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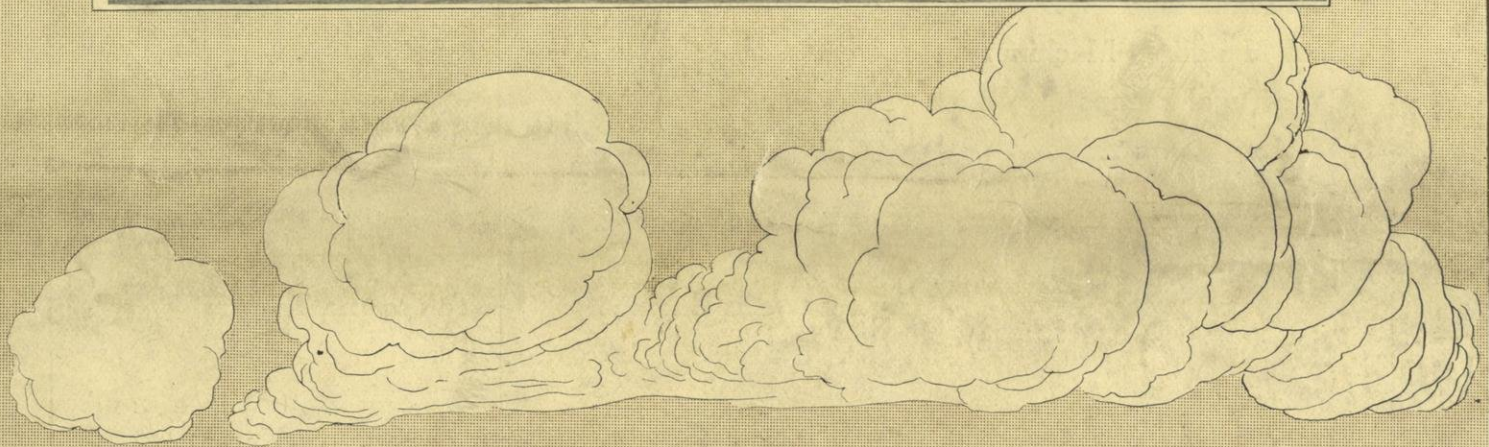
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BELOIT  
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# Beloit in 1911

Published by the Beloit Daily News



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Traction Engines

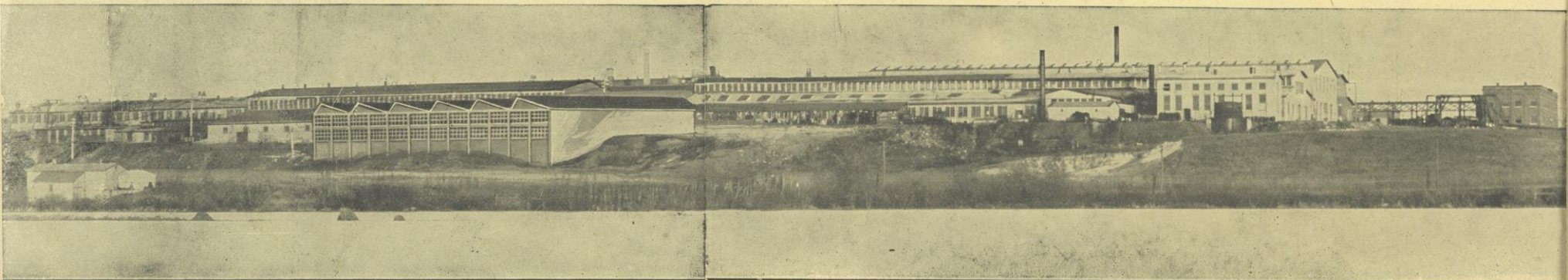
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# BELOIT IN NINETEEN ELEVEN

## FOREWORD



THIS magazine carries a message. With comprehensive data and generous illustration it conveys to the outside world that Beloit is a city of accomplishment, a city of beauty, a city of high ideals. It is desired in this publication to so set forth the city's advantages as a place of residence, business and manufacturing that an impetus will be given to the growth of this metropolis of Rock county, this jewel in the richest valley in the middle west. This magazine carries with it an invitation to the Man Who is Seeking a Location. Beloit extends her hospitable arms.



BELOIT PUBLIC LIBRARY.



BELOIT'S NEW POSTOFFICE.



North on Rock River from Grand Avenue Bridge.

## The City of Beloit

The foundation of Beloit was laid in Character. Its pioneers were rugged, God-fearing, determined men and women from New England who believed in education and religion and they set out to build a college and churches. Having done this they bent their energies toward the development of Beloit as a commercial and manufacturing center. The "New England" influence proved a powerful factor in the city's upbuilding. It made Beloit a distinctive city—a city that can boast more "best" things than any other city of its size in the country. Here are some of them:

Beloit college has turned out more noted men and has a larger endowment than any institution of like size west of Ohio.

Beloit is picturesquely located on the Rock river, 91 miles from Chicago and 85 miles from Milwaukee. It is a city of beautiful homes and fine lawns and many miles of paved streets. Its population is 15,125, not including South Beloit in Illinois with its more than a thousand people.

Beloit has a single factory employing 2,500 skilled mechanics who turn out a complete gas engine every ten minutes.

Beloit has the largest wood-working machinery plant in the world.

Beloit turns out paper-making machines weighing 500 tons, requiring twenty cars to transport.

Beloit makes two millions pairs of hosiery every year and the world's best shoes for women, equips the world's automobiles with the best speedometer and manufactures scales, plows, machine knives, disc grinders and small tools.

Beloit pays nearly \$3,000,000 in wages annually, employs 4,000 men and its manufactured products approximate \$10,000,000 every year.

Beloit pays the highest wages per capita of any city in the state and workingmen own their homes.

Beloit has eight handsome schools, including a high school costing \$130,000.

Beloit has two Carnegie libraries and two hospitals.

