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## Sheboygan, the land of contentment. 1912

Sheboygan Businessmen's Association

[S.l.]: [s.n.], 1912

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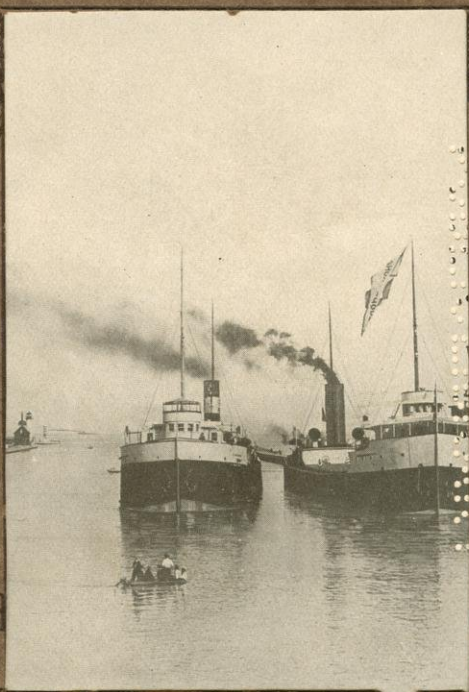
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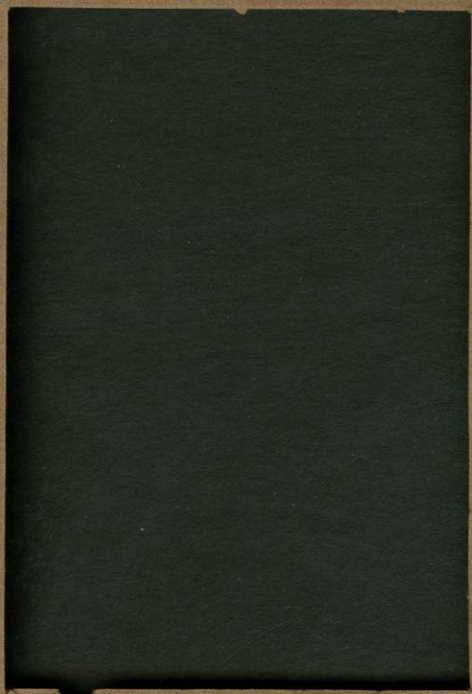
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# SHEBOYGAN



S R  
917. 7569  
Sh32

THE LAND OF  
CONTENTMENT



Donated in memory of -  
Mrs. Martha Hummützsch  
Flynn Bobacher. 8/8/80

768146



Habor View



SHEBOYGAN REFE

S R


917. 7569 Sh32

Sheboygan Businessmen's Association  
Sheboygan, the land of contentment.



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# SALUTATION

 HIS little booklet is being issued by the Sheboygan Businessmen's Association, representing the leading retail merchants, professional men and others interested in the welfare of the city and county of Sheboygan. We believe that in its make-up and text, it is unique among publications of this class. We have not printed a lot of photographs of alleged prominent citizens with their more or less authentic biographies. We are not advertising any one business more than others. We emphasize here the good points of our community and have tried to do justice to all and be fair to every interest. To describe fully all of the good things we have in Sheboygan would require a book ten times the size of this one.

This booklet is published entirely at the expense of the undersigned association, all half tones have been specially made for this book, not a cent has been collected or accepted for write-ups or photographs, not a single individual is here mentioned by name—it is unnecessary in Sheboygan, which is about the most democratic community in the country.

We invite others to come here and make their home with us, be they laborers, artisans, professional men, tradesmen or manufacturers. If your character is above reproach, if you are ambitious and industrious and looking for that Contentment which is life's greatest reward.

*You will feel at home in Sheboygan.*

Respectfully submitted by the

SHEBOYGAN BUSINESSMEN'S ASSOCIATION





The "Bend." Sheboygan River.

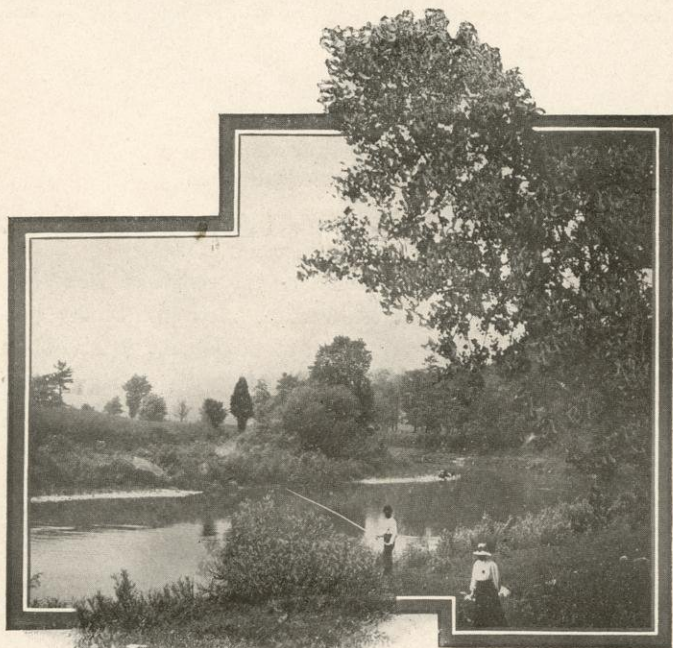
## SHEBOYGAN,

a city of 30,000 people, is located on the shores of Lake Michigan, fifty-two miles north of Milwaukee. It is the county seat of Sheboygan County. The population of the County is 55,000 people. The City of Sheboygan's manufactured products are quite varied and have a world-wide market. The County is a storehouse of agricultural wealth and leads the state and nation in the production of cheese. But this booklet is devoted neither to manufactures nor dairy products, but to the general attractions of our city and county, as a place for happiness and contentment, two necessities of life which cannot be purchased with money, but which we possess in abundance and are willing to share with others. We call our city and county the "Land of Contentment," and these are some of the reasons why—

