1600 persons, is an outstanding feature of the High



School. Since it was completed it has served as a center for educational activities and also for high class musical entertainments. It is equipped with a modern motion picture machine and screen, and recently a large pipe organ was installed.

The Vocational school is the second largest in the state and offers unusual opportunities to boys and girls who desire to acquire knowledge and training of the various phases of our multiple industries and trades, which, today, offer alluring prospects to the younger generation. The school, fortunately, is equipped with modern machinery, and vocational guidance by trained instructors is extended to all who wish to avail themselves of the opportunity.

For the benefit of foreigners, adults, boys and girls, an Evening school is conducted in connection with the Vocational school, beginning the first Tuesday in October and continuing throughout the winter months.

The Mission House college, which is located near Plymouth and is operated under the supervision of the

Reformed church synods, must be included in Sheboygan county's educational system. The college offers courses leading to the A. B., S. B. and A. M. degrees, in addition to the regular three years Theological course. An academy, which ranks on the status of a high school, is conducted in connection with the college. Special adaptations are made in the interest of the various types of students enrolling in the Academy, College or Seminary. Credits apply toward all the under-graduates and graduate degrees. The head of the Mission House college is Dr. J. M. G. Darms.

The enrollment at the various schools in the city of Sheboygan may be summarized as follows:

High school, 1151, Vocational school, 1110, parochial schools, 2860. The parochial schools are classified as follows: four Catholic, five Lutheran, one Holland, one Seventh Day Adventist and one Jewish. Classes are taught in the Jewish school only after the regular hours at the public schools.



Where more than a million tons of coal is handled annually





A few of the many beauty spots in and near Sheboygan County

*Commercial Photo Co.*





The Famous Elkhart Lake

*Commercial Photo Co.*

## Where Nature Smiles Its Best

NATURE has richly endowed Sheboygan county with beautiful lakes and winding streams. For almost three-quarters of a century, people from all parts of the country have been lured to the sylvan retreats bordering on the shores of Elkhart and Crystal Lakes, two of the most inviting summer resorts in this region.

Elkhart Lake, the largest body of inland water in the county, covers approximately 600 acres. It is irregular in shape and has many beautiful nooks and bays. From southeast to northwest, the lake is about 1 1/5 miles in length and its greatest depth is 116 feet. It is fed by subterranean springs and has an outlet at the western extremity—a small creek winding several miles through meadows before it empties into the Sheboygan river.

For a number of years, during the early settlement of the county, E. Tallmadge's Rural Home, located on the west shore, and T. C. Sharpe's hotel, located on the east shore, were the only public boarding houses; but after the Milwaukee and Northern railway was completed through that section, in 1882, William Schwartz platted the village of Elkhart Lake and built a hotel on the north shore of the lake. Within a few years this resort gained a national reputation, and each succeeding year, for several years after the first unit was built, increasing patronage made it necessary to enlarge the building.

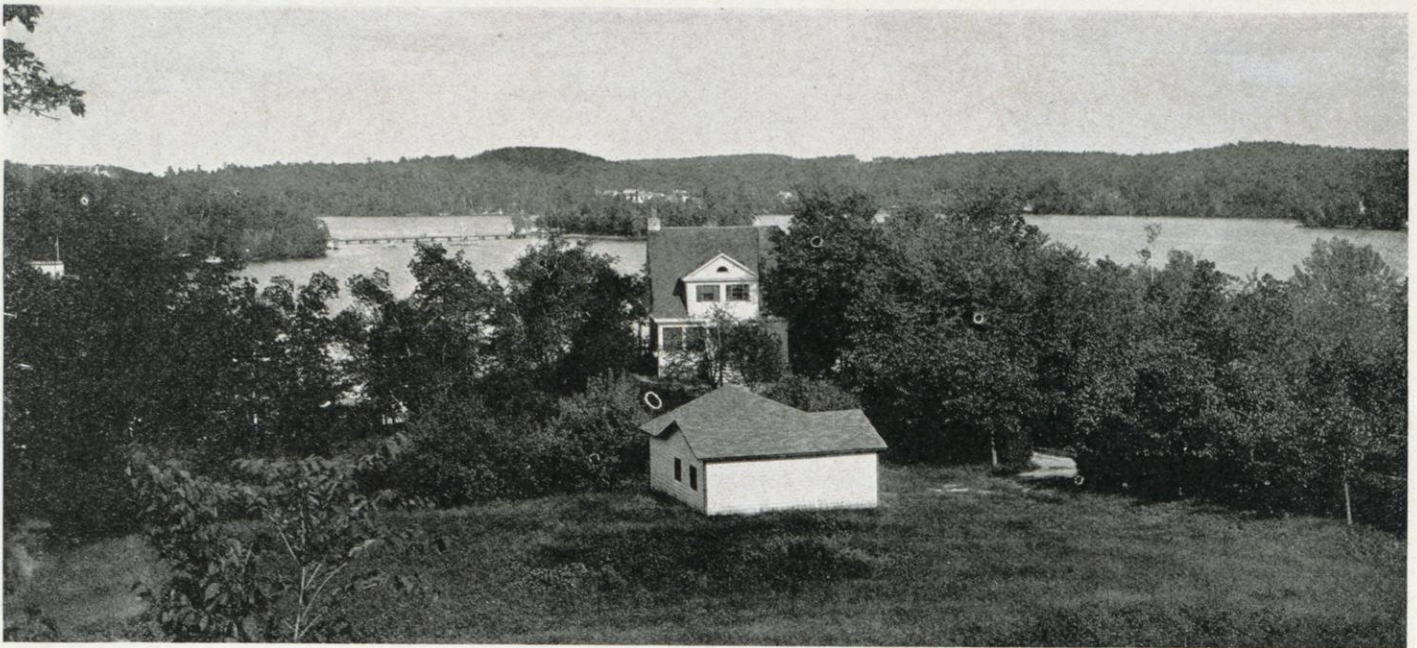
As Elkhart Lake gained in popularity, more hotels were erected to accommodate the large number of strangers

who came from distant points to enjoy the beauty of the resort. Among the most prominent of the newer hotels may be mentioned Pine Point, erected at a cost of \$80,000, Osthoff's Elm Park and the Siebken. Pine Point hotel is located on a high bluff on the east shore of the lake, while Osthoff's with its many attractive cottages is nearer the village of Elkhart Lake.

Attracted by the beauty of the spot and the healthfulness of the location, officials of a normal school at Indianapolis, Indiana, selected Elkhart Lake as an ideal site for a summer camp to be used for educational and recreational purposes by the students of the institution. This is known as Camp Brosius and the grounds are near the outlet at the southwestern extremity of the lake. Each summer, beginning the first week in May and ending about August 1, junior and senior classes of the normal school take possession of the camp, in regular order, for a month of intensive study and recreation.

Elkhart Lake derives its name from the Pottawatomie Indians, which tribe inhabited this region in large numbers for centuries before the invasion of the White man in the territory. According to a present living Pottawatomie who is familiar with ancient history relating to his tribe, the Indians gave the name of Me-shay-wa-o-dey-ni-bis to this body of water. He said that as far back as 600 years ago Pottawatomie Indians had great faith in the healing and curative powers possessed by the water of this lake. He declared that if an old Indian properly worshipped the





Enchanting Crystal Lake

*Commercial Photo Co.*

lake and then plunged into the water while holding tobacco in his hand, he would emerge rejuvenated and made handsome again.

Crystal Lake, known to the Pottawatomi Indians as Ki-shig-ni-bis, smaller in area but no less beautiful, is in proximity to Elkhart Lake. Its shores are dotted with cottages, many of which are owned by residents of Sheboygan county, while others are owned and occupied during the summer months by parties residing in other parts of Wisconsin and also in the more remote sections of adjoining states.

Both of these lakes are easily accessible either by railroad to the village of Elkhart Lake or by electric road which operates between the city of Sheboygan and Elkhart Lake, passing through Kohler, Sheboygan Falls, and the city of Plymouth before reaching its western terminal in the village of Elkhart Lake.

A large section of Sheboygan county, which has attracted considerable attention during the recent months through the agitation of establishing a state park, is the kettle moraine.

This project calls for a large state park of from 20,000 to 30,000 acres on the border of Sheboygan and Fond du Lac counties. It was launched by the Southeastern Wisconsin Inter-County State Park association. Fully half of the area, which, it is proposed the state should purchase and improve for park purposes, is located in the western part of Sheboygan county, extending for practically its entire length north and south.

Truly, there is a variety in this moraine. The strange ruggedness of the landscape brings to the mind of the onlooker the words used by John Stoddard in describing the wonders of the Grand Canon: "A place where the infinite speaks, the finite hears and the immensity looks on."

Early history of Sheboygan county reveals that the kettle moraine was a favorite rendezvous of the Aborigines who found a refuge against the rigor of the northern winters in the beautiful valleys sheltered by the ranges of towering hills.

The region was ideal for the Redmen who depended principally on nature for subsistence. In the lakes and streams, he found abundant fish, and in the wooded hills plenty of wild game for food. It was natural, therefore, that with the approach of winter, he abandoned his summer camping grounds along the shores of Lake Michigan and pitched his wigwam in the sheltered nooks among the rugged hills of the Kettles.

The project for this large state park for the people residing in southeastern Wisconsin, is to be submitted to the state legislature for final decision. Already the state conservation commissioner and other officials have personally inspected the moraine and placed their stamp of approval on the proposal.

In the movement launched to establish this park, there is no greater enthusiast than Charles E. Broughton, editor of *The Sheboygan Press*. Ever since the first intimation that efforts would be made to encourage the legislature of Wisconsin to purchase the large tract, Mr. Broughton has lent his influence to the task of crystallizing public sentiment in favor of the project. It was through his solicitation that Elmer S. Hall, state conservation commissioner, and other state officials inspected the region on two different occasions in the month of May, this year. Under his direction, a map was prepared showing the area of the proposed state park with the location of the various lakes within the territory, together with other items of interest connected with the region. This map was printed in *The Press*, and through Mr. Broughton's courtesy appeared in other newspapers circulating in the eastern part of the state. The map was accompanied by a comprehensive write-up of the moraine by a staff reporter, and its publication contributed greatly to arouse public sentiment in favor of having the state acquire the property and convert it into a public park.

The scenic beauty of the kettle moraine is enhanced by numerous lakes which provide sport for the angler and admirable camping sites for tourists. No recreational spot for the angler and admirable camping sites for a



state park can be found in the territory which it is hoped to benefit than the kettle moraine, and to bring about its realization, Mr. Broughton, through the influence of his newspaper, will be an indefatigable worker.

Besides the two lakes already referred to in this article, there are many more scattered throughout Sheboygan county, fully a dozen of them located within the area proposed for the state park. Among other lakes in the county located outside the region known as the Kettles, and which are ideal places for picnics and camping sites, are Lake Ellen, Random Lake and the smaller ones recognized by all people residing within a radius of many miles as Little Elkhart, Mud, Bear, Crooked, Cedar and Beechwood lakes.

Persons seeking solitude or recreation can find no environment more suitable, more healthful and more satisfying than that offered by the several lake resorts in Sheboygan county.

### THE CITY BEAUTIFUL

ONE of Sheboygan's outstanding charms—one that attracts the attention of every stranger and tourist visiting the city for the first time—is its scrupulous cleanliness. Every home owner and tenant vies with his neighbor in keeping his premises in the best possible condition and in maintaining attractive lawns and inviting landscape gardens.

For many years past, during the first week in May spring clean-ups have been conducted under the supervision of the city. Advance notices are sent out advising the people of the date on which the work is to start. This is a signal for the general movement to gather all the rubbish which accumulated during the previous winter and to place it in boxes, barrels or other receptacles so that it may be hauled with the least possible difficulty by the city crews making the collections.

Every family within the corporate limits takes advantage of this opportunity, and each springtime when the clean-up is started it is a common sight to see useless rubbish stored in receptacles along every alley, or curb where there is no alley, in the city. Promptly, early in the morning of the day advertised every municipally owned truck is requisitioned into service, and fully manned by city crews, the annual spring clean-up is in full swing, and is completed within two days.



Elkhart Lake

*Commercial Photo Co.*

The beauty of the city is greatly enhanced by numerous parks and recreation spots. These are well distributed so that every resident in the city is given equal privileges to enjoy the benefits of the parks, conveniently provided for their comfort, during the summer season.

At the extreme northeast end of the city is Vollrath Park, a picturesque spot of several acres located on the shore of Lake Michigan. There is a luxuriant growth of beautiful cedars, pines and other shade trees, forming an ideal spot for picnics and other large gatherings. A spacious green sward is laid out with several tennis courts while ample space is set aside for base ball games and other outdoor sports and contests.

At the extreme southeast limits of the city is another equally inviting park known as Lake View. This is part of a large wooded tract formerly known as Shooting Park and for a number of years was a popular pleasure resort of people residing in the city and adjacent rural territory. Later a portion of the land was purchased by private interests, but there still remains a number of acres which have been improved and designed for a pay-ground and for picnic purposes. Like Vollrath Park, Lake View park is abundantly supplied with shade trees and has an open space for ball games. From this vantage point, there is a beautiful vista overlooking Lake Michigan and the wide expanse of lakeshore extending many miles both north and south. At night, one gets a splendid and inspiring view of the city lights and the harbor entrance.

At the southwest limits of the city is a spacious play-

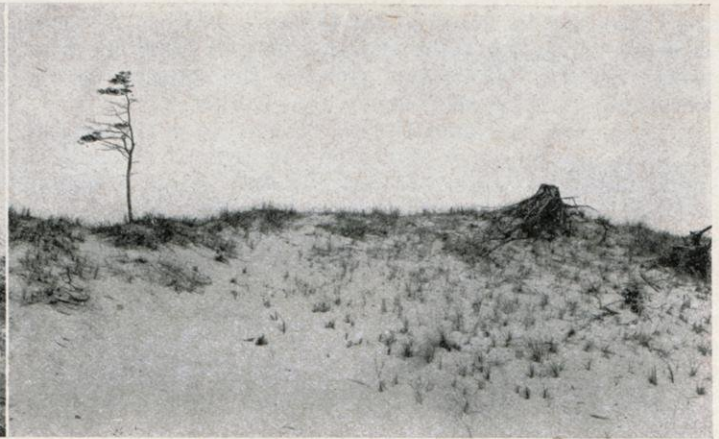
*(Continued on page 25)*







Sheboygan Sand Dunes



Commercial Photo Co.