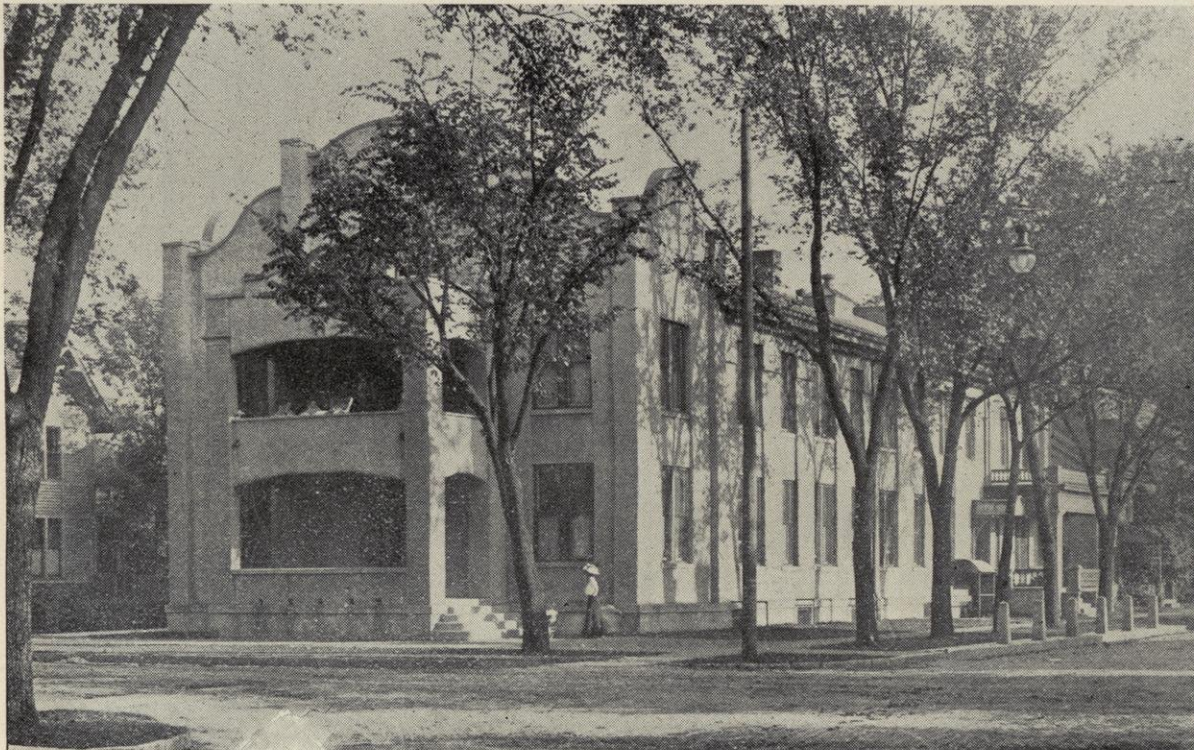
Beloit has two railroads, furnishing twenty-two incoming daily mails,

### City Government

Beloit was incorporated as a city in 1856 and is governed by a mayor and fifteen aldermen. The city boasts of a splendidly equipped fire department and a well-disciplined police department under the control of a fire and police commission. Beloit has two fine parks, a handsome public library and one of the best equipped high schools in the state. The total value of school property exceeds a half million dollars. The city has twenty-five miles of sewers, affording excellent sanitation. The water supply is from artesian wells furnishing pure, cold water, and typhoid is practically unknown. The city's assessed valuation for 1910 was \$9,220,000—the real valuation approximating \$12,000,000. The expense of city maintenance is \$58,000 annually and the bonded indebtedness is \$45,000. The city has 162



NORTHWESTERN RAILROAD STATION.



BELOIT HOSPITAL.

an interurban line connecting Rock river towns and a finely-equipped, paying street-car system.

Beloit has four banks with total deposits of nearly \$4,000,000.

streets and twelve miles of brick paving.

### STREETS.

One of the noticeable features of the rapid growth of Beloit, in the

past five years, is the marked interest taken in the matter of improved streets and alleys. Along these lines thousands of dollars have been expended and Beloit can boast of being a well paved city. There is doubtless no other feature of a city that appeals more strongly to the outside observer, than the appearance of its streets, and it is the first thing that attracts their eye. Fine business buildings and residences count for little if the streets have a neglected appearance, and Beloit has kept pace with her other developments in the care of this department. Beloit has 162 streets, twelve miles of which are paved with the most approved materials.

### Accessibility to Markets

Beloit has, besides its interurban electric line—which carries express—two steam railroads, the Chicago, Milwaukee & St. Paul and the Chicago & Northwestern. The former has two lines passing through Beloit, one the Racine & Southwestern, running from Milwaukee to Rock Island, and the other from Davis

Junction, Ill., to Janesville, Madison and the north and northwest. The Madison division of the Chicago & Northwestern runs from Chicago through to the northwest. These two roads furnish twenty-nine daily passenger trains and an excellent freight service. Both roads have recently constructed depots unusually artistic and commodious. A system of joint switch tracks is operated which forms a network about the city leading into every manufacturing establishment, permitting shipment over either road without switching charge. Fine manufacturing sites have been set aside along the joint system.

### Music—Art—Drama

Beloit, as becomes every city, has its quota of lovers of music, art and the drama, and a full share of each is accorded them. The best that the country affords comes this way and finds this city a generous supporter of everything of a worthy nature along these lines. Road companies of much merit find it to their advantage to place Beloit in their itinerary. Few cities can boast of a more commodious or properly equipped opera house. Many noted artists have graced Beloit audiences and find a ready responses to their efforts to please.

### Public Schools of Beloit

Beloit is a city of excellent schools and their growth and character have more than kept pace with the rapid increase of the city's population.

In ten years the population of Beloit jumped from 10,000 to 15,000 and the assessed valuation to more than \$9,000,000, with the result that there has been a constant demand for more school room. Local citizens, trained to believe in education, have always been ready to meet school taxes without a murmur. And so, during the decade just closed, three handsome grade schools were erected, additions built to two others, four additional kindergarten cottages constructed and a new high school built at a total cost of \$250,000. Ten



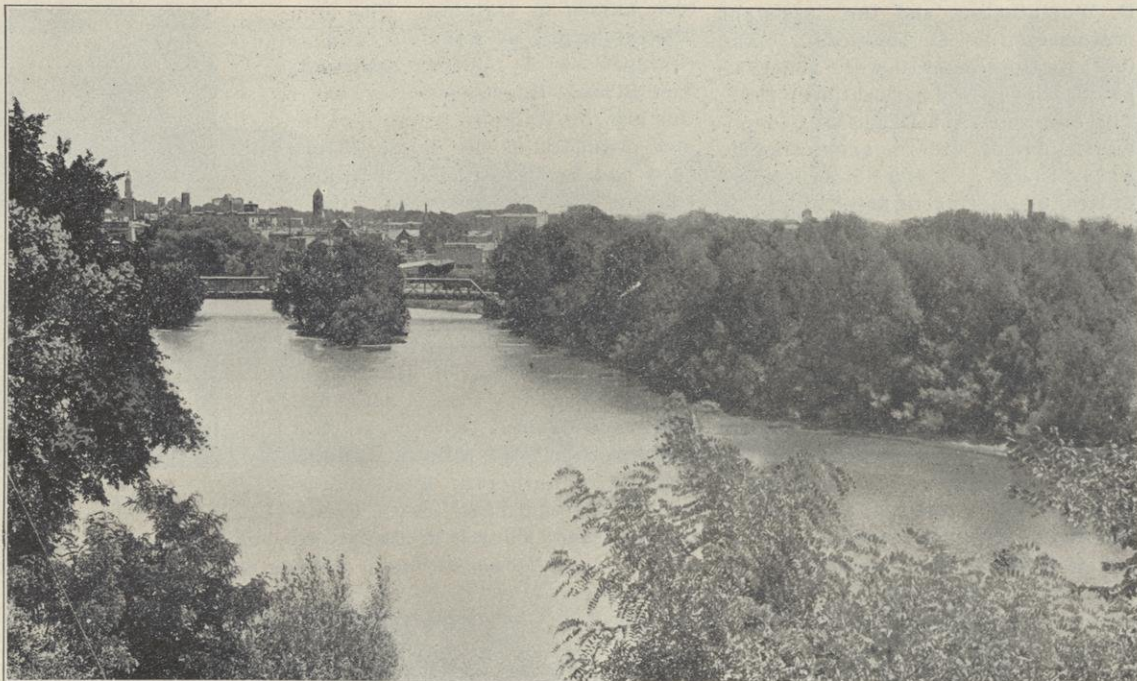
COLLEGE AVENUE.

years ago the school property of Beloit was valued at \$200,000. Today it is valued at \$500,000.