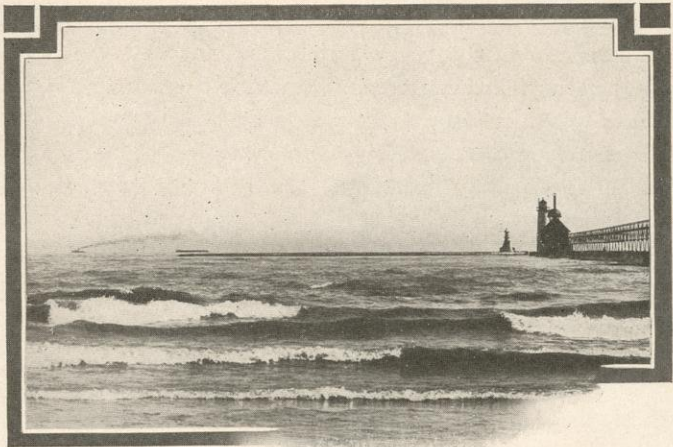


## CLIMATE.

People living to the south of the State of Wisconsin are sometimes inclined to scoff and sneer at our Wisconsin climate, and particularly our winters. And yet, we who have lived here all our lives and those who have come here from other states to find happiness with us know that our winter climate is one of the glories of our state. The crisp, clear atmosphere, with just enough snow on the ground to protect vegetation and provide good sleighing for pleasure and for business, is so immeasurably superior to the winter mud of Illinois and states farther south that there is no comparison whatever. For proof ask any one who has been brought up in some other state and has come to our wonderful section to their ever-



“In the Good, Old Summer Time.”

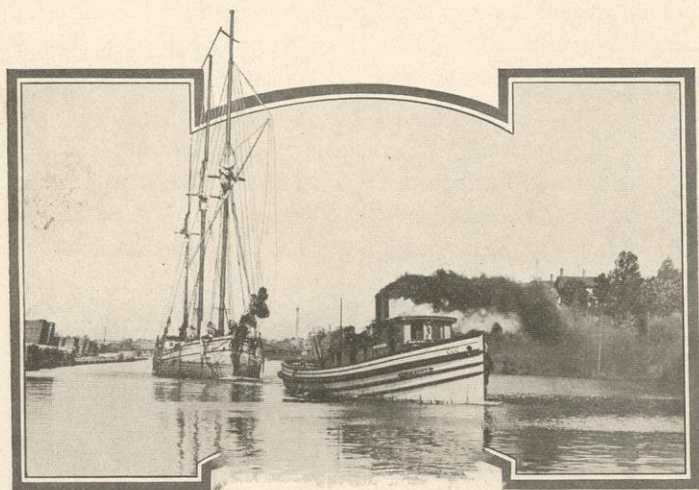


Looking Out Over the Lake.

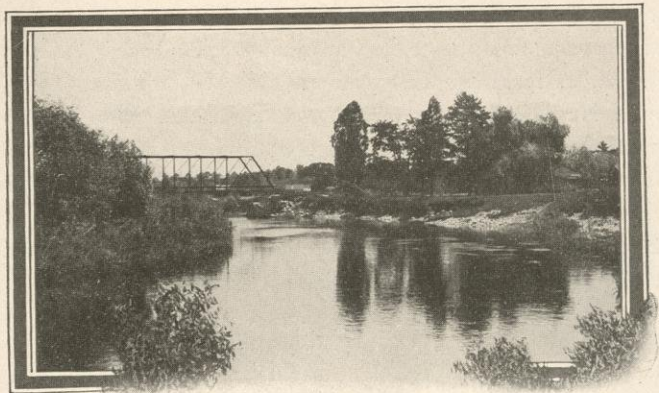
lasting benefit. Our winters are the most invigorating time of year, and, to many, the pleasantest season of all. The glories of the Wisconsin summer need not be described, for the people of Chicago, St. Louis and other southern points every year pay several million dollars tribute for the privilege of enjoying what to us is one of Nature's free gifts.