## A Bewildering Chapter in Nature's Book

**A** LONG the west shore of Lake Michigan, beginning at a point about four miles south of the city of Sheboygan, is a stretch of shore-line known as the sand dunes.

These desert sands are a peculiar and mysterious attraction to the theological student, who finds in the wierd beauty and enchantment a wide field for speculation regarding the methods by which the structure, features and changed conditions of the globe have been produced.

Extending for a distance of approximately one and one-half miles along the lake shore, the constant sweeping winds have blown the sand washed up by action of the waves into a series of ever changing knolls which resemble huge snowdrifts on the prairies. At times, some of these sand drifts become top-heavy and fall over; but as a rule the wind picks up the dry sand and deposits the grains into symmetrical mounds, all of which dot the lakeshore like muskrat homes in marshes. Here and there the stumps of the giant pines, which originally covered the area, protrude above the drifts and these, augmented by additional drifts formed around clusters of peculiar grass, lend a whimsical charm to the irregular landscape along the shore line. An extravagant and fantastic touch is added to the scene by huge clusters of prostrate juniper and shrub cedar, which closely hug the sand drifts and spread out for a radius of several feet in diameter.

While the Sheboygan dunes do not compare in size with similar formations found at Michigan City, Indiana and other points at the extreme south end of Lake Michigan, nevertheless, they offer equal opportunities to the student of geology and botany.

Stories told by fishermen who frequented the region of the Sheboygan dunes seventy-five years ago, prove the changing surface of the lake shore at this point. The undulations of the sandy beach near the site where, about sixty-five years ago, Alvin Weber erected a dwelling house, indicate to what an extent the surface is affected by the drifting desert sand. According to an old settler who is familiar with the circumstances and conditions of that time, this house was built upon what, at the time, was the highest elevation in that vicinity. At the present time, the old landmark is almost concealed behind huge drifts of sand which have been formed in recent years.

The appearance of many trees with only their tops being visible above the dunes, is mute evidence of the varying changes made by the shifting sand. The diameter of the trunks of these trees which are visible above the sand leads to the natural conclusion that the base and the roots of many of them are at least twenty feet below the surface of the sand. To the interested layman, this offers a subject for profound and speculative thought. The question naturally arises: How many centuries has this been going on!

(Continued on page 19)



Where Once the Stately Pine Grew. Com. Photo Co.





A Typical Sheboygan Dairy Farm

*Commercial Photo Co.*

## A Leading Dairy Center

**S**HEBOYGAN county ranks foremost among other counties in the state as a dairy center, and it has the distinction of producing more cheese per acre than any other county in Wisconsin. This is remarkable considering the large area of land in the Sheboygan Marsh and the Kettles moraine, which are practically useless for dairying purposes, and the large number of lakes scattered throughout the county, which greatly reduce the acreage available for pasture.

The city of Plymouth, located almost in the center of the county, is the greatest cheese distribution center in the United States, practically one-third of the Cheddar cheese consumed in the country being handled jointly by the Wisconsin Cheese Producers Federation and the dealers affiliated with the cheese board having headquarters in that city.

The Federation operates a chain of 15 branch warehouses scattered throughout the state, and collectively, in 1916, disposed of 33,614,805 pounds of cheese at an aggregate price of \$7,037,787.28. Of this amount the main warehouse at Plymouth, handling the cheese made in the 118 factories in Sheboygan county, disposed of approximately 18,000,000 pounds. No figures are available showing the amount of American cheese handled by the dealers outside the Federation.

Claims have been made that the first cheese factory in Wisconsin was built in 1859 by Hiram Smith, on a site located about two miles west of Sheboygan Falls. This claim has been challenged and the distinction accorded Chester Hazen, who was a resident of Fond du Lac county. It is conceded, however, that John J. Smith a brother of Hiram took the first Wisconsin made American cheese to the Chicago market.

On January 1, 1926, there were 3,654 farmers in the county, all of whom with the exception of 425, who were renters, owned and managed their own farms. The total

number of cattle on these farms was 55,500, of which number approximately 40,600 were milkers and which that year produced 231,420,000 pounds of milk.

In addition to the cheese factories there are four creameries and one condensory, besides three milk-shipping depots located in the county.

While there are a few herds of cattle of the Guernsey, Jersey, Ayrshire and Brown Swiss breeds, with two herds of Short Horns and one of Angus, Sheboygan county dairymen show a preference for the "black and white", or Holstein breed of stock. A considerable number of farmers have only pure-breds, many are working toward this goal while others, for several years past, have been grading up their herds by the use of pure-bred sires. The testing of cows for their producing ability has resulted in the elimination of the poorer stock.



A Herd of "Black and White"

*Com. Photo Co.*





The New Eagles Hall and Lodge Rooms

*Commercial Photo Co.*

## Sheboygan Noted for Its Hospitality

**H**OSPITALITY is the keynote of Sheboygan. The spontaneous and open-hearted cordiality of its citizens is gaining wide-spread popularity. This fact has been emphasised by the increasing number of conventions which have been held in the city during the last two years.

No other city in Wisconsin is more ideally situated for the assembling of large groups, especially during the summer season. Geographically, the city is builded upon a promontory, extending for a distance of about five miles beyond the regular shore-line, out in Lake Michigan. Being situated on this cape, the city is swept by cooling lake breezes from the north, east and south quarters. While residents of most other cities throughout the state are sweltering under the oppressive mid-summer heat, the people of Sheboygan enjoy the invigorating ozone, prevalent because of the almost constant breezes from over the lake which fan the entire area of the city.

Sheboygan has hotel accommodations and restaurant facilities not excelled by any other city of the same class. Whenever occasion arises that the hotels are unable to provide for visitors, the infectious hospitality of the citizenry comes to the fore and scores of private homes are opened for the reception of visiting delegates and others attending conventions and other large gatherings.

To facilitate the handling of large crowds of people a convention bureau has been established which places the control of convention financing with the Association of Commerce. Under this system, better results have been obtained on an expenditure of less money than was required in the haphazard, do-as-you-please method before the bureau plan was inaugurated.

In 1926, Sheboygan entertained five conventions at which there was a total delegate representation of 1,060, while attending visitors almost doubled that number.

Thus far four exceptionally large and important con-



ventions have been held in the city this year. The joint sessions of the Grand Lodge, Wisconsin Odd Fellows, and the Wisconsin Rebekah Assembly brought the largest number of delegates and visitors in the history of Sheboygan. Letters since received from delegates attending this convention, in which the writers expressed their appreciation for the courteous treatment received, indicates the splendid spirit of hospitality, which is a predominant characteristic on the part of the people residing in Sheboygan.

Other conventions in Sheboygan in 1927, all of which were under the control of the Convention Bureau, were: The League of Wisconsin Municipalities and the joint assembly of the Wisconsin section of the American Waterworks association, the Fox River Valley Safety Conference and the Wisconsin Painters' and Decorators' association.

In addition to the above listed gatherings may be mentioned the annual exhibition of the Sheboygan County Pet Stock and Poultry association. This is one of the largest county organizations of poultry and pet stock in Wisconsin, and its shows are considered to be the most successful of any held in the state outside the city of Milwaukee.

With the completion of Eagles Hall, Sheboygan now has exceptional facilities for convention purposes. The auditorium of this new hall, together with its spacious lodge room, was more than adequate to comfortably seat the more than 1,600 delegates who attended the recent sessions of the Wisconsin Odd Fellows and Rebekahs.

Besides the new Eagles hall, the High school auditorium is available at most times for public or private entertainments provided they are not promoted for financial gain to individuals or societies other than those connected with the public schools of the city.

To invite strangers within its borders, county officials have co-operated with those of the city with the result that Sheboygan county now boasts of having the largest mileage of improved highways—based on area—of any county in the state. Practically all that portion of state and federal highways running through the county are paved with concrete while nearly all county trunk roads are well surfaced with gravel.

To make the sojourn of tourists in the city more comfortable and pleasant, a well-planned and well-kept

campsite has been established at a convenient location, near the southwest limits of the city, and another inviting spot for a similar purpose has been provided in a grove of beautiful pines, near the northwest limits of the city. During the summer months, hundreds of motorists touring this section of the state have availed themselves of the hospitality afforded by these inviting campsites.

The city of Sheboygan extends a cordial welcome to every decent and law-abiding person, and to convey this welcome to the public at large, it has caused signs bearing the message placed at all prominent highways entering the city.

### A Bewildering Chapter in Nature's Book

*(Continued from page 16)*

Geology does not measure time in years; but other sciences give us an approximate idea of how long ago the early pages of nature's book were written by the hand of the great Creator. Hutton, a Scotch farmer, 150 years ago, explained it: "We find no vestige of a beginning—no prospect of an end."

According to expert geologists, rock formation in Wisconsin proves that this region is more than 430 million years old. Students in physics, after careful and scientific research, are unanimously of the opinion that the Devonian of Milwaukee, and which are the youngest in Wisconsin, are about 370 million years old, while limestone, which occupies an area east of Fond du Lac, are 430 million years old. The figures may not be absolutely accurate; but an error of a few million years is of little consequence when such enormous periods of time are considered.

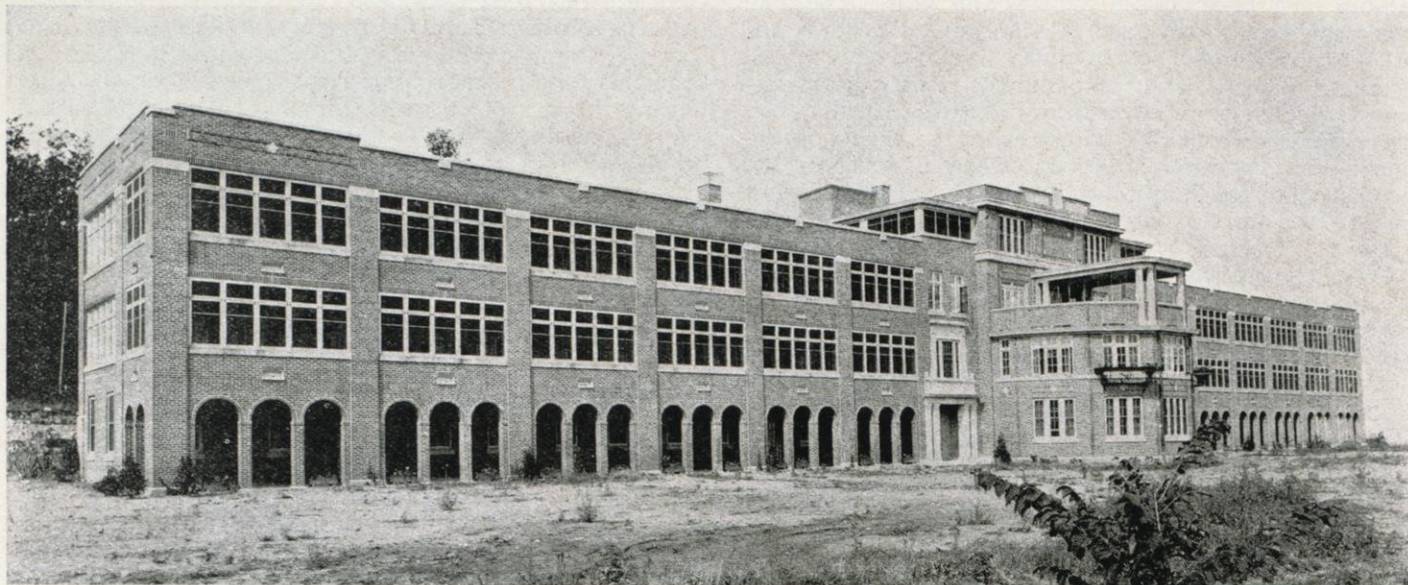
Vestige of prehistoric habitation, long before the arrival of the Redmen, has been unearthed in the region of the dunes and in the section south of the city of Sheboygan. Archaeologists, seeking prehistoric antiquities, have secured evidence in the form of shell implements and ornaments, proving the existence of some tribe that inhabited this region centuries before the giant pines took root along the west shore of Lake Michigan, and ages before the Aborigines battled for the right of possession of this territory.

*(Continued on page 27)*



Left—Cozy Nook. Right—Section of Dining Floor, Association of Commerce.





The New Sheboygan County Sanitarium

Commercial Photo Co.

## Era of Unprecedented Building Activity

**W**ITHIN the past five years Sheboygan has established a record of building activity. Never before in the history of the city was such an impetus given to community enterprises. This is reflected in the extensive expansions in the manufacturing and the retail sections of the city, and the improvements in the residential districts. This unprecedented boom is not confined to the city proper; but is general throughout the county.

During the year 1926, according to the records in the office of the city building inspector, there were 2229 building permits issued representing improvements aggregating \$2,970,592.

Included with the list of large public buildings erected during the past five years, the most conspicuous are the 7-story and basement bank and office building, the Eagles' hall, a splendid commodious structure on the ground floor of which is one of the largest auditoriums found in this section of the state, the Sheboygan Clinic, doubtless, the largest and most fully equipped institutions of its kind in the state outside Milwaukee, the Sheboygan Press building, one of the most modern and well-appointed newspaper offices in Wisconsin, the Enz Manor, Sheboygan's first modern apartment building, two unusually large bakeries, two new churches and several smaller business places.

In addition to the new buildings listed above, large additions were made to the three department stores and extensive alterations and improvements to another church.

Among the permits issued for new buildings during the year 1926 were 268 for one-family residences and 31 for two-family or duplex, dwelling houses. The number of one-family residences, which were erected during that year, indicates that the people of Sheboygan are adopting the "own your own home" idea.

Recently, a large area of new territory was annexed to the city in order to relieve the congestion and to overcome the crowded condition within the former city limits. The added districts are now the scene of great building

activity and they give promise of soon becoming the most attractive residential districts in the city.

Last year a zoning ordinance was passed and put into effect and a city planning commission created to examine and to approve the platting of new territory and parcels of ground not yet subdivided into building lots. Already this ordinance under the guidance of the city planning commission has produced excellent results, in some instances protecting certain exclusive residential districts against the encroachment of undesirable business houses.

As an evidence of the steady acceleration in building, a comparison with previous years shows that in 1925 a total of 2098 building permits were issued calling for improvements aggregating \$2,498,669., while in 1924 the value of improvements was listed at \$2,692,183.

This is a record to which Sheboygan points with justifiable pride, and present indications augurs well for the continuance of the phenomenal progress made by the city in the recent years.