School buildings are provided with modern systems of combined indirect heating and mechanical forced ventilation. Modern sanitary plumbing and toilet rooms in the buildings mean greatly improved moral as well as sanitary conditions for the pupils.

The annual cost of schools in ten years has increased from \$45,000 to \$100,000, but one-fourth of this annual cost is due to annual payments of principal and interest on bonds of the district issued to purchase sites and construct buildings.

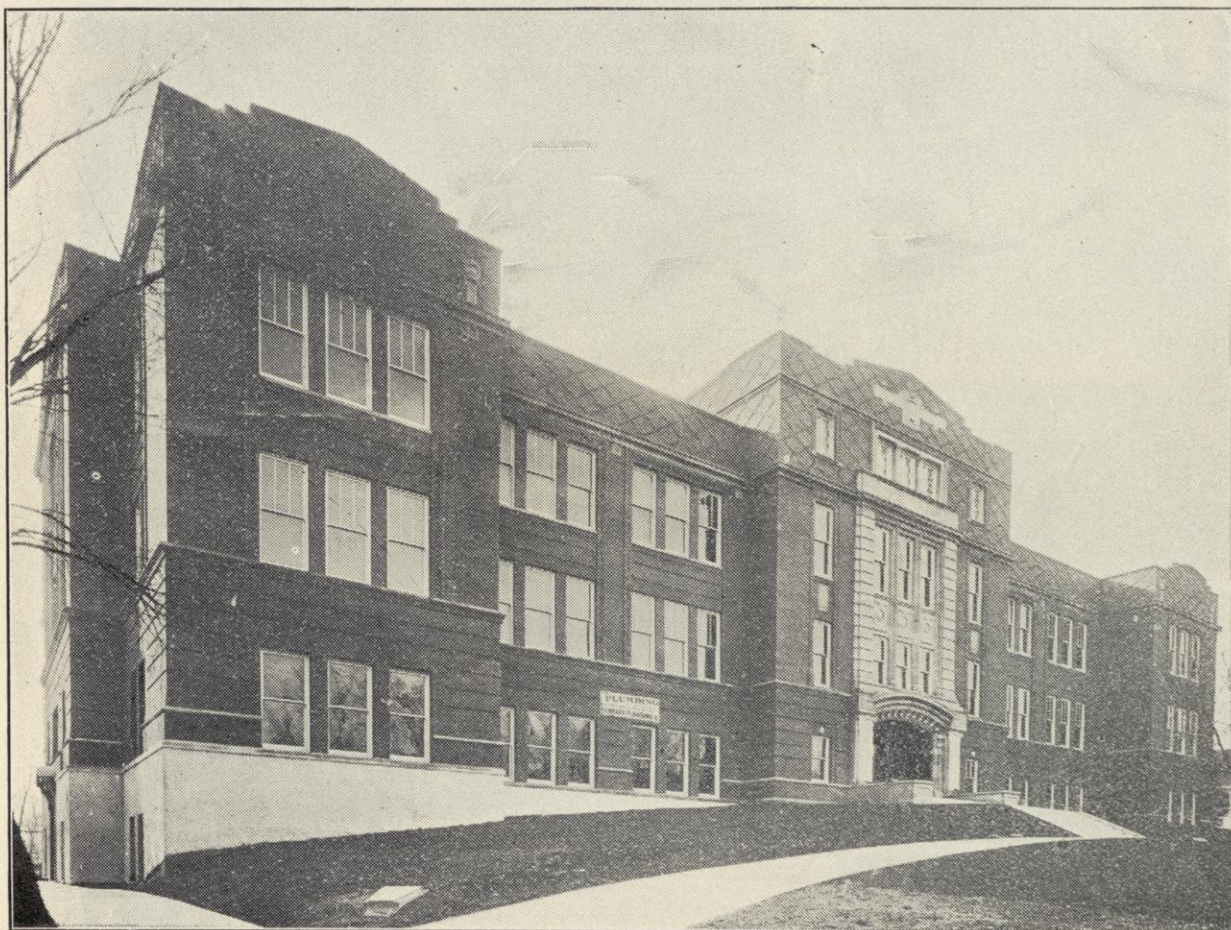
The enrollment of pupils is 3,100 and the number of teachers employed is 88. The teachers are either especially trained for their work or they have had extended experience, so that the quality of instruction and recruits obtained are excellent. Beloit's kindergarten system—housed in separate cottages planned for the purpose—is a rath-



Rock River Looking North from Highland Avenue to Northwestern Railway Co. Bridge.

ing, sewing, mechanical drawing, work found in any other progressive manual training and science work in cities. The school system, as it is

board is due in great measure the undoubted progress and efficiency of our school system.



BELOIT'S NEW HIGH SCHOOL.

er unique feature of Beloit's schools. The work in music, drawing, cooking, sewing, mechanical drawing, etc., will compare well with such

found today, is a credit to the citizens of Beloit who have made it possible.

It will be interesting to know that fifty per cent of all direct taxes raised in Beloit—state, county and city—is devoted to the conduct of the public schools of the city. In this respect Beloit stands with the very first among the cities of the state. Another interesting condition not found in any other of the larger cities of Wisconsin is that Beloit has no parochial or church schools. All children attending school are in the public schools.

Besides their liberality and goodwill in supporting the schools, local citizens are always thoughtful about the class of men chosen to constitute the Board of Education. To the independence, breadth of view and public spirit of the men of this

**Beloit's Libraries**

Beloit has two superb libraries, one owned by the city and the other by the college, both donated by Andrew Carnegie. After the city library had been built Horace White, of New York, a member of the first class of Beloit college and noted financial authority and journalist, secured from Mr. Carnegie a gift to the college of \$50,000 for a second library. It contains 45,000 volumes. The city library contains 13,078 volumes and the number of registered subscribers is 6,173.

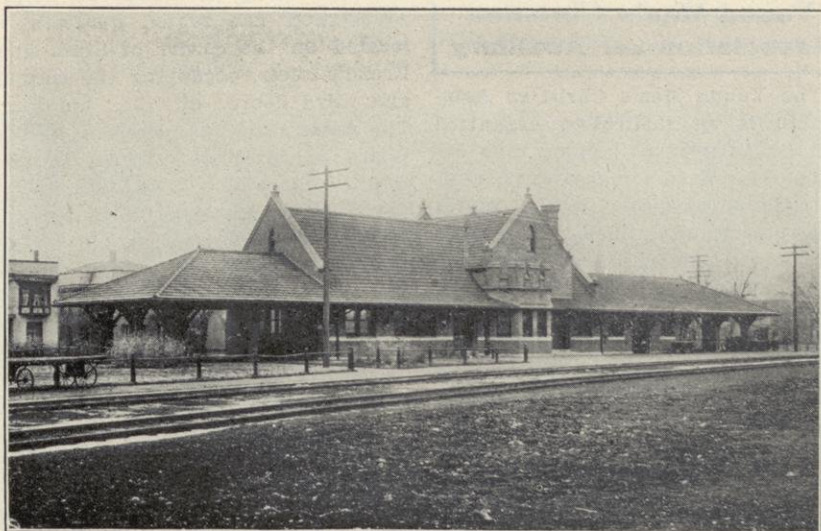
**Financial**

Beloit's financial standing has always maintained a reputation of stability combined with the right kind of conservatism, and is fortunate in possessing four strong, progressive banks, two of which are state, one private and one national bank, whose combined capital and resources amount to nearly four million dollars. These banks hold heavy savings deposits and all do a general banking business. The bank clearings show a constant increase over each successive year, a sure barometer of business conditions in Beloit.