And of Wisconsin climates, Sheboygan County has a little the best of them all. For one thing it is located along the lake shore. The shore line at Sheboygan extends out into the lake and the city is located more or less on a peninsula, so that the lake influence is felt from three directions, north, east and south. This lake influence is generally quite evident for a distance of from ten to twenty miles inland, the enormous body of water which forms Lake Michigan acting as a huge regulator of heat and cold. Late frosts, killing vegetation, are practically unknown in Sheboygan County; the lake influence also keeps away early frosts in the fall and gives us those wine-of-life days, crisp and biting, with bright sunshine and bur-

nished gold over us and all around us. One fall season in Sheboygan County is worth a year's travel anywhere else. We are accused of having a backward spring season and we frankly admit it. The lake waters in early spring have a cold "hang-over" from the winter chills and these waters must be warmed by the sun before permanent settled warm weather can come. While this is an annoyance when every pore of Nature is longing for spring and warm weather, we have an enormous advantage even in this, and find virtue in the fact that that is what keeps away the frosts and makes crops a certainty. Besides, we would rather put up with a slightly backward spring and accept the glories that follow rather than put up with the same length of time of dust, dirt, flies and mosquitoes which are the share of those where summer is so long that it becomes tiresome, causing insects to multiply and vegetation to die of heat and thirst. We accept our backward springs as another grand gift of Nature and feel not the slightest reason to deny them or wish to change them.



Coming Home.

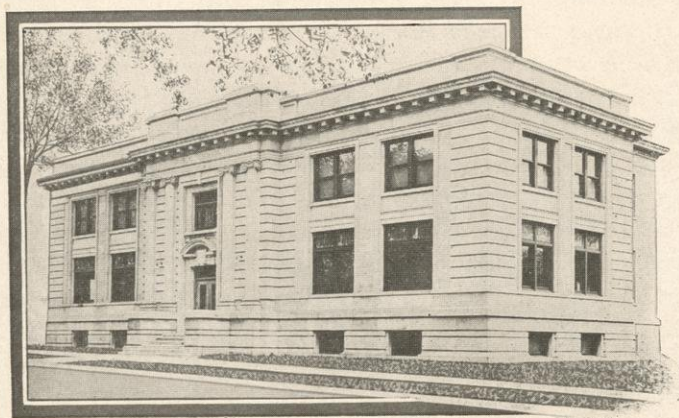


Sheboygan River.

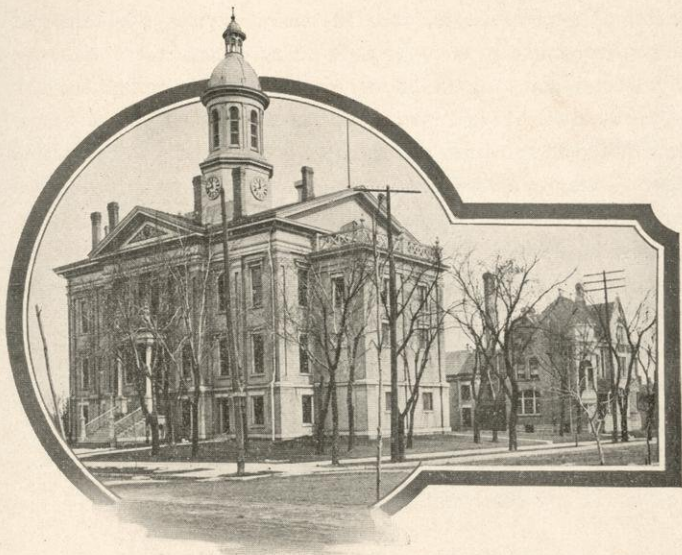
## PEOPLE.

Nature may provide the climate and other advantages and still a country may be undesirable if the people who live there are not the right kind. And this is where Sheboygan shines. The original settlers in this section were New Englanders and New Yorkers. They founded the village of Sheboygan Falls which, in the early days, was called "New Rochester." One after another these early American settlers acquired wealth and power, and, being possessed of that restless spirit which has developed the West, they moved on. The farms which they carved out of the wilderness are now almost entirely in the hands of Germans and Hollanders, who came as immigrants and were of that sturdy and serious class which came here to seek homes, rather than fortunes, and they found them. These brought with them the best traits of their native lands. They are frugal husbandmen, economical of all their resources and yet broad in their attitude towards life and things that tend to make life better. These early immigrant settlers were strongly religious and, of course, strictly honest and clean in mind and body. It is these traits which have made Sheboygan a land of homes, a splendid place for agri-

culture, a remarkable field for the manufacturer, and one of the safest merchandising places in the country. The descendants of the early settlers make up the great majority of our population. The heirs of New York and New England push and enterprise have intermarried with the sons and daughters of German and Dutch frugality and thoroughness. Combining the most desirable characteristics of both races, these descendants have been the life and power of Sheboygan. There has been comparatively little recent immigration and the great American melting-pot has been busy for the past two generations producing a race of people whose traits are of the kind which is making America the greatest power in the world and Wisconsin the greatest state in this Union. The American leaven in our ancestry is accountable for our rapid growth and the teutonic frugality of the fatherland is responsible for the solidity of our institutions. It is the sturdy habits of our people which have made our city and county a profitable place for manufacturing, which has made the neat homes, fine schools and great bank deposits. The good sense of our citizens has made ours an unattractive field for the professional mischief-maker between capital and labor. Almost



Public Library.