Recognizing the importance of the trade area, merchants in the city have co-operated in a movement which resulted in a comprehensive road building program. All the leading highways connecting the city with outlying districts have been improved with concrete, and to keep these roads open for winter traffic, the county board, at a special meeting this year, authorized the county highway commissioner to purchase 30 additional miles of snow fence to be placed advantageously at all places along the county highways where drifting of snow is most prevalent.

An interesting industry, for which this port has been noted for three-quarters of a century, is commercial fishing. When the first settlement was made in Sheboygan, fishing was the main source of revenue for the pioneers and this industry has been carried on ever since that time. Although the fishing fleet has been somewhat reduced in the recent years, three different companies operating large tugs are still engaged in the business while several smaller companies add to the importance of the industry at this port. The main catch consists of white fish and chubs.



The former are packed in ice while the chubs are smoked here and later are shipped to outside points.

One of the important features connected with the commercial fishing is that of supplying the state fish hatchery which is located near the lake front in this city, with fish eggs. This hatchery annually produces from ten to eleven million white fish fry and from nine to ten million lake trout fry.

The eggs of the white fish are obtained during the early part of November from fishermen operating out of Sturgeon Bay, while the eggs of lake trout are delivered to the local hatchery during the latter part of October by commercial fishermen between Sheboygan and Kenosha. About three weeks are required to develop the fry to a state when they may be planted with reasonable safety in Lake Michigan, in waters contiguous to Sheboygan. The local superintendent of the state fish hatchery is authority for the statement that fry planting is more practical than the planting of fingerlings, because, he says, the latter are more likely to be eaten by the larger fish.

The city is well represented by civic organizations. Besides the Association of Commerce, there is the North Side Improvement association, the South and West Side Advancement association and the Sheboygan Business Men's association. Whenever anything important arises affecting the welfare of the community, these organizations operate in concord to advance the movement to a successful conclusion.

Musically, Sheboygan ranks high. It is the only city in the United States, so far as is known, that can boast of having a Symphony orchestra of non-professional musicians. The Sheboygan Music Club, the Sheboygan Junior Music Club, and the High School band and orchestra add to the ensemble of the host of musicians for which this city is noted.

Ever alert to provide every possible convenience to the motorist and the public in general, The Sheboygan Press, the city's only daily newspaper, has inaugurated a weekly bulletin for the guidance of motor car owners in their weekly tours throughout the state. Each week, after the county highway department has been consulted regarding the condition of the roads, The Press submits to its readers a route over which the greatest pleasure may be derived.

In addition to the tour service, The Sheboygan Press, which has been designated as the official bureau, for the Wisconsin Motorist association and also for the American Automobile association, provides free of charge an up-to-date folder containing all the information required by motorists on their tours over the country.

Sheboygan is one of the few cities in the state that is particularly interested in the welfare of its young people. Through the personal interest in the project taken by Charles E. Broughton, editor of The Sheboygan Press, last year a Kiddies Camp was established near the city. The funds required to finance the building of the camp and its maintenance the first year were raised through a popular subscription campaign conducted by the Press. Beginning with this year and continuing hereafter funds to defray the expense of maintaining the camp will be included in the city budget.

The Kiddie Camp is located in Pine Woods, a beautiful tract of land situated a short distance beyond the north city limits. The building, which comfortably houses twenty children at one time, is located in the midst of a luxuriant growth of pine trees and is admirably adapted to the purpose for which it is intended. The camp is under the supervision of an expert matron, who carefully guards the under-nourished children during their summer sojourn at this health-restoring institution.



City Hall



State Fish Hatchery



Sheboygan Clinic

Commercial Photo Co.





The American Club Provides a Healthy Atmosphere for Kohler Workers

## Kohler, An Industrial Village

THE Village of Kohler, situated three and one-half miles west of Sheboygan, is the home of the Kohler Co., manufacturers of Plumbing Fixtures, the Kohler Electric Sink, and the Kohler Electric Plant, and it is a noteworthy community in its own right.

Kohler is an encouraging example of what community life may be—the realized dream of Walter J. Kohler, his associates, and the people of the community. It shows conclusively what can be accomplished through a constructive relationship between its people and a great industry, without paternalism and without antagonistic influence.

The visitor soon catches the spirit of co-operation back of this flourishing, industrial village of happy home-loving people. Its well-kept lawns and hedges and the quaint charm and architectural beauty of its vine-clad dwellings, immediately draws favorable comment.

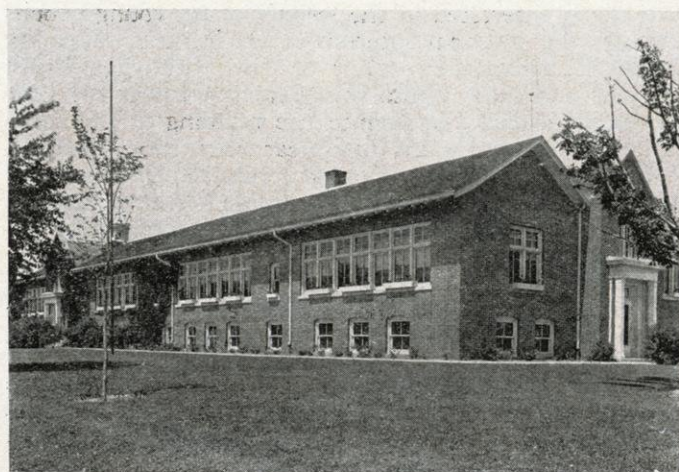
Kohler is the home of approximately 1800 industrial workers. Its dwellings, designed and constructed by the Kohler Improvement Company, are sold—not rented.

Liberal and sound financing plans, through a substantial building and loan association, enable Kohler people of modest means to own their own homes—homes that are tasteful and comfortable far beyond normal expectation. Kohler people take great pride in their homes and everything is well kept according to its nature and its uses. The widely recognized policy of the Kohler institution, that of maintaining the highest standards and doing everything well that it undertakes, has established itself throughout the organization and community.

The landscapes surrounding Kohler Village comprise an extensive wooded area and a beautiful valley. These gave the town planners an opportunity to make provisions for parks and playgrounds. One of the most interesting and beautiful parks in the Village is known as Ravine Park, which consists of a wooded ravine lying in the heart of the residence district. Paths and rustic bridges are found in this park as is also the Kohler Nature Theatre. The natural topography of the park practically makes it a natural amphitheatre, with the result that very little



Kohler Recreation Club Band



Kohler School—One of the Best in the State



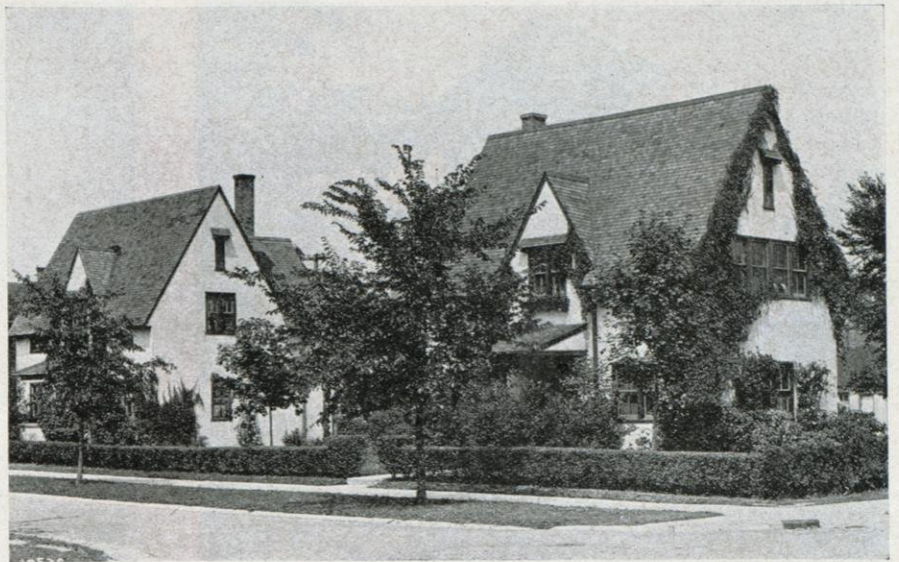
construction outside of some grading and planting was necessary to complete Kohler's outdoor playhouse. In section South One a wooded area has been set aside and is known as Roosevelt Park.

It has been the plan of Kohler to take advantage of natural beauty wherever possible. Wanton destruction of trees is prohibited and along the streets of the Village a great deal of planting has been done. Landscaping and care of vegetation on the Village and Company property is supervised by a trained forester with a force of helpers. The Village of Kohler has often been called "The Garden City" by visitors because of its beautiful gardens, trees, immaculately kept lawns and hedges.

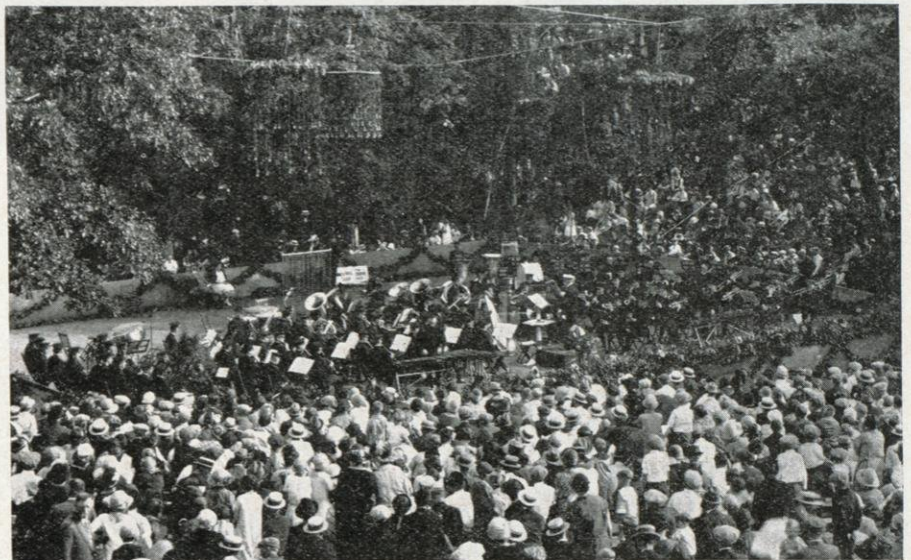
The people of Kohler themselves have played a most important part in the development of the Village. The pride the inhabitants take in their charming homes makes it quite evident to the observer that here is a community of American free-holders of the best type, people that are at once joyous and thoughtful, possessed of initiative and individuality and fresh living interest in their surroundings.

For the single men associated with the Kohler Co., an attractive building called the American Club has been constructed and completely equipped. Adapted to the unique architecture characteristic of the Village, this building plays an important part in the social life of the community. It provides quarters for about 250 men. The workmen find in the American Club not only the requisites for comfortable living, but pleasant and harmonious surroundings and associations that are wholesome and constructive.

The educational and social life of the community is adequately developed. The Village of Kohler maintains a public school comparing favorably with others in



Vineclad Homes of Kohler



Kohler Festival and Field Day—An Annual Event

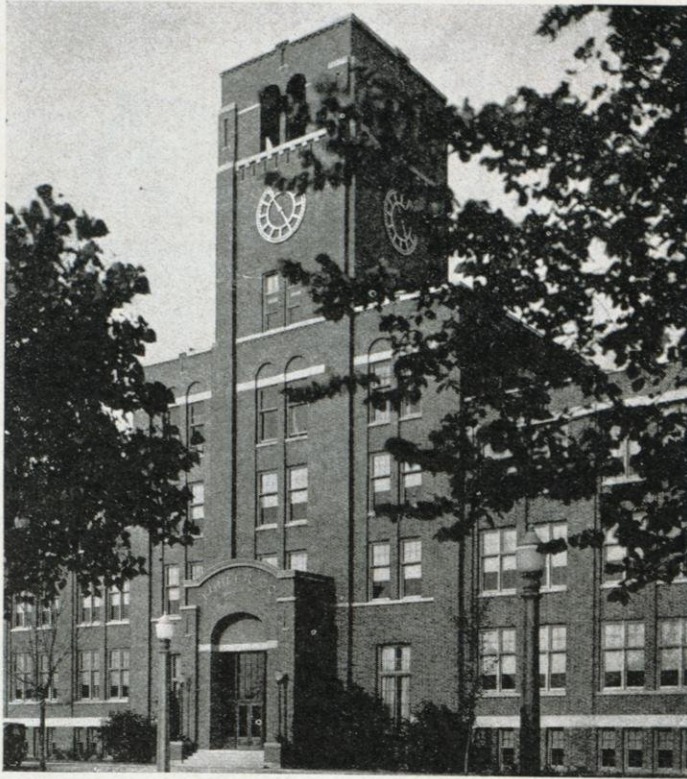


A Street Corner in Kohler

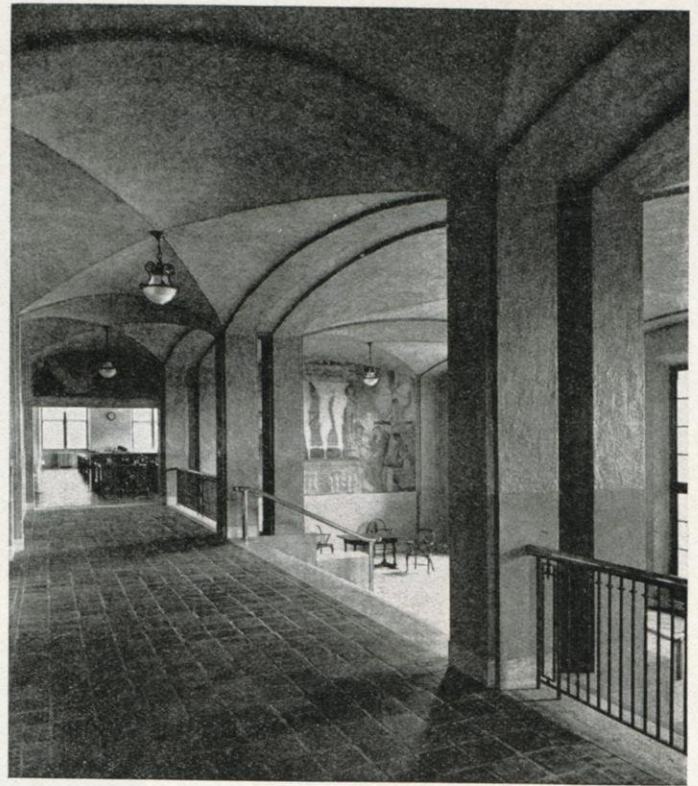


A Residence Street in Kohler Village





General Offices of the Kohler Co.