**Postal Business**

Among the superb structures of which Beloit boasts is the new post-office building, which will be ready for occupancy on October 1, 1911. It is located in the heart of the city, across the street from the Hotel Hilton. The dimensions are 74x76 feet, two stories. The material is of granite to the first floor line, the balance of white sand stone. The site cost the government \$20,000 and the building will cost \$75,000. These appropriations were secured through the efforts of Congressman Henry Allen Cooper.

The Beloit postoffice, which is of the first-class, employs nine clerks, twelve city carriers and eight rural carriers, besides the postmaster, D.



C., M. & ST. P. RAILROAD STATION.

B. Worthington, and the assistant postmaster, L. F. Rosenthal. The total receipts in 1910 were \$55,178.52, a gain of 10.4 per cent over 1909. The office in 1910 issued 21,061 domestic money orders, amounting to \$139,970.98. 2,500 international orders, amounting to \$85,843.10. It paid 14,144 domestic orders, amounting to \$95,010.56, and 47 international orders amounting to \$1,103.88.

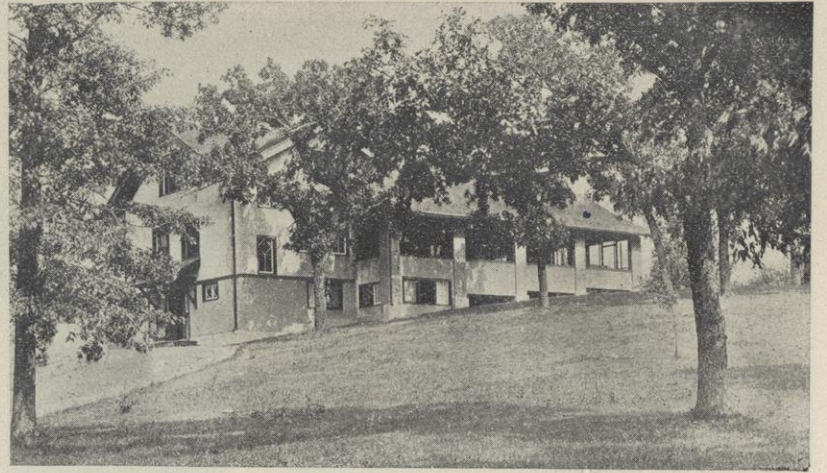
teen nurses in training. The property is valued at \$40,000 and is equipped with modern appliances. The Strong Emergency Hospital is the gift of William B. Strong, former president of the Santa Fe railroad and for many years a resident of this city. It has a capacity of thirty patients and the staff is composed of eight physicians.

**Our Hospitals**

Beloit is fortunate in the possession of two hospitals. The Beloit hospital is a pretentious and handsome structure under the control of the Beloit Hospital Association. It has a capacity of fifty patients and

Few cities the size of Beloit boasts of handsomer churches. Altogether there are twenty, representing nine denominations, as follows: Methodist, two; Lutheran, five; Baptist, one; Congregational, two; Presbyterian, three; Church of Christ, Scientist, one; Episcopal, one; Roman

**Beloit's Churches**



**THE CLUBHOUSE—COUNTRY CLUB.**

church edifices are exceedingly imposing and represent large cost. be of service and help to the other fellow.



1



2



3



4

**SOME RESIDENCE STREETS.**

- 1—East Grand Avenue. 2—Broad Street. 3—West Grand Avenue. 4—Bluff Street.

the staff comprises thirteen physicians, two graduate nurses and four-

Catholic, two; Millenium Dawn, one. In point of architecture some of the

**Young Men's Christian Association and Auxillary**

The Young Men's Christian Association is an institution organized for the purpose of helping men develop their lives for greatest usefulness along physical, social, moral and educational lines. It counts among its members men from the shops, offices and professional ranks and boys from the schools, stores and shops. It is an interdenominational organization, and no creed is held to, excepting love and service to our fellow men. The true spirit of an Association member is not that which seeks to get all the privileges offered and use the benefit thus derived in a selfish manner, but to seek through the privileges to

The building in which the Beloit Association has rented quarters is located on the corner of State and Broad streets, occupying the second and third floors of the building. The Association is directed by a Board of Directors: Mr. Chas. A. Gault, pres., R. C. Murdock, vice-pres., W. O. Hansen, treas., and F. W. Wilford, recording secretary. The General Secretary, J. A. Steiner, and the Physical Director, H. G. Mardock, have been employed by the Board of Directors to direct the activities of the work among the men and boys of the city.

The members are given opportunity to develop physically by the use of a well equipped gymnasium in which regular classes are conducted by the Physical Director at stated times. Individual work at any



View from Clubhouse Across River, Country Club Interurban Station.



PANORAMA—STATE STREET AND EAST GRAND AVENUE.

time of the day may also be indulged in. Four shower baths with hot and cold water are counted in the equipment.

Educational classes are conducted for six months of the year during the fall and winter, and these men

subjects along every line, also Chicago and Beloit daily papers.

Socials, minstrel shows, circuses, and entertainments are held from time to time. A piano in the social room is used by the members at all times.

history are the noblest to emulate.

The Ladies' Auxiliary of the Young Men's Christian Association is an organization of ladies who assist in every possible way in carrying on the work. They plan means and ways of helping financially by

of practical service can join the Auxiliary by making application to the President or one of the members.

The Young Men's Christian Association is supported partly by the membership fees but a greater amount is subscribed by persons in



CITY PARKS.

1—Mechanics' Green. 2—City Park, southwest corner. 3—City Park, northeast corner.

and boys attend in the evening after working hours, thus fitting themselves for better positions and larger wages. A reading room, open to any man in the city, is provided with a list of magazines dealing with

For the spiritual development and true character building, Sunday afternoon men's meetings are held as well as weekly bible study clubs, the aim being to show men that the high ideals of the characters in Bible

holding entertainments and preparing suppers and also serve the young men in any way possible in their social doings. Mrs. James Croft is President of the Auxiliary. Any lady, young or old, who wishes to be

the city who are interested in the work the Association is doing for the men and boys who cannot pay a fee large enough to pay the running expenses.



PANORAMA—STATE STREET AND C., M. & ST. P. R. R. YARDS.



### Fire and Police

Two of the most important departments in a city's municipal affairs are those of its fire and police.