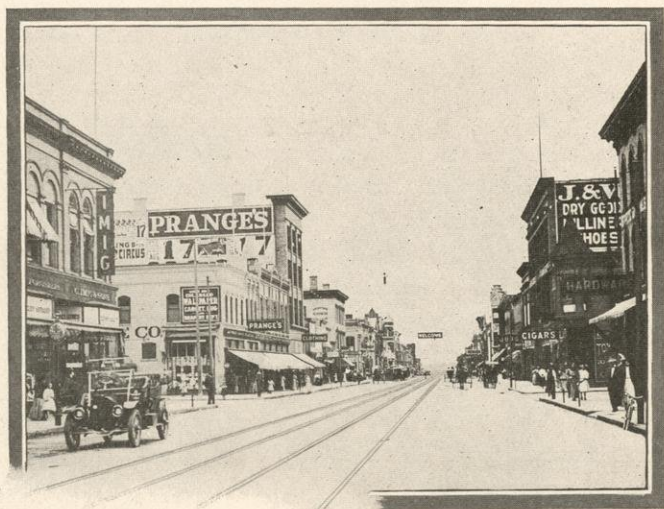


County Court House.

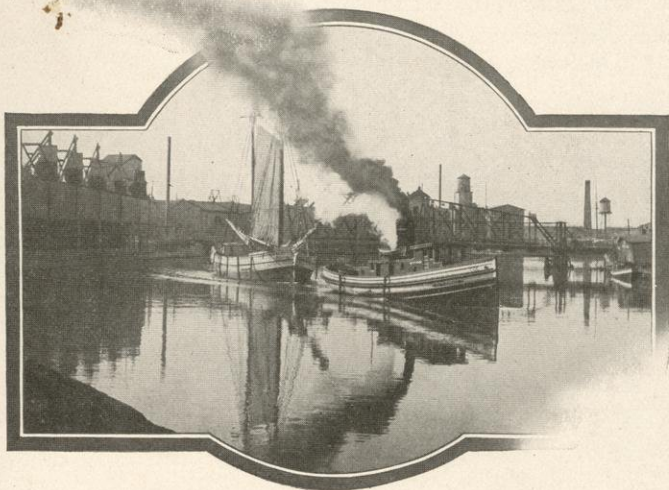
every man and woman in the county has a savings account, and practically every family is in the habit of living so that there is always a little something ahead for a rainy day. Here you do not find any of the hand-to-mouth, happy-go-lucky spirit which obtains in so many other manufacturing communities. There is no "feast to-day and famine tomorrow." Our people will not buy unnecessary when they are in need of funds and, as a result, they are never without the necessities. This trait makes the merchandising trade in Sheboygan one of the most attractive and steadiest to be found anywhere. There are no "boom," times and "hard times" are unknown. The several panics of the past generation passed over Sheboygan, city and county, without leaving a ripple on the surface. Most of the public never was aware that a panic existed, knowing only what they read in the newspapers. The banks continued specie payments and there was no resort to scrip. The merchants continued to do

business at a normal rate, and the public service companies, whose receipts are generally considered to be a barometer of business conditions, continued to make normal increases right through the hardest of the so-called "hard times." It is occasions like these which try men's souls and furnish the proof of character of the populace. "Booms" may be temporarily good for business, but our people, with their thrifty habits and good sense, do not over-enthusiasm over the possession of a little money, it does not "burn holes in their pockets," and some of it is always and invariably put where it will be handy when needed—and that's one reason why we are proud of our teutonic blood.

These traits are cited here merely as a straw to indicate from whence the wind blows; people endowed with the heritage of our ancestry have other and greater virtues. There is less drunkenness here than in any other city of the same size anywhere in the United



Business Street. The "Welcome" Sign Means You.



Coal Docks.

States, and the city is my no means a hotbed of prohibition; there about 110 saloons! But not one that can by the greatest stretching of the truth be described as the "den of iniquity" which over-zealous lecturers are so fond of depicting. Law and order nowhere are regarded with greater reverence than in Sheboygan. The police records show few arrests, and those mostly of tramps or among the Slav laborers who come here temporarily for work. You may lose a pocketbook full of money anywhere in Sheboygan County and if you make your loss known the chances are ninety-nine in one hundred that your money will be returned to you intact inside of twenty-four hours. We will cite one incident which illustrates the sterling virtues of our population and we dare any other community to duplicate this record. Some eight or nine years ago the electric railway operating to Sheboygan Falls and Plymouth decided to undertake the carrying of freight and for that purpose built a freight house. For four years this freight house was used without anyone in charge or



anyone near there. It was locked at night only and kept unlocked from early morning till six at night. Freight was loaded and unloaded, teamsters called for and delivered freight out of this house, going to the general office half a block away for their billing and receipts. Delivery boys came in and picked out what was for them, or left their shipments, and in all these four years there was not a single case of theft, not a cent's worth of goods stolen! A clerk finally was necessary to take care of the increasing business, not to protect the goods—but is not this true little story enough proof that our people are the most law-abiding, honest and fair in the world? We think so.

## LOCAL GOVERNMENT.

The county affairs are administered by a board of supervisors and the usual county organizations provided by the state laws. These are so well known that it would be useless to waste space in description.

The City of Sheboygan is governed by a council of sixteen aldermen, presided over by a Mayor, and a Board of Public Works of three members is in charge of most of the public property. A Water Commission of three has charge of the municipal city water works, acquired during the last few years, providing a supply of pure and wholesome lake water. There is ample fire protection and pressure and capacity sufficient to handle the greatest conflagration that might occur. There have been miles upon miles of streets paved with brick, concrete and macadam, and these improvements are still going on, in fact, the rate of paving is so great that we are not quoting the miles laid for the simple reason that they would not be true tomorrow or the day after tomorrow.