Reception Lobby Kohler Co. Offices

the State, from the standpoint of scholastic requirements and equipment. During the winter, evening classes are also conducted for the benefit of the foreign born people who are seeking to become citizens.

There is a Recreation Club composed of and run by Kohler workers. This club fosters amusements of all kinds. It maintains a band and various athletic teams. It provides a rifle range and tennis courts and through its various activities, Kohler workers are aided in enjoying to the fullest extent their recreation hours. A new recreation hall of generous dimensions has just been completed that will provide a place for and aid in developing village activities. Kohler is also the home of a battery of field

artillery of the Wisconsin National Guard—a battery whose roster consists almost entirely of Kohler workers.

The visitor is quick to note that life in Kohler is pleasant, well-balanced with a wholesome interest in home, education, recreation and all other worth-while things of life. The people here, although busily occupied carrying on the strenuous tasks of the great industry, are, at the same time, intent upon accomplishing their civic program. Every opportunity is given them for self-expression and the decided growth of the Village indicates the success of the Village plan.

Visitors to Sheboygan should not fail to include Kohler Village, one of the outstanding communities of America.



Kohler Village Hall



A Typical Home in Kohler Village





THE SHEBOYGAN PRESS

THE potentiality of a daily newspaper to creditably serve the community and contiguous territory in which it circulates, greatly depends upon the vision of its editor and the thorough and impartial manner in which it carries the news events of the world to its readers.

For several years The Sheboygan Press has been the only English language daily newspaper published in the city of Sheboygan. This monopoly, however, has in no manner affected the editorial policy nor has it influenced or modified the action of the editor in the general management of the newspaper.

Instead of curtailing operating expenses and otherwise taking advantage of the situation, the editor of The Sheboygan Press, since his newspaper has been alone in the field so far as local competition is concerned, has extended and improved every facility for the receiving and the dissemination of all the important news events of the world. Recently he added the service of the Associated Press to that of the United Press, which latter service had previously supplied outside news, and now direct wires of these two great international news gathering agencies connect the office of The Sheboygan Press with the entire world.

The Sheboygan Press has been a potent factor in the development of the social and civic life of the community in which it is located. The editor, has always been personally interested in the affairs of the city and county and, through his newspaper, has fostered and supported every meritorious movement inaugurated for the purpose of promoting the welfare of the people and the advancement of the community and county at large.

About a year ago, he caused to be compiled and published a comprehensive history of the City of Sheboygan since its earliest settlement ninety years ago. Last April he authorized a similar historical edition, containing a general review of the settlement and subsequent development of the county as a whole. These two special historical numbers of the Press were not compiled and printed for financial gain; but rather to give to the public as complete a history of the city and county as it was possible to give in a newspaper.

Both of these issues received favorable comment by editors of many leading daily and weekly newspapers throughout the country and, at the same time, elicited praise from thousands of residents of Sheboygan county and outside places. Prominent among the favorable comments was one which appeared in the recent number of the *Inland Printer*, a high class periodical published in the interests of publishers and printers throughout the United States and Canada.

This article reads as follows:

"Your special County Historical Edition" is one of the finest we have seen. The text is manifestly alive with interest to local people, the typography of advertisements as fine as can be, the makeup excellent in every respect, and the press-work is a delight. Seldom, indeed, in all the years we have been reviewing newspapers for the *Inland Printer* have we examined a paper so well printed or so excellent in every way. While the special-drawn sectional first pages indicate they were not done by a professional, experienced artist, they are effective in theme and striking in size and layout. The type faces used in the advertising are all good and so neatly related that no effect at all inharmonious results. It is peculiar that one does not notice the mixing of faces so much when other details of composition, display, and printing are good. We are producing a page from that issue that is characteristic of the edition as a whole.

### The City Beautiful

(Continued from page 15)

ground for children, and nearby is located one of the most inviting tourist camp-sites in Wisconsin. This campsite is well shaded and the grounds are equipped with all the conveniences required by tourists. In a large building may be found tables and chairs, a stove with plenty firewood furnished by the city free to tourists who remain here over night or for any period of time. The enjoyment of children who accompany their parents on motor trips has not been over-looked, and for their special benefit and pleasure, swings, sliding-boards, see-saws and other play-ground equipment has been placed on the site.

Another alluring spot during the warm days and nights is the De Land Lake Front Park, which is located on the lakeshore near the north breakwater. Because of its central location and splendid spacious grounds, this park is popular with people residing on the east side of the city. Every afternoon, weather conditions permitting, baseball games are played here which attract large numbers of spectators.

Directly north of this park is the North Side Bathing Beach, one of the finest stretches of sand beaches on the west shore of Lake Michigan.

In the recent years, due to the activities of the South and West Side Advancement association which may be credited with having made extensive and badly needed improvements, the South Side Bathing Beach has grown in popularity.

Both north and south side beaches have splendid bath-houses for the convenience of bathers, and for their protection life-guards are engaged during the bathing season.

Centrally located along the main business thoroughfare is Fountain Park, embracing a full city square and well provided with shade trees. In this park is an artesian well over 1500 feet in depth from which flows five streams of water having high medicinal value. And in the heart of the west side residential section of the city is another beautiful spot occupying a full city block and known as Sheridan Park.

For several weeks during the summer months, free band concerts are given in regular rotation at all the city parks located in the downtown district, which includes Fountain Park, Sheridan Park and the De Land Lake Front Park.

Taken altogether, few cities having the same population are so bounteously blessed with recreation spots as is Sheboygan, and the fact that there are 134 acres of public parks and supervised play-grounds, shows that the affairs of the city are in capable hands.



# FAST ELECTRIC LINE CONNECTS SHEBOYGAN AND MILWAUKEE

ONE of the fastest electric railway lines in the United States connects Sheboygan with Milwaukee and intervening points. It is the Milwaukee Northern railway, operated under the same able management as The Milwaukee Electric Railway & Light Co.

Frequency of service, excellence of the equipment and convenience of terminal arrangements combine with speed of operation in making Milwaukee Northern the preferred route to the metropolis.

Trains are operated from Sheboygan hourly during the entire business day, with additional service adequate to the needs of traffic. De luxe type coaches are used in regular service, and parlor cars are used for special limited runs thrice a day in each direction.

Four of these parlor car trains make the 57 mile trip in 99 minutes, and the other two, in 96 minutes. Port Washington is their only schedule stop between terminals.

Only slightly more time is required for the regular limited trains, which serve Oostburg, Cedar Grove, Belgium, Port Washington, Grafton, Cedarburg, Thiensville, Brown Deer and Mil-

waukee. Smaller communities and the rich dairying countryside along the route are made readily accessible by frequent local service.

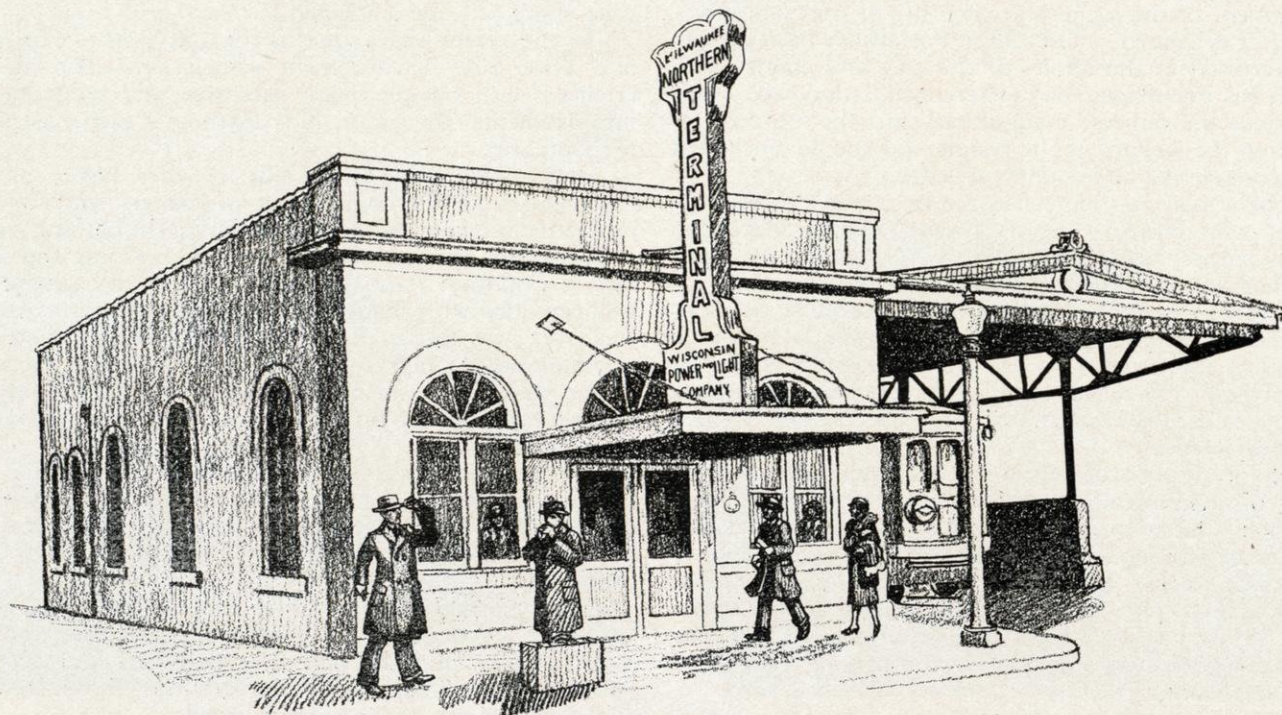
Notable among Milwaukee Northern conveniences is the fact that its terminals, both at Milwaukee and Sheboygan, are in the heart of the business district.

Milwaukee Northern trains make direct connections at Milwaukee for Rapid Transit electric trains for Waukesha, Oconomowoc, Watertown, East Troy, Burlington, Racine and Kenosha, and for North Shore trains for Chicago.

Similarly, connections are made with motor coach lines for Madison, Janesville, Beloit, Lake Geneva and many other points.

In addition to the passenger service, a convenient and rapid express or merchandise dispatch service is operated over the Milwaukee Northern. Motor truck, steamship and electric railway connections extend this service to many points in Wisconsin, to Chicago, to ports across the lake and to places as far east as Detroit and Toledo.

Merchandise trains make day and night trips, assuring prompt delivery at terminals. In most instances overnight delivery is made.





### Evolution of a Progressive Industrial City

(Continued from page 9)

beaches and other recreational spots well distributed throughout the city, together with many other advantageous facilities and improvements of which it may well be proud.

From every viewpoint, the city of Sheboygan is one of the cleanest, healthiest and most inviting cities extant in which to promote and enjoy real home life. Annals of the police department show a surprisingly few number of serious crimes committed in the city, and this outstanding proof of morality is also found in the rural districts of the county.

### A Bewildering Chapter in Nature's Book

(Continued from page 19)

Wandering slowly over this arid stretch of silica sand, viewing the fantastic formation of the dunes from the eyes of a detached observer, the present writer came to a spot where the sand was coal black in appearance. Making inquiry, he was informed that this coloration was caused by minute particles of iron deposit in the lake water. The presence of the iron mixed in the desert sand was discovered several years ago when an analysis had been made for the purpose of determining the nature of the black substance.

A trip to the Sheboygan dunes truly is diverting. To all persons who find pleasure in exploring the mysteries of nature, a day spent there with or without a camera will be found very profitable.



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Telephone 4091

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## Industries Seeking a New Location are Invited to Investigate Sheboygan

This prosperous, progressive port; located in the heart of one of America's greatest industrial and farming centers, possesses all the requirements necessary for economic manufacturing and distribution.

Sheboygan has an unusually happy and contented laboring population, has excellent rail and water transportation facilities, public utilities that can furnish gas and power at a very low rate, is well situated with respect to the great markets of America and the centers of raw material, and is thoroughly modern and progressive as evidenced by the stories and illustrations in this publication.

*With the Completion of the St. Lawrence Waterway, Sheboygan  
will be one of the First Cities, Whose Industries will Profit by  
the Completion of this Great Project*

If you are contemplating a change of locations, now is the time to locate in Sheboygan, while good manufacturing sites can still be secured at a low price, and on easy terms.

**SHEBOYGAN BUSINESS MEN'S ASSOCIATION**  
SHEBOYGAN, WISCONSIN



# SEE SHEBOYGAN GATEWAY TO THE SUMMER COUNTY OF REST and REPOSE

When touring Wisconsin plan to stop over in Sheboygan, one of America's most picturesque and delightful cities, beautifully located on Lake Michigan, fifty-two miles north of Milwaukee, on routes 141, 23, 28 and 32 of the State Trunk Highway System, which takes you to the beauty spots of Northern Wisconsin and Upper Michigan.

Our tourist camp is one of the best equipped in America, provided with a neatly furnished shelter house, containing cooking ranges, tables, chairs, sinks and running water.

## AUTOMOTIVE DIVISION

Sheboygan Association of Commerce

*All the garages whose names appear below have pledged themselves to extend every courtesy to the motor tourist and to render efficient service at reasonable rates*

HAMACHECK BUICK COMPANY—816 Niagara Ave.,

Buicks

KORMAN-SCHMIDT AUTO COMPANY—1119 Superior Ave.

Peerless, Oakland, Pontiac, Kissel Trucks.

S. V. T. NASH COMPANY—12th & Indiana Ave.

Nash

EASTERN WISCONSIN MOTOR COMPANY—1129 Ind. Ave.

Reo, Studebaker, Erskine, White Trucks

HELMING BROTHERS COMPANY—816 Erie Ave.

Chevrolet

RUMMELE AUTO COMPANY—702 Center Ave.

Dodge

W. A. KNAAK MOTOR COMPANY—1326 S. 13th St.

Chrysler

SERVICE GARAGE—930 N. 9th St.

SHEBOYGAN MOTOR CAR COMPANY—1215 N. 9th St.

Oldsmobile

R. H. THIEMAN COMPANY—Opposite Postoffice.

Lincoln, Fords

HEUER MOTOR COMPANY—1519 S. 12th Street

Star, Hupmobile, Jordan

NORTH SIDE AUTO COMPANY—1320 N. 13th St.

Hudson, Essex

A. Z. GARAGE—1215 Superior Ave.

LOEBEL AUTO COMPANY—402 S. River Street

Gardner

MARTIN & FUCHS GARAGE—703 Center Ave.