The early history of these departments reads along parallel lines to those of all other cities. The old-fashioned, diminutive fire apparatus operated by hand received an early discard at the hands of the city fathers, who, always on the lookout for advanced methods for city needs, have embraced all new and modern ideas, thereby increasing the efficiency of its system of fire protection by advanced appliances. The present chief of this department, together with the general roster of its men have had years of experience and form an efficient corps, and is as well appointed, efficient and dis-

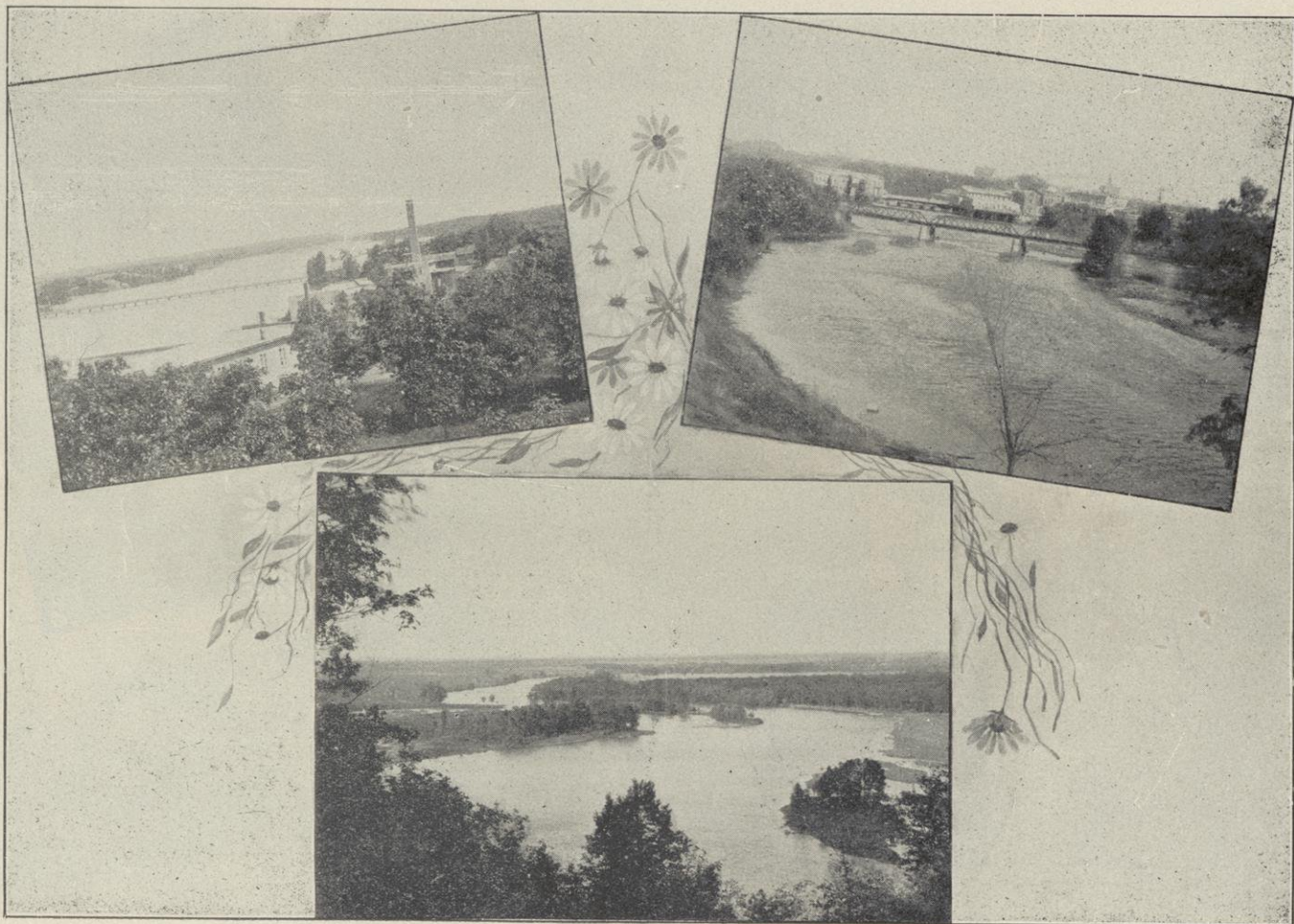
ciplined as any city of its size in the country.

The police department possesses the same ratio of efficiency as the fire department. It is a model in both discipline and personnel, from chief to patrolmen and its membership is made up of intelligent men who take pride in their personal appearance and deportment.

The yearly expense of maintaining the fire department is \$10,300 and of the police, \$5,300. These departments are under the control of a commission comprised of men prominent in business who take pride in making these departments efficient. Beloit has two fire stations, modern apparatus, efficient paid fire fighters and the losses annually are far less than in most cities of the size of Beloit. The police force is ample, strictly regulated and its chief is popular, capable and trustworthy.



GOODWIN BLOCK.



SCENES ON THE BEAUTIFUL ROCK RIVER.



EDGEAN APARTMENT BUILDING.

### Public Service Utilities

Beloit is well served by its four public service corporations: The Beloit Water, Gas & Electric Co., The Beloit Home Telephone Co., The Rockford & Interurban Railway, and the Beloit Traction Company. The largest of these is the consolidated companies doing business as the Beloit Water, Gas & Electric Company. The original gas company was established in 1859, water works in 1885, and the electric company in 1887. The three were incorporated with its present title in 1906. This concern employs fifty people with a payroll of \$52,000.00 per annum. The plants occupy fifteen acres. There are 166,658 feet of water mains, 279,638 feet of gas mains and 876,475 feet of electric wiring operated by this company in Beloit.

The Beloit Home Telephone Co. furnishes 'phone service to thirteen hundred subscribers. This company has lately appropriated \$75,000 for local improvements, installation and extensions. Complete working arrangements exist between this company and the Bell interests for inter-service.

Beloit has, in the strictest sense one of the best equipped interurban systems in the country. The Rockford, Beloit & Janesville Railroad furnishes hourly passenger service between these points, as well as regular freight service.

There is probably no other city in the country that contains a street railway whose property is so valuable as the Beloit Traction Company. This is a home concern. The maintenance and service is unexcelled and this city is one of the few of like population that has pay-as-you-enter cars. These cars are modernly



DAM ACROSS ROCK RIVER.

equipped and, in point of workmanship and appearance, equal those of large metropolitan cities. This company operates several miles of track within the city limits, with fifteen-minute service on all streets.

**Real Estate**

One of the surest signs of Beloit's present prosperity and future growth is the fixed and definite value of real estate. During periods of ac-

id increase in population; 2nd, the character of its citizens; 3rd, the earning capacity and accumulated wealth of its people. During the past twenty years, Beloit has more than doubled in population. By the census of 1900, of 1905, and of 1910, the rate of increase in Beloit has been second in the state, Kenosha being the only city in the state to surpass it. Is it any wonder then that real estate values have increased? Is it not evident why invest-

value because it is his home. And by so doing, he has helped to give to every other house in Beloit a fixed and definite value. Because Beloit is so largely a city of homes, temporary depressions do not result in a slump in real estate values. For this reason real estate values are so fixed and definite and judicious investments are not only profitable but to a marked degree safe.