Central Fire Station.



A City Park.

## PARKS.

Ample parks are provided by the city for public purposes; one in the very heart of the city, called Fountain Park, is especially noticeable on account of the mineral spring water obtained at a depth of fourteen hundred feet below the surface and coming to the top of the ground with a pressure of almost 60 pounds per square inch. This is the famous Sheboygan mineral water spring which has been piped and bottled and is shipped to every corner of the United States. Ask for a sample of "Sheboygan Water" anywhere from Maine to California, in hotels, dining cars, drug stores or cafes and you will get it. It ranks with Apollinaris, White Rock and similar waters. To us, citizens of Sheboygan, this water is as free as the air we breathe. Three sanitary drinking fountains spout this priceless liquid continuously day and night, and anyone who chooses may help himself. Visitors unaccustomed to this water are warned against over-indulging on the first occasion.

## SCHOOLS.



High School.

The city is divided into eight wards and has eight ward school buildings. These buildings are all of brick, with the latest sanitary arrangements and ventilating apparatus. We believe that children of Sheboygan have school advantages which are unsurpassed by any other city in the state. The enrollment in the public schools is over

4,000 pupils. In addition to the ward schools there is a high school which ranks as one of the best in the state, and the attendance of which is so great that immediate additions to the building have become necessary. A trade school has recently been organized and in addition there are evening schools and a number of private parochial, Lutheran and Holland schools. There are also two business colleges, and altogether the youth of Sheboygan can be provided at home with as good and liberal an education as any city can provide for the purpose of equipping them to fight the battle of life. It is this interest



One of the Eight Ward Schools.



On the Beach.

in its schools and its children which is one of the side-lights on our city and illustrates the great attachment existing between parents and children, another out-cropping of one of the most admirable of the many human traits which prove that Sheboygan is the "Land of Contentment."

## AMUSEMENTS.

Of amusements we have two kinds—those provided by Nature and those provided by the skill of man. We consider the first greater than all others. In the first place, we have the beach—a glorious sand beach stretching for miles and miles north and south along the lake shore. Usually this sand is packed hard and is suitable for carriage drives, horse-back riding and even automobiling, all three of which sports are favorites with our people. The bathing is good and so is the boating and fishing. The lake is a never-ending source of joy to every native of Sheboygan. In addition we have the most splendid scenery to be found anywhere outside of a mountain country. The pastoral beauty of Sheboygan and its river valley is absolutely unsurpassed, as the illustrations in this booklet amply prove. There is every opportunity for recreation and rest along the streams, and there are splendid drives for carriages and automobiles. An hour's ride from Sheboygan via electric car are two of the gems of Wisconsin—Elkhart and Crystal Lakes, summer resorts of great renown and teeming with life in the summer time. The picturesque beauty of these two little lakes, nestling among the wooded hills, with their cotta-



Opera House.

ges partially hidden in the trees, must be seen to be appreciated. If one does not care for the surf-bathing in Lake Michigan, or if one is not hardy enough to stand the Lake Michigan waters and longs for a smaller and cozier bathing place, then Crystal and Elkhart Lakes are available by an hour's ride on the car, where every opportunity for innocent amusement and pleasure is afforded.

In addition to Nature's entertainment there has been provided in the City of Sheboygan a splendid Opera House, with a seating capacity of approximately 1,200, and every modern convenience. There is a fine stage, and the best of shows which are available on the road come to Sheboygan during the season and they are always assured of a large and appreciative audience. The moving picture theaters, which have been springing up like mushrooms all over this country, have not overlooked the splendid field offered by Sheboygan. There are four in the city, all of them of the best class and presenting clean and moral shows.

## ST. NICHOLAS HOSPITAL.

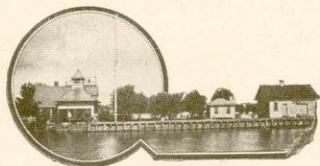
is maintained by the Sisters of St. Francis, a Catholic organization which established the hospital in 1890, and so successful has it been that twice since that time have additions become necessary. While these Sisters of St. Francis are Roman Catholics they are maintaining their hospital as non-sectarian, and no one, regardless of creed or religion, is barred from it. Jew or Gentile, Protestant, Catholic or Mohammedan will receive equal treatment. There are accommodations for about one hundred patients and a Sister Superior, with about twenty sisters to care for them.

The demand for rooms and treatment is generally greater than the supply, and the splendid reputation of this hospital has brought patients from several adjacent counties.



St. Nicholas Hospital.

## LIFE SAVING STATION.



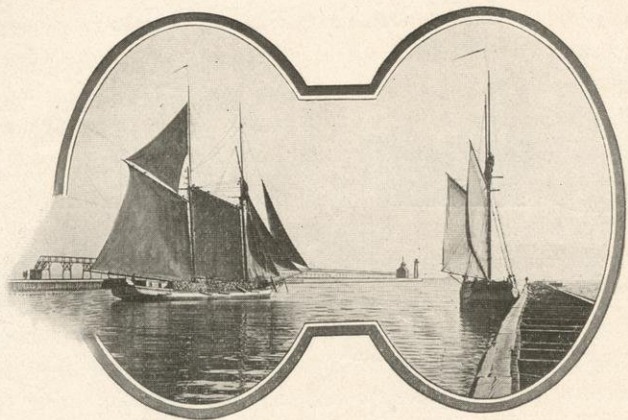
Life-Saving Station.