SCHNEIDEWIND & ZEHMS MOTOR CO.—1401 Ind. Ave.

Whippet, Willys-Knight

CHANDLER-CLEVELAND COMPANY—827 Penn. Ave.

Chandler

## WE ARE PROUD OF SHEBOYGAN

And take this opportunity to invite manufacturers seeking a new location to investigate Sheboygan. We have on file a list of choice factory sites, which may be obtained on very reasonable terms.

MR. MOTORIST: On planning your itinerary for a tour through Wisconsin, be sure to include Sheboygan. See our beautiful homes and shaded streets, our enterprising industries and attractive mercantile establishments, and enjoy the rare delight of a "spin" over our 40 miles of pavement.

After you have once been in Sheboygan you will want to come again and again.



North Side Improvement Ass'n  
JOS. M. THEISEN, Sec'y

## SHEBOYGAN A CONTENTED CITY

To increase the spirit of contentment is the aim of

### THE SOUTH AND WEST SIDE ADVANCEMENT ASSOCIATION

And to that end, this organization fosters better and more playgrounds for the children, actively participates in organized campaigns to make our city beautiful, progressive and busy, teaches loyalty to home institutions and advancement of home people.

The South and West Side Advancement Association is a member of the CIVICS ASSOCIATION OF SHEBOYGAN, which has for its purpose the development of major projects beneficial to the entire city.

#### OFFICERS

SIDNEY D. KAYE, President ROLAND J. HERR, Vice-Pres.

WILLIAM ZEINEMANN, Secretary

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For Reliable Information on Real Estate and  
Appraisals see Members of the

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Sheboygan, Wisconsin

P. E. KIRCHER, Secretary  
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## *We Make it a Pleasure to Live in Sheboygan*

By enabling the housewife to buy Quality Meats  
and Meat Products, in clean and sanitary markets,  
at prices that are reasonable

## Sheboygan Retail Market Men's Association

Fred Degenkolbe  
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**N**O other railroad offers such a diversity of scenic playgrounds as is found along the Chicago & North Western Railway. Lofty mountains, gay beaches, dude ranches, National Parks, deep, cool forests, quiet lakes, sparkling streams—something to everyone's liking, whether it be the short jaunt over the week-end or the tour to occupy the whole summer.

## Low Summer Fares

Excellent train service daily from Chicago to all these regions. Let our experienced travel bureau help you in planning your vacation itineraries. Ask about our all-expense escorted tours.

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1342A

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DAILY FREIGHT SERVICE

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SHEBOYGAN

Chicago Waukegan Kenosha  
Milwaukee Manitowoc Two Rivers

Weekly service from Sheboygan on Friday to  
Kewaunee Sawyer Sturgeon Bay

Originators and store door pickup and store door  
delivery service in Chicago and Milwaukee

## The Wisconsin and Michigan Line

DAILY STEAMSHIP SERVICE

between

Milwaukee Grand Haven Muskegon

SAILS

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Telephone Broadway 7575

## Johnson's Photo Co.

SHEBOYGAN, WISCONSIN

Experienced Commercial  
Photographers

We make the photographs that help to sell the output of Sheboygan's great industrial institutions.

We invite correspondence and interviews with plants requiring the services of commercial photographers



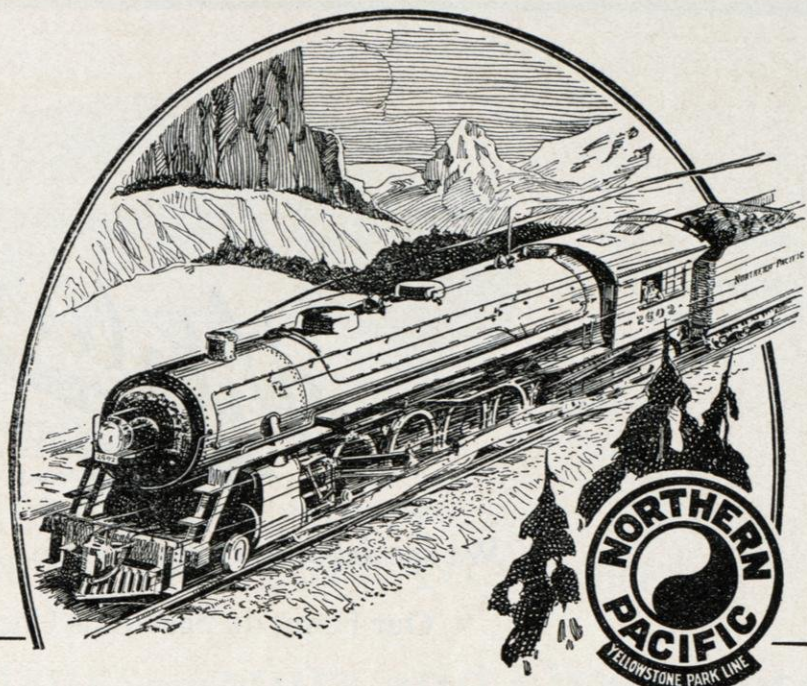
## Planning a Trip Abroad?

Let us arrange for  
your steamship  
transportation and  
help you solve your  
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We also specialize  
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*"One of America's Fine Trains"*

shows you the Cascade Mountains, the Rocky Mountains and the Mission Range by daylight. From the main line of the Northern Pacific, travelers see 28 ranges of mountains, and the train rolls along 1406 miles of rivers—pictures of "startling beauty" all the way.

The "North Coast Limited" is a *new* train—new engines one-third of a block long! New Pullmans, new observation cars, wonderful new type dining cars!

*Further information regarding this fine train  
will be gladly furnished by*

A. B. Smith, Passenger Traffic Manager  
St. Paul, Minn.

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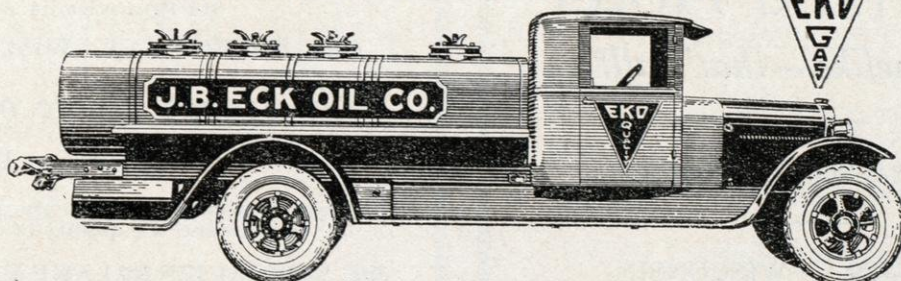
*"First of the Northern Transcontinentals"*

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We specialize in Home Cooking and Pastries

Our Fountain Service is Unexcelled



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*"Just homelike—that's all!"*

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## PFEILER'S RESTAURANT and Fountain Service

Opposite Hotel Foeste

## KNEEVERS' HOTEL

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SHEBOYGAN, WISCONSIN

*The Happy Home of Tourists*

Rates \$1.00 per Day

We take particular pride in the excellence of our  
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WE SPECIALIZE IN LAKE FISH DINNERS



We Make the Cloth  
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Honest Value  
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A NEW DEPARTMENT  
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SHEBOYGAN FALLS, WISCONSIN

A GOOD PLACE TO SPEND A  
DELIGHTFUL AFTERNOON

**Oak Park Pavillion**

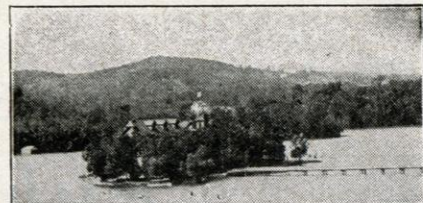
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WE SERVE EXCELLENT LUNCHESES  
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*Located on Island*

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**Blue Arrow  
Auto Laundry**

*Auto washing and alemite-ing*

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**EDWARD ARTHUR JUUL**

*Architect and Engineer*

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Security National Bank Building

SHEBOYGAN, WIS.



*Attention, Mr. Tourist:*

While in Sheboygan, let  
us clean and press your  
clothes.

**ART IMIG**  
725 New York Ave.

**Sheboygan's Biggest Washwoman**

**WOLF'S  
CENTRAL LAUNDRY**

Phone 24

Rain Soft Water      3 Suds      6 Rinses

**R. H. THIEMAN CO.**

Lincoln and Ford Dealers  
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**FREE SERVICE**

**OUT OF GAS?**

We will deliver without charge, gasoline to any Ford or Lincoln within a radius of five miles.

**NEED A NEW TIRE?**

We will deliver without charge, a Ford or Lincoln tire at our bargain cut prices anywhere within a radius of ten miles.

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We will deliver any Ford or Lincoln part without charge, anywhere within the city limits.

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We will tow in without charge, any Ford or Lincoln wreck within a radius of ten miles.

**HAVE YOU A PUNCTURE?**

We will without charge, change any tire on a Ford or Lincoln car on the road within a radius of five miles.

**DO YOU WANT YOUR OIL CHANGED?**

We will drain the old oil from your crankcase without charge.

**DON'T WORRY**

**PHONE 600**

We have three cars at your service

**"ELECTRIFY"**

**Public Service  
and Community Growth**

PROVIDING the home with conveniences made available through modern application of electricity is essential public service.

This company is constantly extending its facilities and keeping pace with local development so that a continuously larger number of customers may be served at the lowest practicable cost.

***Serving the Heart of Wisconsin***

**WISCONSIN  
POWER AND LIGHT  
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TIRE ENGINEERS

Telephone 122

Superior Ave. and Calumet Drive



DISTRIBUTORS  
OF  
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TIRES

We can save you money, if you will let us handle your tire problems



## Helming Bros. Co.

CHEVROLET  
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For a comfortably furnished room, pleasant surroundings and excellent meals, select the

## Hotel Foeste

Parties touring through Sheboygan are invited to make their headquarters at this hotel. Let us help to make your visit in Sheboygan a pleasant one.

The Foeste, Sheboygan, Wisconsin





The Community Auditorium



Random Lake's Public Park has many attractions for the tourist

# Plan Your Wisconsin Motor Tour Through Random Lake

On State Trunk Highways 144 and 57; Sheboygan  
County Trunk Highways "K" and "I"

To the lover of the great outdoors, there is no more delightful spot in Wisconsin in which to spend a few happy hours, than on the wooded shores of picturesque Random Lake, with its attractive community auditorium.

The Village of Random Lake is a prosperous community, located in the very heart of Wisconsin's richest agricultural section. It is a busy place, that takes particular pride in its flourishing industries, modern mercantile establishments, good hotel and garage facilities, and excellent schools and churches.

*The Random Lake Community Auditorium  
is a Monument to the Civic Spirit of this  
Thrifty and Enterprising Village*

Whether in Search for Recreation, Industrial or Agricultural  
Opportunities, or Just to Have a Good Time—

## COME TO RANDOM LAKE, WISCONSIN

THIS CORDIAL AND WHOLE HEARTED INVITATION IS  
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John Wolf,	Painting Contractor	Random Lake Times	Krier Preserving Co., Packers
Coal and Building Supplies	Globe Hotel	Wetor Bros. Co.	of Beans, Peas, Beets, Kraut
H. W. Beger Co.,	Wm. G. Jung, Beverages	General Merchandise	E. O. Binder,
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J. P. Altenhofen,	Furniture and Undertaking	E. A. Eichstedt, Jeweler	Fr. Arndt, Mason Contractor
Real Estate and Insurance	Wm. G. Doegnitz,	Random Lake Park	M. P. Becker
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Sinnen Hardware Co.	T. A. Meyer, Garage	and Cattle Buyer	The Auditorium
	The Village of Random Lake	Random Lake Products Co.	





Everything to Eat  
Everything to Wear  
Everything for the Home

**H.C. PRANGE CO.**

SHEBOYGAN'S LARGEST DEPARTMENT STORE

# BRAWN BREAD

So tempting in flavor and goodness—so delicious in appearance all the family demand it. And with the health-giving qualities of **WHOLE WHEAT** bread—rich in the essential carbohydrates and minerals that bring vitality and overflowing health.

Appetizing flaky crusted loaves come fresh from your baker's ovens every day. A fine grained bread—with a richer taste—that will not crumble when sliced and keeps fresh for days.

*Make Brawn Bread a part of every meal.  
All the family will enjoy it.*

At your Naborhood Grocery

You will scarcely believe Brawn Bread is a health bread. It's too delicious—too full of rich flavor and tantalizing goodness. But it is a health bread—made from whole wheat that supplies elements of buoyant vitality business men so often lack—the mineral salts—the energy-giving calories—and the waste eliminating bran food.