Perhaps the third element in Beloit real estate situation is the main

3,000 families of active workers, not idle spenders. The average wages paid in Beloit is the highest in the state. In our shops alone are employed 4,000 wage earners, an average of one and one-third for every family in the city. When to these shop workers are added all the workers in other lines of activity: in the building trades, in various forms of transportation, in the stores, offices and professions, it is evident that there is an average of two active workers to every family in Beloit and all at the best of wages. But what do they do with this flood of wages,—these 4,000 shop workers and 2,000 other workers,—these two active workers and earners for each of the 3,000 families in Beloit. The Beloit Savings Bank has over 6,000 depositors, two depositors for every one of these 3,000 families in Beloit. The same savings bank has today \$1,500,000 belonging to these same 6,000 depositors; an average of \$500 for every one of the 3,000 families in Beloit. Including the deposits in the three other banks, there are \$3,500,000. This means that there is on deposit an average of \$1,200 for every one of the 3,000 families of Beloit. And this is to an unusual degree the money of the average citizen, the active worker and saver of our city. Think of it! Enough money belonging to the 3,000 families of Beloit to build and pay for 3,000 houses costing \$1,200 each. In other words, the 3,000 families of Beloit not only own their own homes but can build houses for another city as large as Beloit and pay for them with their accumulated earnings. Is it any wonder that Be-



BIRD'S-EYE PANORAMA — WEST SIDE.

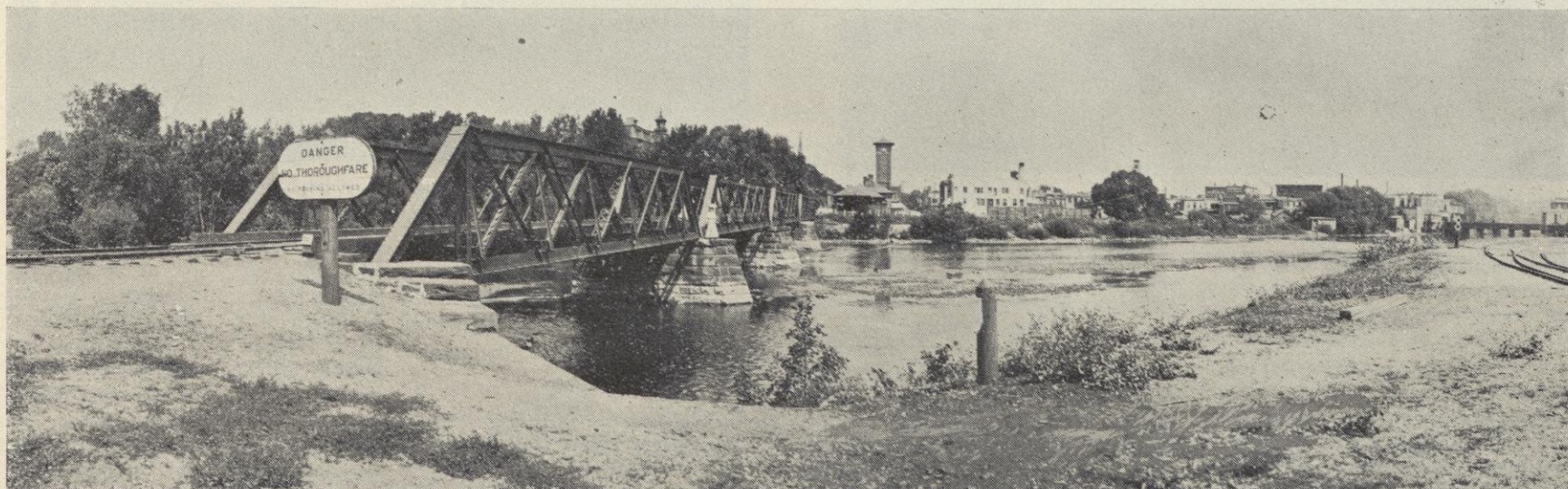
tive growth, the advance in value has always been moderate and conservative. When temporary depression has come, values have remained nearly stationary. Beloit has never indulged in inflated booms and has never suffered from corresponding slumps in value. Money judiciously invested has always been certain of a fair rate of increase.

In Beloit these fixed values and certain increase are due to three conditions: 1st, the steady and rap-

id increase in population; 2nd, the character of its citizens; 3rd, the earning capacity and accumulated wealth of its people. During the past twenty years, Beloit has more than doubled in population. By the census of 1900, of 1905, and of 1910, the rate of increase in Beloit has been second in the state, Kenosha being the only city in the state to surpass it. Is it any wonder then that real estate values have increased? Is it not evident why invest-

ments judiciously made have been profitable? The character of the citizens of Beloit has been the second essential element in determining fixed values. Temperate, industrious, saving, the average citizen has been a house-builder and a home owner. By his industry, he has made a home for himself and made Beloit, not a city of houses, but a city of homes. He has then given to the house in which he lives a fixed and definite

reason for fixed and definite value,—the real reason why Beloit has had no real estate booms and no real estate slumps—the real reason that investments have always proved reasonable profitable and almost absolutely safe. Let us analyze this third condition. Beloit has 15,600 people, 3,000 families and 3,000 homes. We have seen that these 3,000 families to an unusual degree own their own homes. But this is not all. These 3,000 families are



NORTHWESTERN RAILWAY BRIDGE.

loit has never had a real estate slump. Is it any wonder that real estate investments have been not only reasonably profitable but exceedingly safe. Although the last three years have in many respects been years of business retrenchment. The number of men employed in our shops not up to the full number employed in 1907, and the cost of living has been high; yet the deposits in our banks have steadily increased.

past five years. Prior to that period retailing had grown steadily, keeping pace with the increasing population, though the advent of the interurban line may be said to have given the city's trade an impetus. This city is the natural trading center of about 25,000 people. These people look upon Beloit as their metropolis. No cities of this size can boast of more metropolitan appearance of its stores. The business dis-

paper, but by reason of the demand on its advertising columns often prints ten, twelve, sixteen and twenty-four page papers. The Daily News has a circulation of over 4,000 copies daily, covering the city, rural routes and adjoining towns thoroughly. It has one of the finest plants in the state, including linotype machines and three cylinder presses. Its job printing department is fitted to handle all kinds of commercial

much to be proud of in the possession of a club house, architecturally attractive and located charmingly on the banks of the Rick river, two miles north of the city on the interurban line. The grounds comprise forty-five acres, has double tennis courts and golf links laid out by Tom Bendelow. The membership numbers one hundred and twenty-five of the leading citizens. The Outing Club is made up of business



EAST GRAND AVENUE—FROM STATE STREET.



STATE STREET — NORTH FROM GRAND AVENUE.

The increase in the savings banks this year exceeding that of any previous year. I have tried to show the conditions which have given strength and stability to real estate in Beloit. A word as to the future. Everything points to a continuation in Beloit; of a growth in population. Our present factories are certain to materially increase their working force. New factory extensions are planned. New and important industries are certain to be established. Everything indicates activity and growth. The extensive paving of streets, the erection of the new high school, of six new churches, of the Hall, Houston, Vail and Cram blocks, of the Telephone building and the government post office, not only add dignity and character to Beloit's appearance but will prove a stimulous to other extensive build-house and a new city hall may follow. But the most hopeful future

tract is centralized and the stores show large and complete lines of merchandise usually found only in

and catalogue printing. The Daily News is capitalized at \$60,000. T. C. Hendley is business manager and

men who have grounds a short distance from the Country club and devote every Wednesday afternoon during the summer to base ball and bathing, followed by a dinner. The Elks, numbering 300, have finely appointed club rooms and give several entertainments annually. Other fraternal and social organizations also have club rooms and give impetus to the social life. The college base ball and football games are full of color and are noteworthy events, the schedule of games including contests with leading colleges and universities.