The United States Government has maintained a life-saving station at the port of Sheboygan since the year 1876. Its purpose is the rendering of assistance to vessels in distress and general aid in

saving life and property. This life-saving station is usually opened about March 1st and maintained to January 1st of each year. Its crew consists of a captain and nine surfmen. The station is one of the most interesting sights of Sheboygan, and people from inland points who never before have had an opportunity of seeing such a thing should not miss the opportunity of making a most thorough inspection. The equipment consists of a power-driven, self-righting, self-bailing life boat, a surf boat and a supply boat, two beach carts, loaded with life lines and a gun for shooting a line to a wrecked ship. A drill is held every day, a different one for every week-day. On Mondays there is a drill with the life boat, Tuesdays the surf boat is used and capsized, during the summer months only; Wednesday there is a flag drill, Thursdays beach drill and firing line to a wrecked boat, Fridays restoring the apparently drowned, and Saturday is fire drill and clean-up day. A watch is kept from the tower of the life-station day and night and the beach is patrolled for a distance of three miles north and south at night and in foggy and thick weather. The life-saving station is one of the sight-seeing points of Sheboygan.

## HARBOR.

Our harbor is formed by the mouth of the Sheboygan river, and it is one of the greatest and best on Lake Michigan. The largest steamers, those having a capacity of 15,000 tons of coal and over, find ample accommodations, and tie up at its docks and are unloaded in twenty-four hours' time. As a matter of fact it is not generally known that Sheboygan is the greatest coal-shipping point on Lake



They Are Growing Fewer Every Year.

Michigan. Its coal docks are enormous. They are operated by the C. Reiss Coal Company, one of the great institutions of Sheboygan. The facilities are such that ten steamers can be handled at the same time. The number of hoisting cranes in operation enables 10,000 tons of coal to be unloaded every day. This port handles much of the hard coal distributed throughout the state; the soft coals shipped are principally Western Pennsylvania and Ohio coals, which, after being unloaded on the docks, are re-screened and graded and sent out in carload lots. The average daily rail shipments of coal are over one hundred cars per day, and as high as 300 carloads have been shipped in one day.

## TRANSPORTATION FACILITIES.

Sheboygan is served by only one steam railroad, the Chicago & Northwestern, but that one serves us well. There are five passenger trains north and south every day, and four passenger trains every day between Sheboygan and Fond du Lac, except Sundays. Hundreds of carloads of freight, consisting of furniture, cheese, enamel ware and other products of our factories are taken out of Sheboygan daily and sent to all points of the compass.

In addition to the Northwestern Railroad, the city is served by two interurban electric lines. The oldest of these lines operates west to Sheboygan Falls, Plymouth and Elkhart Lake. The first section of this line was built in 1899, and in 1904 was extended to Plymouth, and in 1909 to Elkhart Lake. This road provides half-hour passenger service to Sheboygan Falls, and approximately one-hour service to Plymouth and Elkhart Lake. The road is one of the best, with the most up-to-date cars, and the rates of fare are exceedingly reasonable. This line also handles freight and express, an electric freight car operating over the road twice a day. A special spur track is run from its tracks to the docks of the Goodrich Transit Company and through shipments of freight can be made from any point along the line via Goodrich Line to Milwaukee and Chicago and points beyond. This service is of inestimable value to manufacturers,



Lake View Summer Resort.



farmers and others wanting quick service at low rates, as shipments may be put on this car in the afternoon and be delivered next day in either Milwaukee or Chicago at freight rates. This gives a service as good and expeditious as the express service and at a cost which is even below the cost of the steam railroad freight tariff.

Another electric line was built in 1908 from Milwaukee to Sheboygan. It gives a fine hourly passenger service between Milwaukee and Sheboygan. Express only is handled by this line, no freight.

In addition to the Northwestern Railroad and the two electric railways the City of Sheboygan has the further advantage of being served by the Goodrich line of steamers. This steamer line has huge docks, and during the summer there is a steamer north and south every day. The "Goodrich" floating palaces are too well known to need description.

## PUBLIC UTILITIES.

It goes without saying that we have the very best service which is obtainable from the public utilities located in our city. The Citizens' Telephone Company maintains a telephone service which is the very latest and most up-to-date, and tests made by the Railroad Commission have proven the service to be as expeditious as any in the state. Water is supplied by the city water works, of the best quality, at nominal rates. Gas is provided by the Sheboygan Gas Light Company, which has an enviable record for good service, reasonable charges and quality of product. Electric current is furnished by the Sheboygan Railway & Electric Company, and the quality of its service is such as to be the envy and ambition of other cities. Electric power is the cheapest of any place in the state where water power is not available. In proof of this, practically every manufacturing plant in the City of Sheboygan, not having waste fuel to get rid of, is buying its current from the Electric Company.