*Eat Brawn Bread—regularly—and you'll get out of the "Tired Business Man" class.*

At your Naborhood Baker

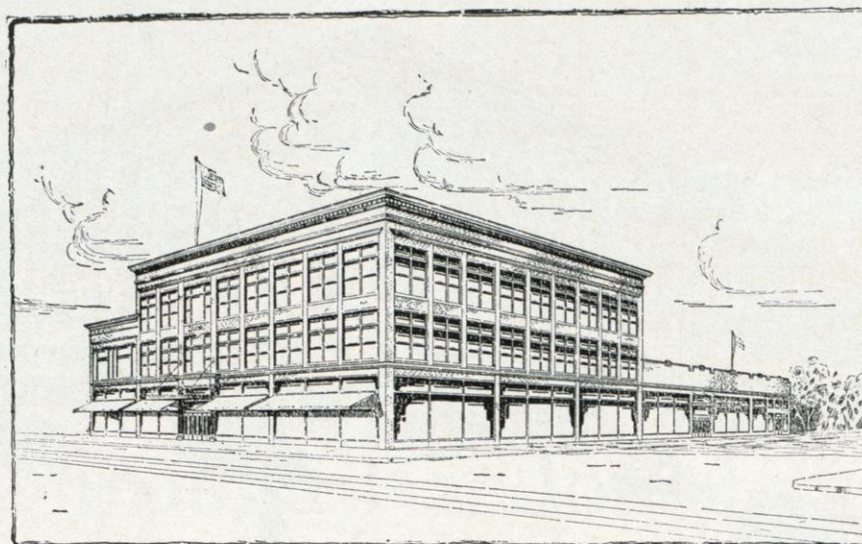
**THE KONRAD SCHREIER CO.**  
SHEBOYGAN, WISCONSIN

**BRAWN WHOLE WHEAT FLOUR**  
**BRAWNITE BREAD IMPROVER**

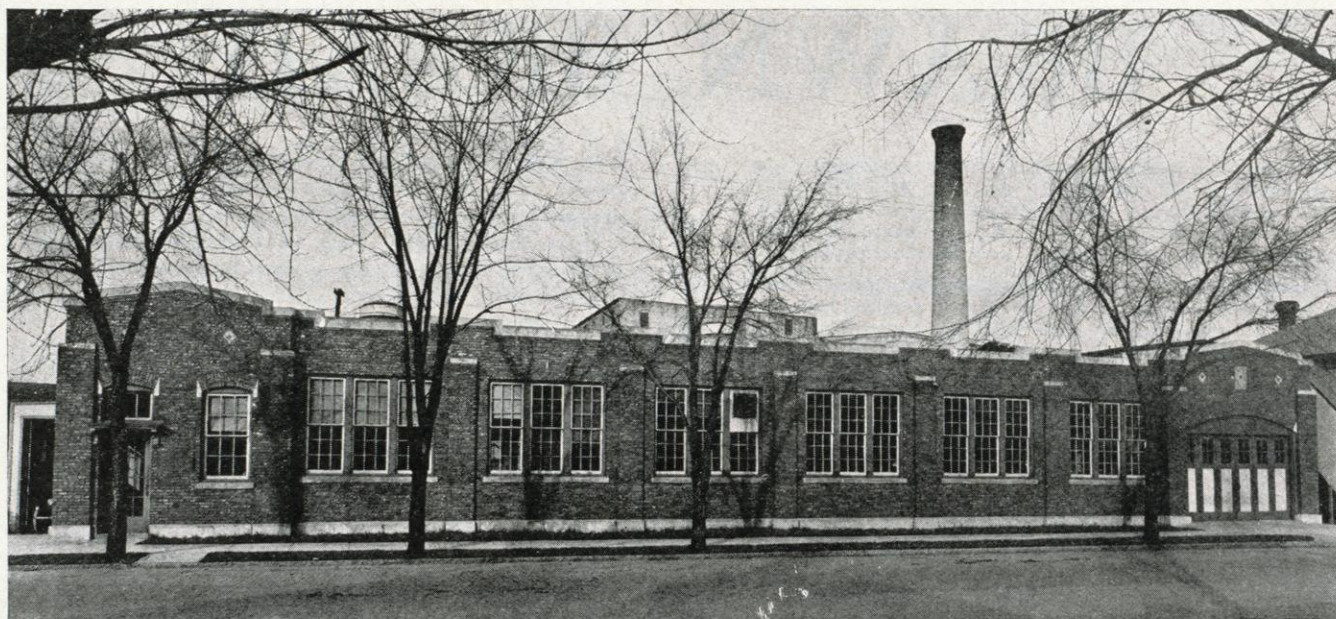


**SCHREIER'S WISCONSIN**  
**RYE FLOUR**





J. & W. Jung Co., Sheboygan's Large and Popular Department Store



THE WISCONSIN MIRROR PLATE CO.  
MIRROR MANUFACTURERS

SHEBOYGAN, - WISCONSIN



"CITY OF CONTENTMENT AND THRIFT"

# SHEBOYGAN

A city of 40,000, is the briskest and most flourishing city of its size struck during an eight weeks tour of the West.

—Arthur Evans, Chicago Daily Tribune, Aug. 27, 1926

Sheboygan, since its early stages, has steadily forged ahead, until now it ranks with the largest and most modern cities in the State of Wisconsin. The products of its industries are known the world over; its educational facilities are of the highest type; and its natural advantages are such that they bespeak even greater progress and prosperity in the years to come. Over 80% of its people as home owners tells the story of Thrift—the rock upon which this city is founded.

## SECURITY NATIONAL BANK

ASSETS OVER TEN MILLION DOLLARS

CAPITAL AND SURPLUS ONE MILLION DOLLARS

### FARMERS AND MERCHANTS BANK

ASSETS

ONE MILLION THREE HUNDRED  
THOUSAND DOLLARS

CAPITAL AND SURPLUS

ONE HUNDRED FIFTY THOUSAND  
DOLLARS

### SOUTH-WEST STATE BANK

ASSETS

SIX HUNDRED THOUSAND  
DOLLARS

CAPITAL AND SURPLUS

SIXTY-FIVE THOUSAND DOLLARS



BUILD NOW

# Hildebrand Lumber & Supply Co.

COMPLETE LINES -- BUILDING MATERIAL

PLANING MILL IN CONNECTION

Lumber - Roofings - Sash and Doors - Portland Cements - Crushed Stone - Wood - Fuel

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Our Aim is to Satisfy PRICE - DELIVER - QUALITY

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North 16th and Saeman Ave.

SHEBOYGAN, WISCONSIN

Telephone 597

# TRILLING'S SHELL GASOLINE AND FILMOLINE MOTOR OILS

*HELLO, TOURISTS!*

WE AIM TO SERVE YOU BETTER THAN EVER. NINE MODERN  
SERVICE STATIONS, INCLUDING LADIES' REST ROOMS, CON-  
VENIENTLY LOCATED THROUGHOUT THE CITY OF

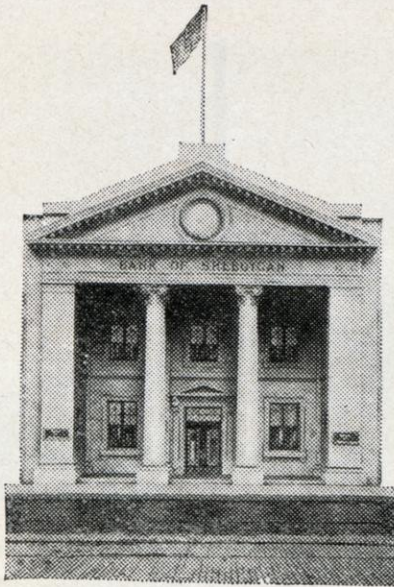
SHEBOYGAN ON HIGHWAYS 141, 23, 32.

INFORMATION BUREAU AT EVERY STATION

# TRILLING BROS. OIL COMPANY

*THE HOUSE OF QUALITY*





Established 1873

Capital  
\$200,000

Surplus and  
Undivided Profits  
\$350,000

Deposits  
\$5,000,000

#### OFFICERS

Adolph Pfister, - - - President  
Joseph Pfeiler, 1st Vice-Pres. and Cashier  
Wm. H. Gunther, - - - 2nd Vice-Pres.  
Nils Kjelson, - - - Assistant Cashier  
Arnold Steimle, - - - Assistant Cashier

## THRIFT--PROSPERITY

### Prosperity in Sheboygan

Sheboygan, a city of 40,000, is the brisk-est and the most flourishing city of its size struck during an eight weeks tour of the west. Its industries are rapidly expanding and they are so diversified that periods of depression outside in recent years have not been noted here.

As indicated by the status of the banks, which have \$18,000,000 of deposits, prosperity is pretty well stabilized in these parts.

The above is a portion of a special newspaper article by Arthur Evans, staff writer, which appeared in the Chicago Daily Tribune on August 28, 1926.

For over half a century the Bank of Sheboygan has served this community and has helped it to grow and prosper.



# BANK OF SHEBOYGAN

SHEBOYGAN, WISCONSIN

"SAFETY AND SERVICE"



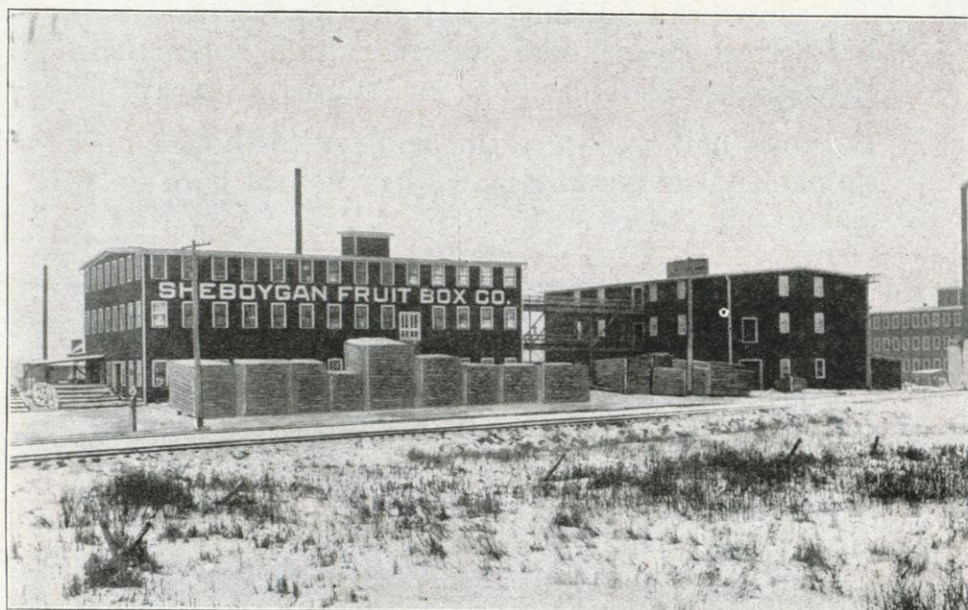
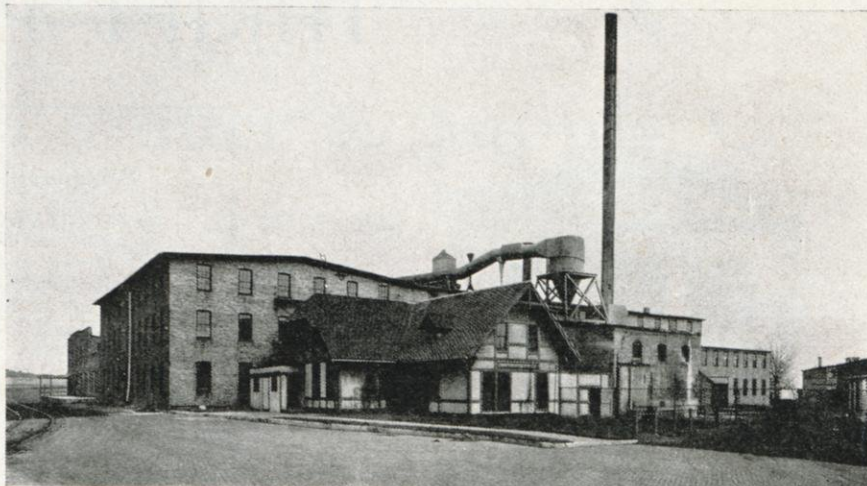
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SHEBOYGAN, WISCONSIN

Manufacturers of  
**Plywood Veneer  
Panels**

*In all Domestic and Foreign Woods*

Factories and Mills at Sheboygan, Wis.,  
Newport, Vermont and Antigo, Wis.  
Warehouse at Jersey City, N. J.  
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Manufacturers of  
**Fruit and Vegetable  
Packages**  
High Grade Wardrobe  
Trunk Hangers  
and other Plywood

**SHEBOYGAN  
FRUIT BOX CO.**

Sheboygan, Wisconsin

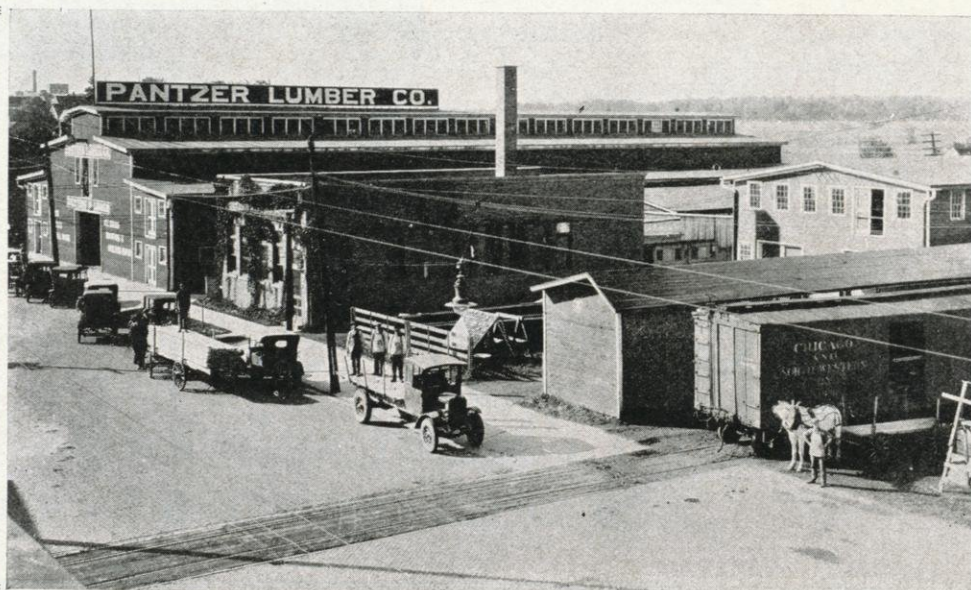
# PANTZER

Furnished the Material  
to Build a Greater

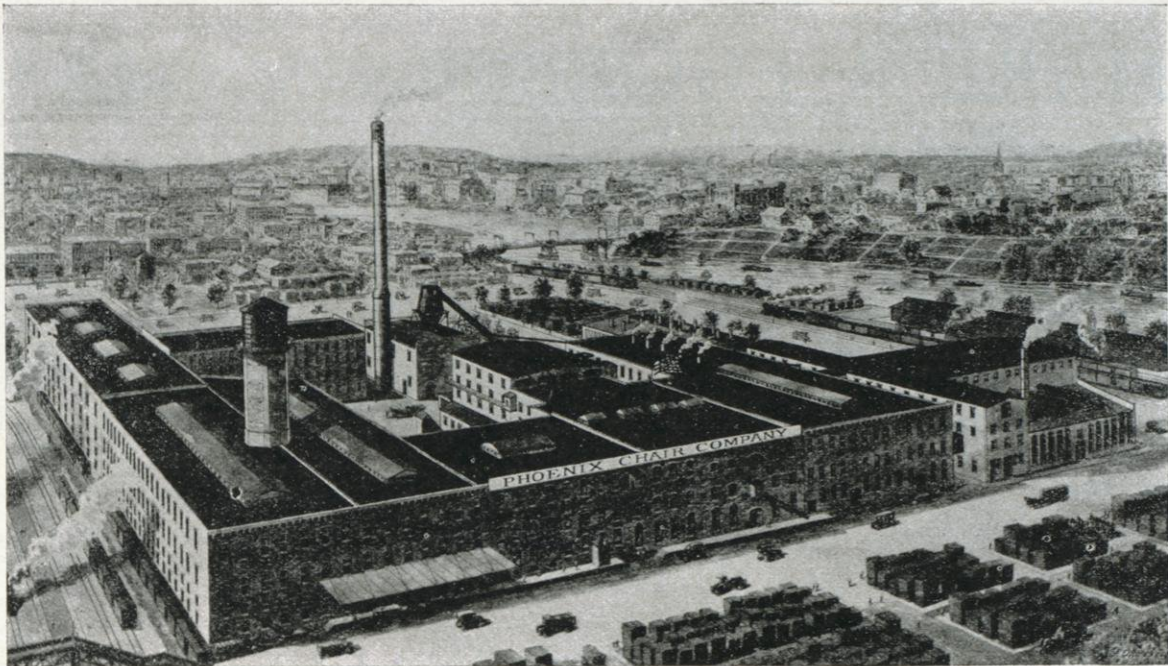
**SHEBOYGAN  
WISCONSIN**

*“Everything  
to  
Build Anything”*

Established 1898







BUSY SINCE 1875

*"The largest chair factory in  
the world under one roof"*



PHOENIX CHAIR COMPANY

SHEBOYGAN, WISCONSIN



## MARK J. EGGBEEN & SONS

Painting

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2432 North Sixth Street

Telephone 3986-W

SHEBOYGAN, WISCONSIN

## ARTHUR SPECKMANN

*Carpenter Contractor*

2101 N. 10th Street, Sheboygan, Wis.

We specialize in the construction of modern and attractive homes, build at a reasonable price, without sacrificing comforts, conveniences and design. If interested in the building of a new home, we will consider it a privilege and a pleasure to show you some of the hundreds of homes recently constructed by this firm.