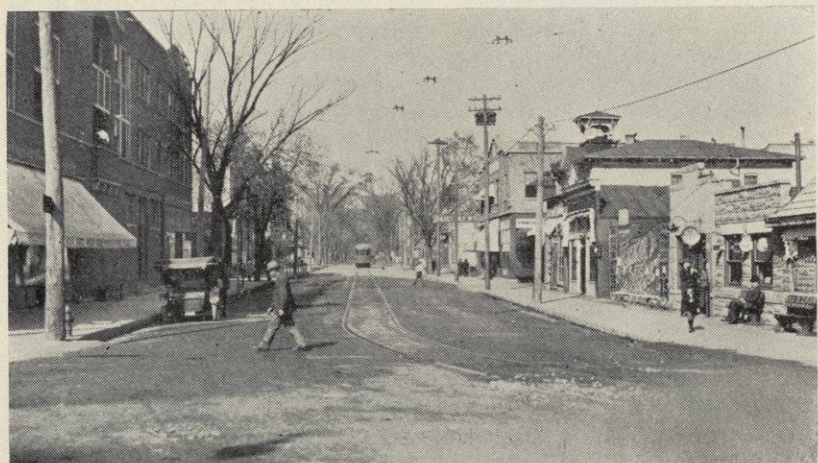
STATE STREET — SOUTH FROM GRAND AVENUE.

cities of much larger population. All lines are represented in these em-

Earle A. Cleveland, editor. The Beloit Daily Free Press is an-

**The Morgan Farm**

Out from Beloit a mile and a half is one of the finest country places in the entire west—a domain of a thousand acres belonging to F. W. Morgan, of the firm of Morgan &



FOURTH STREET — NORTH FROM GRAND AVENUE.

for Beloit real estate must ever lie in her continual growth, in the character of her citizens, and in the earning capacity and accumulated wealth of her army of active workers.

C. W. MERRIMAN.

poriums, the very latest in styles and designs being displayed.

**The Press**

Beloit's leading newspaper is the Beloit Daily News, published every afternoon except Sunday. It is housed in its own brick structure, two stories high, 56 by 120 feet in size. The Daily News ordinarily prints a seven-column, eight-paged

other afternoon paper. D. H. Foster is business manager and J. S. Hubbard editor.

Other publications in Beloit are the College Round Table, the Beloit College Alumnus and The Increscent, a high school paper.

**Beloit's Social Life**

Beloit is socially active much of the year. The Country Club has

Wright, of tire fame. "The Morgan Farm"—as it is called—has become the permanent home of Mr. Morgan who is deeply interested in scientific agriculture and stock-raising. His residence is a superb structure located on the banks of a pretty stream which winds its way through the big property. The barns and outbuildings are in keeping. Mr. Morgan has been an importer of the finest breeds of swine, sheep, cattle and horses and he has done much

**Retail**

The retail business of Beloit has shown a marked increase during the



GROUP OF BELOIT CHURCHES.

- |                                      |                          |                            |                                 |
|--------------------------------------|--------------------------|----------------------------|---------------------------------|
| 1—Gridley Congregational.            | 5—St. Jude's, Catholic.  | 9—St. Peter's, Catholic.   | 13—St. Paul's, Episcopal.       |
| 2—First Church of Christ, Scientist. | 6—First Baptist.         | 10—West Side Presbyterian. | 14—St. Thomas, Catholic.        |
| 3—First Presbyterian.                | 7—Second Congregational. | 11—German Presbyterian.    | 15—St. Paul's, German Lutheran. |
| 4—Methodist Episcopal.               | 8—Trinity Lutheran.      | 12—St. John's, Lutheran.   | 16—Bethlehem Lutheran.          |
|                                      | 17—First Congregational. |                            |                                 |

toward bettering the quality of stock in this section of the state. While not a resident of the city proper Mr. Morgan takes a deep interest in the social and material growth of Beloit, is President of the Country Club of Beloit, and contributes generously of his time, personal influence and money toward those things that build up the municipality.

**Manufacturing**

Beloit is essentially a manufacturing city, containing about thirty-five large concerns, employing in excess of four thousand people. The diversified products are numerous and of big variety. Although the number of factories is not large, those that are located here are large

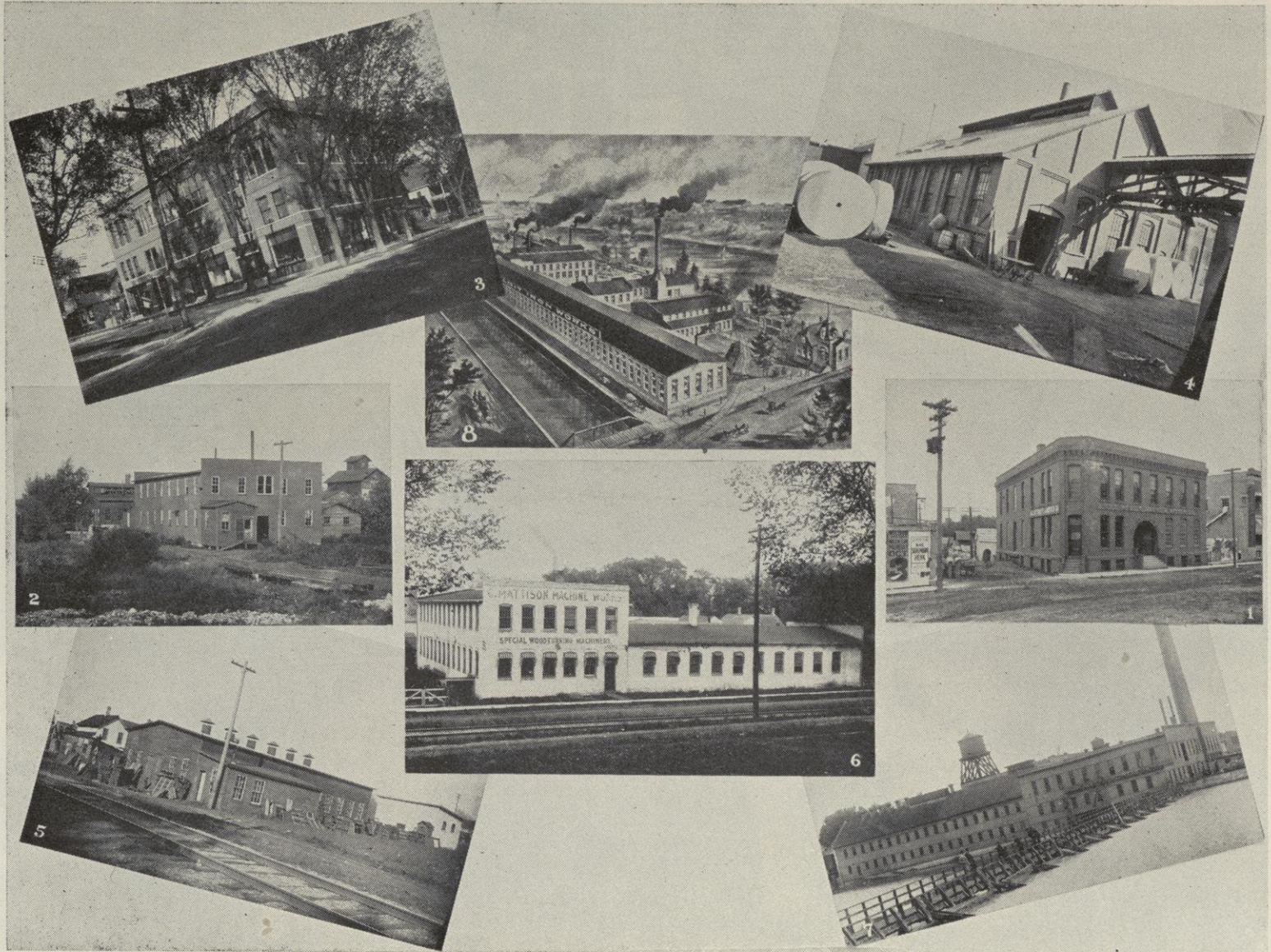
industries, one concern employing about two thousand one hundred, and another, nine hundred mechanics. The yearly wage roll of the combined Beloit factories amounts to a large total. The pace set by Beloit in the past five years has been a rapid one and today all factories are operating at full capacity.