## NEWSPAPERS.

There are three English evening papers published here. The *Sheboygan Daily Journal*, an eight-page daily, independent in politics, and claiming a larger circulation than all others combined; the *Sheboygan Daily Press*, an eight-page evening paper, Democratic in politics; the *Sheboygan Telegram*, an evening paper, Republican, and the oldest of the local daily papers. Also a semi-weekly paper entitled the *National Demokrat*, printed in German. This is one of the oldest institutions in the city and one of the greatest newspapers in the state. It is Democratic in politics, broad-gauged in its views and reflects in a splendid manner the sterling qualities of our German population. There is also a small, four-page German daily called the *Amerika*, which reaches the German-speaking people not served by the others.

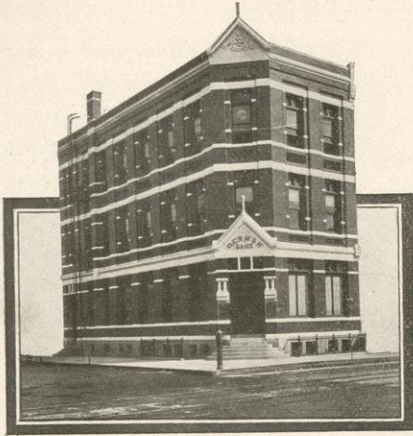
Of weekly papers we have the *Sheboygan Herald*, the oldest and largest English paper in the county, published at Sheboygan; the *Sheboygan County News and Dairy Reporter*, Sheboygan Falls; *Plymouth Review* and *Plymouth Reporter*, at Plymouth



Citizens' State Bank.



## BANKS.



German Bank.

state with the enviable record of our German Bank.

The Citizens' State Bank has had a marvelous growth under a new management during the last four years. In that time it has doubled its capital stock and quadrupled its deposits, and has generally set an example for progressiveness and modern methods which may well serve as an example for others to follow.

The Bank of Sheboygan was started in 1873 in what is known as the Townsend Block, the same location which it occupies today. Recently an imposing marble front has been added to this building and some very splendid interior decorations have been included, making it one of the most attractive looking banks in the state.

The Farmers' & Merchants' Bank is the youngest and smallest of the banks, but has supplied a long-felt want in serving the requirements of the citizens of the northern section of the city. There are two banks at Sheboygan Falls, one at Cedar Grove, two at Plymouth and one at Elkhart Lake. All of them reflect in a splendid way the business enterprise and thrift of our citizens.

There are four, all thriving, all splendidly managed and all with an enviable record. The oldest is the German Bank. For years it was the greatest bank in the state outside of Milwaukee. It was started in 1856 and has occupied its present quarters almost from the beginning. There probably is not another bank in the

## MANUFACTURES.

It is well known that every "booster" pamphlet published by the various Chambers of Commerce, Merchants' Associations and other organizations undertaking to get out advertising literature, always and invariably emphasizes, elaborates and decorates the manufacturing interests of its city to the exclusion of all other things. Take any "booster" pamphlet issued by any city throughout the middle West and you can fall asleep reading statistics of the output, the number of men employed, the number of machines, the size of the stock, and the number of hairs on the manufacturer's head! Sheboygan does not need to advertise its manufacturers or its suitability for manufacturing in that way. Oodles and oodles of things are turned out of our factories day and night. We have something over a dozen chair factories, the greatest and biggest in the world. We have three enameling plants. We have shoe factories, glove factories and machine shops. There is hardly anything which cannot be and is not manufactured in the City of Sheboygan. But what is the use of wearying readers with statistics and life histories which are never of any interest except to the one who has furnished the data and are never read ex-

cept in sheer desperation and as a last resort, and when read are thrown into the wastepaper basket?

Sheboygan is known as a manufacturing city. Manufacturing is its greatest claim to merit. Its manufacturers are as progressive as any others. Its workmen are skilled and as industrious, and a great deal more so, than many others. Our manufacturing output



Bank of Sheboygan.

reaches into the millions. This, we believe, will satisfy the reader. For particulars we invite you to come to Sheboygan, spend a day or a week here and we assure you of the most courteous hospitality, and if you are thinking of locating a factory or starting in business, we can assure you that there is no better place in the world than Sheboygan. We also like to let it be known that we have secured our factories without offering bonuses and other free gifts. The factories we have are here on the merits of the place and for no other reason, and this policy has been adhered to strictly and for at least two generations. No professional pot-hunter or bonus-speculator has ever secured a footing in our city.

## AGRICULTURE.

Like a boy eating raisin cake, picking out the raisins and leaving them for the last, we have left this subject, which is the greatest and best feature of Sheboygan County, to the very last. It is Sheboygan County soil that has made us great, that is providing the prosperity of our merchants and manufacturers, that is maintaining our great stores and banking institutions, that is providing automobiles and other luxuries for our people. The farms of Sheboygan County consist of gently rolling land, of the richest clay loam soils over a limestone foundation. The farming industry of Sheboygan County is almost exclusively devoted to the dairy industry and in dairy products it leads the state. One glimpse from a car window will convince you of this. You will hardly see a farm which is not provided with a silo. Almost every other herd of cows consists of pure-bred Holstein cattle. The prices which farmers pay for land range from \$100 to \$200 per acre. Farmers, not fancy farmers, but plain, ordinary farmers who make their living out of their cows, will pay from \$300 and upwards for a pure-bred Holstein cow. The most improved farm machinery is in use, even on the smaller farms. The clovers thrive and alfalfa is a sure crop with us, yielding three cuts every year. Western communities very often send out flaring literature and in box-car type an-