*Estimates for homes and general repairs cheerfully furnished*

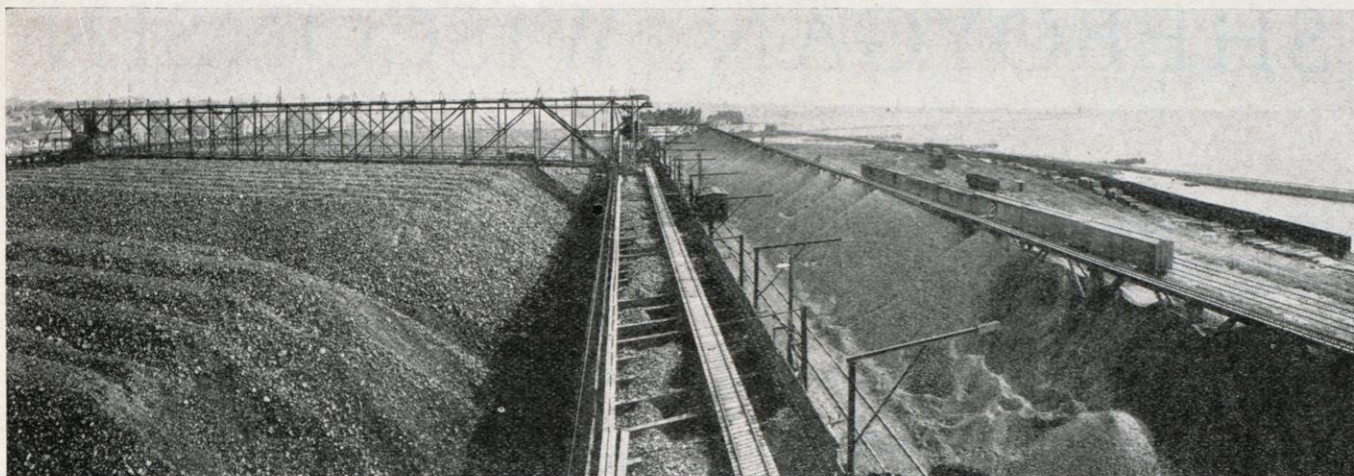
**O**IL heating is modern. It supersedes coal heating as the incandescent lamp supersedes other forms of illumination. Like pressing the button for light you simply move a dial in your room indicating the kind of temperature you want and the Pasco Fuel Oil Burner automatically obeys your wishes without any further attention. Wonderful in comparison are the benefits to be enjoyed. It means more health, more time for leisure, no work, no dirt, and you can even save money.

**ADOLPH F. ZURHEIDE**

920 Michigan Ave.

Sheboygan, Wis.





# The C. Reiss Coal Company

Sheboygan, Wisconsin

*Service*

*Quality*



GENERAL OFFICE

---

## DOCKS

SHEBOYGAN, WIS.  
MANITOWOC, WIS.  
GREEN BAY, WIS.  
ASHLAND, WIS.  
SUPERIOR, WIS.  
TWO RIVERS, WIS.  
ESCANABA, MICH.

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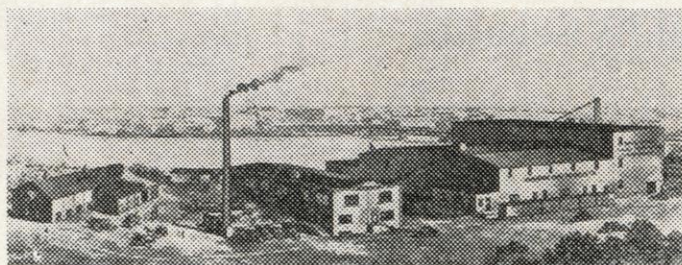
# SHEBOYGAN, WISCONSIN

HAS MANY

COMMERCIAL OPPORTUNITIES  
WAITING FOR YOU!

*Let us help you locate in this prosperous and beautiful city*

NYE & WINTER COMPANY, INC., *Realtors* INVESTMENTS INSURANCE  
STEAMSHIP TICKETS



**Verifine**  
SHEBOYGAN DAIRY PRODUCTS CO.

FOOD PRODUCTS

A part of every good meal

SHEBOYGAN DAIRY PRODUCTS COMPANY

## GAS—THE IDEAL FUEL

Instantly Available and Most Dependable

**ALWAYS AT YOUR SERVICE**

24 HOURS A DAY

365 DAYS A YEAR

WISCONSIN PUBLIC SERVICE CORPORATION

SHEBOYGAN DIVISION NOW SERVING OVER 10,000 CUSTOMERS

*If it's done with heat—you can do it better with gas*



# NORTHERN FURNITURE COMPANY

MAKERS OF

## BEDROOM and DINING ROOM FURNITURE

Operating one of the largest and best equipped furniture factories in the United States. NORTHERN FURNITURE is noted for the highly artistic quality of its designs and excellent workmanship.

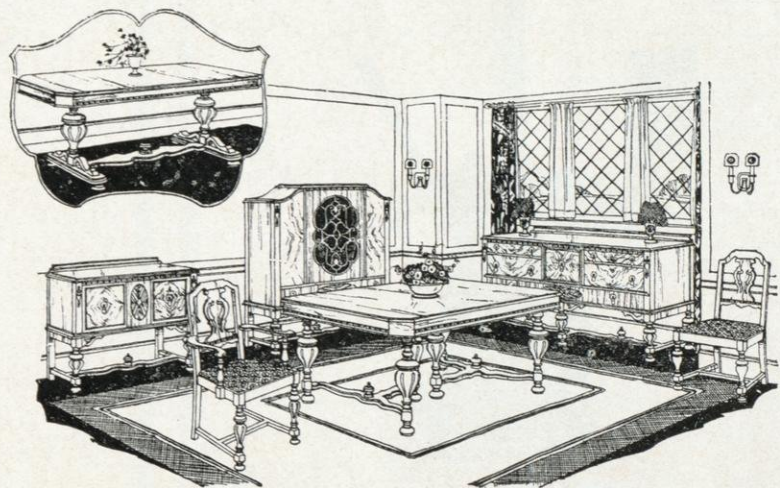
*Sold by leading retailers everywhere*



6210 Dresser



HIGH GRADE  
WALNUT  
DINING ROOM SUITES  
ATTRACTIVE  
NOVELTIES  
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A COMPLETE LINE OF  
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OFFICE CHAIRS



# CROCKER CHAIR COMPANY

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## Van der Vaart Brick and Building Supply Co.

Manufacturers of Zimbal Brick and  
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SHEBOYGAN, WIS.

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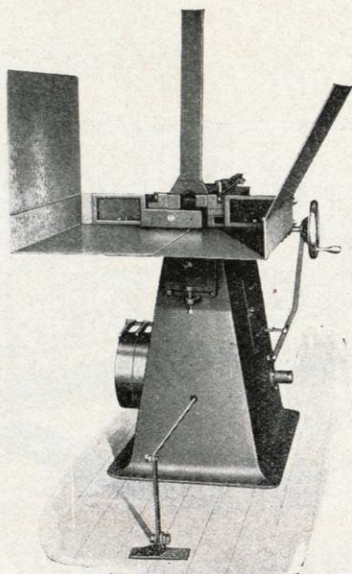
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Entire plant devoted exclusively  
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Best Bread Wrapping Machine.

Mr. Baker:—When in the market  
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will do the work economically  
and with neatness and dispatch,

*ORDER A HAYSEN  
BREAD WRAPPING  
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**Grasse Bros. Oil Co., Sheboygan, Wis.**BULK STORAGE: SHEBOYGAN, PLYMOUTH, RANDOM LAKE,  
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CAPACITY 1,000,000 GALLONS

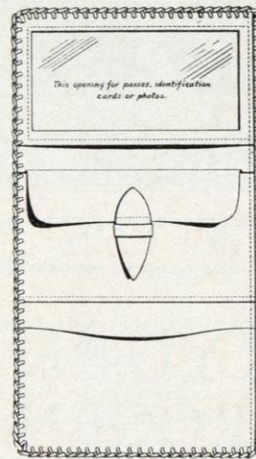


# Northfield

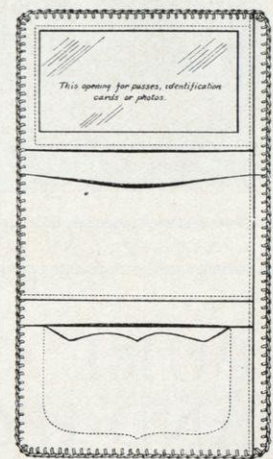
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**U**PHOLSTERED davenports with chairs to match, and handwoven fibre furniture, in a vast array of beautiful designs and striking color combinations. Northfield Living Room Furniture is synonymous for Style and finest quality.

The Northfield Company  
Sheboygan, Wisconsin



\$2.25 Each



\$2.25 Each

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Fine Leather Goods

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Coin Purses Bill Books Hip Books Pass Books  
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LACED EDGE BOOKS A SPECIALTY



ALWAYS  
THE SAME



ALWAYS  
GOOD

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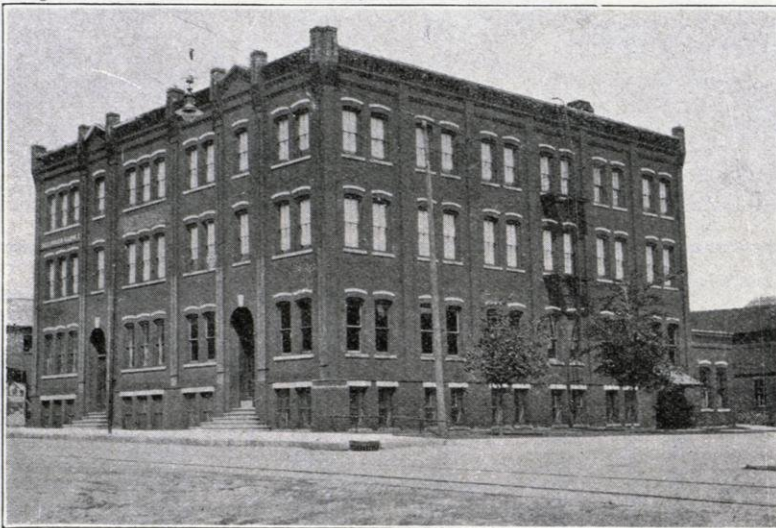
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Manufacturers of

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*To the Jobbing Trade only*

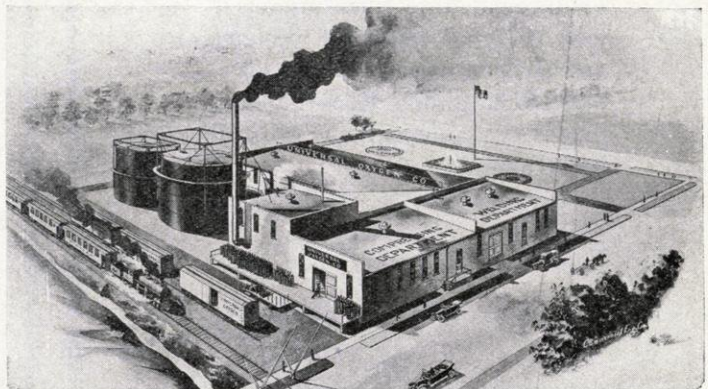
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*Guaranteed Telegraph Service  
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We are Furnishing the Brick—To Build Greater Sheboygan

OUR CONCRETE COMMON BRICK ARE TESTED AND APPROVED  
BY THE WISCONSIN INDUSTRIAL COMMISSION

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MANUFACTURERS OF CONCRETE COMMON BRICK

DEALERS:  
FACE BRICK  
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OFFICE AND YARD:  
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# Dependable Housefurnishings are a part of our Hardware

HAVE YOU SEEN THE NEW

## *Estate* GAS RANGES?

They are beautiful, practical, and the best bakers known. Let us show you the newest models today.



Electric Washer

You need not fear wash-days during the hot summer months with a

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THE WORLD'S FINEST WASHING MACHINE

Faster washing and cleaner clothes are the reasons why MEADOW owners — universally — claim it to be the best washer known. Let us prove it to you.

If you have any doubts about the cleanliness and constancy of oil-heating, come to our store and let us demonstrate the

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You will then see why BAKERS are so extremely popular with homeowners the country over for home heating.

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THE WINCHESTER STORE

Telephone 302

*"The Mohr you laugh and the Mohr you cry,  
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If you'll just come 'round to us and try  
Our brand new HEALTHFUL TASTY RYE"*

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BY **EMIL MOHR BAKERY**

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Special attention given to out-of-town orders

For quality paints, varnishes  
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place your order  
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**SHEBOYGAN  
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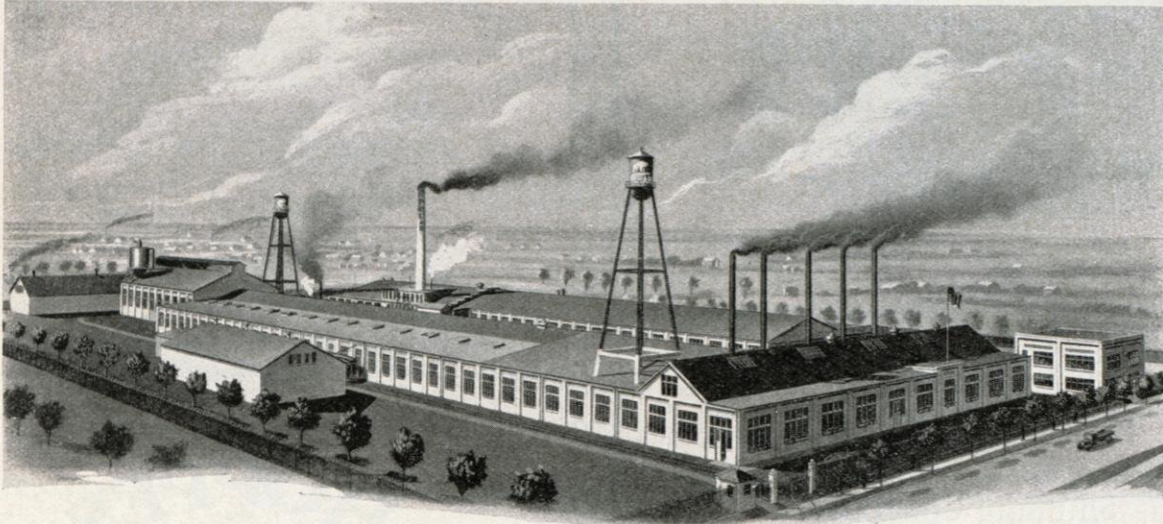
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Insurance Agency**

*Complete Insurance  
Service*

SHEBOYGAN, - WISCONSIN





## THE CONQUEST OF THE KETTLE

The life-work of one man has been summed up in a song, of another, in a bridge. And posterity, hearing the song or crossing the bridge, has been glad to say: "Surely he lived not in vain."

The aim of the working hours of Andrew J. Vollrath was realized in the all white enameled ware now produced by the Polar Ware Company of Sheboygan, Wisconsin. Versed in the arcana of the old world craft of enameling, Mr. Vollrath struggled on in this country to create the kitchen utensil that should be perfect. He eliminated the seams and rivets, so that each dish or kettle is one smooth, graceful, unbroken ripple of snow-whiteness. He refined the "cold water" process of enameling until he obtained a surface three-fold thick, fused into tough steel's very fibre.

Today in the great plant located on the Lake Shore Road of Sheboygan, Polar Enameled Ware is made in vast quantities to supply the markets of the world. As the years pass by, improvements are made in the manufacturing processes, but Polar Ware Quality is never sacrificed for greater volume of production.

## POLAR WARE COMPANY

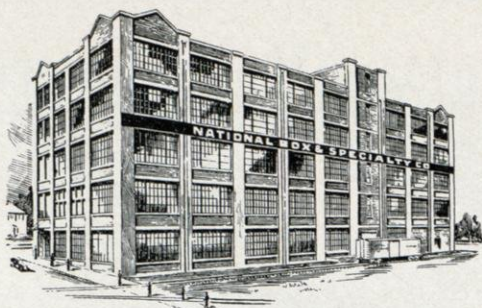
"FOUNDED BY A. J. VOLLRATH, AMERICA'S PIONEER ENAMELER"

SHEBOYGAN, WISCONSIN

BRANCH WAREHOUSES: NEW YORK BOSTON CHICAGO LOS ANGELES  
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**"THE WARE THAT STAYS WHITE"**





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## NATIONAL

Corrugated Fibre Shipping Cases, Corrugated Sheets  
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Highest grade materials and first-class work-  
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National and She-Boy-Gan  
Shipping Containers

As the most economical for general shipping purpose.  
She-Boy-Gan food cases specially constructed  
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All our cases are made with the new  
double hinged score.

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Sheboygan, Wisconsin

*If you ship in "National" boxes you ship safely*

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*Everything to Build Anything Fireproof*

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**BUILDERS-HEADQUARTERS**  
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*Quality and Service*

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SHEBOYGAN, WISCONSIN

Established 1854

Incorporated 1885

## Sheboygan Lime Works

Founded by Henry E. Roth

Since 1854

SHEBOYGAN WHITE QUICK LIME

has been a standard of quality

SHEBOYGAN HYDRATED LIME

has won a reputation as Finishing Plaster

SHEBOYGAN GARDEN LIME

Sweetens the Soil

Our Magnesium Lime has long been used for  
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SHEBOYGAN LIME

the standard of quality for 70 years





*For a Delicious and Nutritious  
Dessert Use Enzo Jel*

The American housewife more and more realizes that no dinner really is complete without dessert. To most people it is the delight of the whole meal, and still conscience whispers to some: "Be careful! Remember, there's a limit to digestion." Both can be satisfied if the housewife serves ENZO JEL, which is so easily digested and so essential to the health, growth and strength of the human body.

*Ask your grocer for a supply*

FIRST AND FOREMOST IN SHEBOYGAN—

THE STORE FOR ALL MODERN APPLIANCES

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Willard Battery Service

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*For Wholesome and Deliciously Flavored Butter*

MANUFACTURED IN ONE OF WISCONSIN'S  
MOST SANITARY DAIRIES

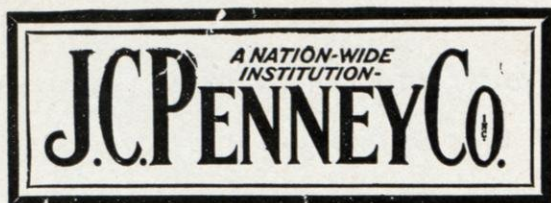
**INSIST ON GOLD LEAF BUTTER**

We also specialize in cook and cottage cheese  
pasteurized milk and cream

**SHEBOYGAN FALLS CREAMERY CO.**

Sheboygan Falls, Wisconsin





613-15 North Eighth Street  
SHEBOYGAN, WISCONSIN

**Our Buying Power**  
is  
**Your Saving Power**

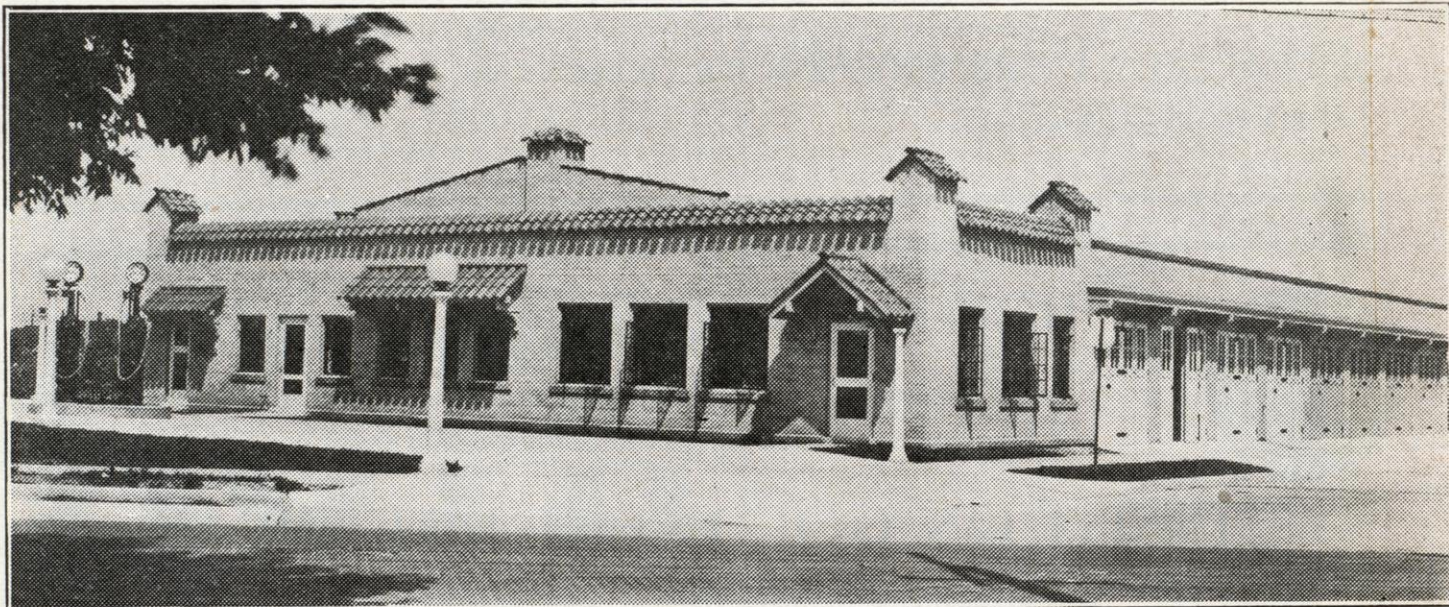
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**SERVICE STATIONS**

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ELKHART LAKE    SHEBOYGAN FALLS



# SILVER BLACK FOX FARMING IN WISCONSIN

## An Industry with a Successful Past and an Unusually Promising Future

Writes the U. S. Department of Agriculture: "Probably no other livestock enterprise pays larger returns for the money invested."

### WISCONSIN IDEALLY ADAPTED

Experimental fox farms operated in various sections of the Badger State have demonstrated that the silver black fox can here be successfully and profitably propagated.

### The Manitowoc Fox and Fur Company

With Ranches at

Manitowoc, Wis. and Random Lake, Wis.

Has been a pioneer in this industry, and because of the fact that it has been in successful operation for many years, is established on a sound and efficient basis, and managed by one of the most capable and efficient fox breeders in America, is now in position to offer to the public an investment that is safe and very remunerative.

### We Shall Welcome the Opportunity to Explain to You How to Turn Foxes Into Dollars

#### A FEW SIGNIFICANT FACTS ABOUT THE FOX INDUSTRY

Furs that cost the farmer from \$30 to \$50 to produce sell for from \$100 to \$700, according to quality.

The fur of the silver fox is the highest priced fur known.

Fashion demands the silver fox fur because of its unmatched blending of colors.

Silver foxes can be mated, bred and raised just as easily as a cow or any farm stock or pet dog.

Fashion symbolizes the silver fox fur as a "Jewel" in furs. The silver fox fur like the diamond, will always be in demand. A pair of silver foxes produce yearly from two to nine pups to a litter.

100% profit is not unusual in the fox industry.

The fur wearer is increasing faster than the fur bearer.

The raw fur market has been a staple market for 200 years.

Manitowoc Fox and Fur Co.

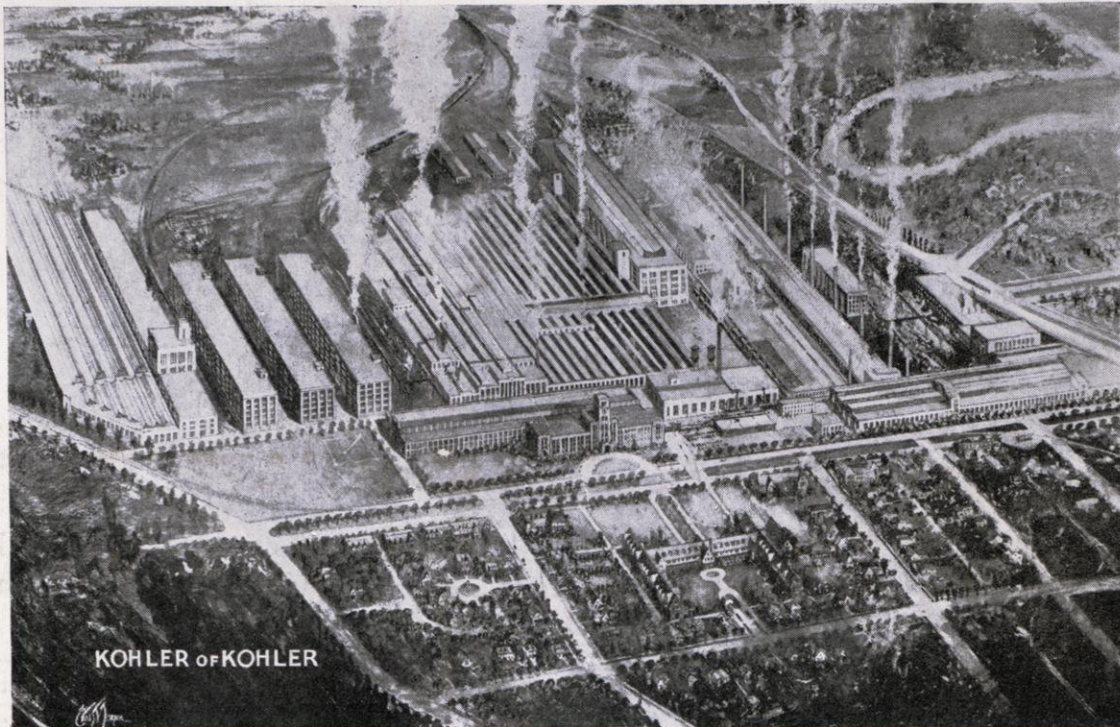
Manitowoc, Wisconsin

Lone Pine Fox and Fur Co.

Random Lake, Wisconsin







*Birdseye view of Kohler Plant with a portion of Kohler Village in the foreground*

**F**IFTY-FOUR years ago, in 1873, John M. Kohler established a shop from which one of Wisconsin's great industries has grown.

Today several thousand men and women daily pass through the Kohler gates on their way to work in factory and office. The plant, meanwhile, has become a marvel of equipment, organization, and efficiency.

Kohler products—Plumbing Fixtures, Electric Sinks, and Electric Plants—have obtained unrivaled reputation for quality, and are daily serving millions of people.

But most of all, the spirit of this organization finds expression in Kohler Village, with its beautiful streets, pleasant homes, and friendly activities and in the unity of purpose which has made this unique town-planned industrial garden city a reality.

Out of this unusual environment, an intangible improving quality is passing into every product which bears the Kohler mark.

## KOHLER OF KOHLER

Kohler Co., Founded 1873, Kohler, Wisconsin  
Shipping Point, Sheboygan, Wisconsin

BRANCHES IN PRINCIPAL CITIES