Where Sheboygan Gold Is Mined.

nounce the fact that in their country they can get three cuts of alfalfa a year! Shucks—we do that in Sheboygan County and think nothing of it! Our farmers may not be as good advertisers as some of these western promoters, but it's a ten to one bet that they get more real money out of farming than others who shout more. Our Sheboygan County farms, worked on the intensive plan, are the gold mine of our dreams. And the future is still greater. While our farmers have been devoted to dairy products, and while their greatest profits have come from the production of cheese, they have overlooked the fact that the march of progress has come up to their door and that at this time they are suburbanites and that the city is clamoring at their door for things which the farmer raises and can raise and which the city wants and wants badly. At the threshold of the farmers today is the city man telling him that he wants whole milk at prices at which the farmer can no longer send it to the cheese factory. The city man demands that the farmer send him fruit and vegetables and tells the farmer that with the modern transportation facilities he can

have his produce delivered next morning and can make three or four or ten times as much per acre as he could by keeping cows. The dairy cows of Sheboygan County have founded its prosperity through the medium of butter and cheese, but the cheese factory is bound to retreat before the oncoming demand of the city for milk, eggs, vegetables, berries and fruits.

## CONCLUSION.

This booklet is really much too small to describe the "Land of Contentment." There are a dozen subjects which remain to be touched upon and which, for lack of room, must be passed over. We cannot describe the twenty-nine churches of the city and the fifty or more of the county, much as we would like to. We cannot give space to the splendid hotels of the city, nor to the summer hotels at Elkhart and Crystal Lakes. We would like to describe Lake View Beach Hotel of Sheboygan and Born's Park Sanitarium, a mineral spring "cure," which has lately been opened and is now in its youthful years. These mineral waters are destined to make Sheboygan another Mount Clemens and West Baden, and will make Born's Park Sanitarium, known from one end of the country to another. We have no place and cannot do justice to several thriving and prosperous cities and villages outside of the City of Sheboygan.

We have purposely avoided any reference to the ancient fiction and worn-out fable which describes the name of Sheboygan as having originated with an Indian Chief who was disappointed with his squaw, who presented him with a newly-born girl when he had ordered a boy. That story is threadbare, improbable, if not impossible, and deserves to be forgotten. We have not referred to the hoary trade-mark of Sheboygan, the three C's, "Cheese, Chairs and Children." There are other things that make Sheboygan famous. The "Cheese, Chairs and Children" slogan did its work and served its purpose. It is gray

with age and entitled to be retired on a pension for the rest of its days.

We hope that we have pointed out to you that here in Sheboygan we have one of the greatest and best, one of the cleanest cities and most progressive and fairest counties in this grand old state of Wisconsin. Our people, our resources, our accomplishments fairly entitle us to the distinction of being called the "Land of Contentment."



A Last Glimpse of the River.



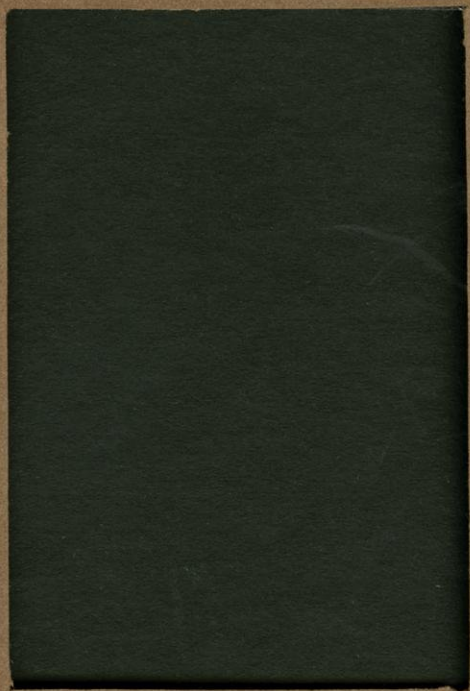






Bird's Eye View-Sheboygan

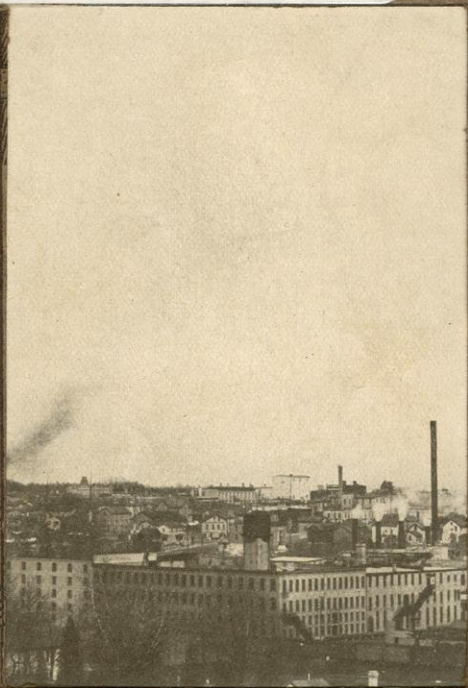
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CONTENTMENT