Beloit leads the world in the production of gasoline, gas and oil en-

gines, one plant turning out on an average of one complete engine every ten minutes.

The largest manufacturer of wood working machinery in the world is also located here, employing on an average of nine hundred people.

Believing most thoroughly that an increased growth in population is due mainly to increased manufacturing, the people of Beloit are ready



**GROUP OF BELOIT FACTORIES.**

- |                                 |                           |                        |
|---------------------------------|---------------------------|------------------------|
| 1—Beloit Glove & Mitten Co.     | 4—Dowd Knife Works.       | 7—Beloit Box Board Co. |
| 2—Slater, Marsden & Whittemore. | 5—Beloit Foundry Co.      | 8—Beloit Iron Works.   |
| 3—Halls Glove Co.               | 6—Mattison Machine Works. |                        |



**STRONG SCHOOL.**

to give any reasonable encouragement to new enterprises. Beloit is favorably situated as regards railroad shipping facilities including all necessary side tracks and spurs.

Following, is enumerated the various manufacturing industries of the city together with the nature of the goods made, capitalization, etc.:

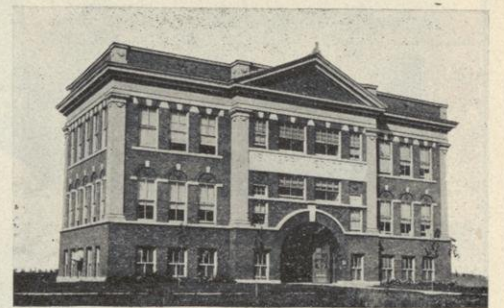
The Fairbanks, Morse Manufacturing company is the largest manufacturing institution in Beloit, and the largest in the world in the manufacture of its line, consisting of gasoline, gas and oil engines, and manufacture a line of steam and power pumps, windmills, towers, and feed grinders. Two thousand, one hundred people are employed by this firm at present with total wage earnings of \$1,500,000 yearly. The plant occupies forty-two acres of ground and seventeen acres of working floor space.

The Berlin Machine Works is the largest manufacturer of wood work-

ing machinery in the world, employing in excess of nine hundred mechanics. The plant occupies considerable ground with buildings of enormous proportions.

The Beloit Iron Works employs two hundred workmen with an annual payroll of \$150,000. The output amounts to over \$600,000 yearly.

J. Thompson & Sons were established in 1880 and incorporated in 1886. This concern manufactures plows, agricultural implements and gas engines. The Beloit plant occupies twenty acres of ground with forty thousand square feet of working floor space. A large force of men is employed. This is one of the best



**MERRILL SCHOOL.**

known manufacturers of agricultural implements in America. The making of gas engines being a later branch of the business.

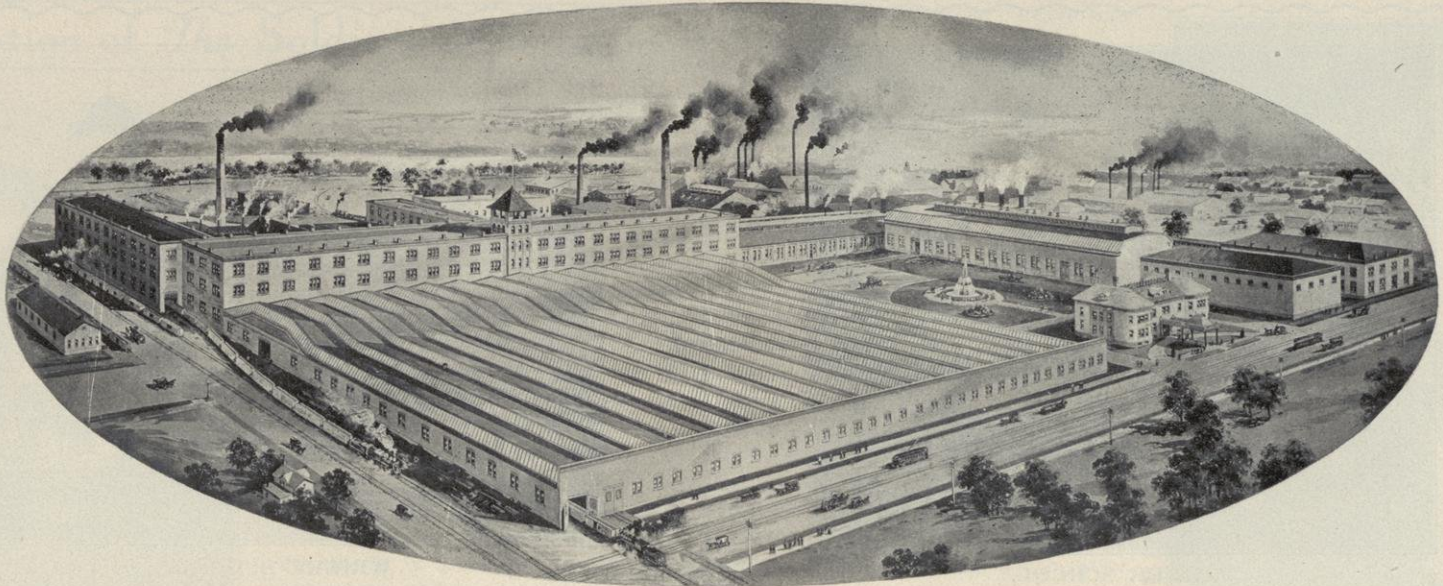
The Racine Feet Knitting company was established in 1891 and manufactures the celebrated Racine stocking feet and stockings. One hundred and twenty-five hands are employed here, turning out a large quantity of these products. The capital stock is \$125,000.

John Foster company. This is one of the best known manufacturers of fine ladies' shoes in the country. This concern was established in 1870 and incorporated in 1901 with a capital stock of \$150,000. One hundred and fifty workers are employed here. The output is 75,000 pairs of fine ladies' shoes per year.

Warner Instrument company. This is one of the most unique industries in America and one of the most widely advertised. It was established in September, 1903, and incorporated January 9, 1904. Cap-



**INTERIOR OF ONE OF THE KINDERGARTENS.**



**BERLIN MACHINE WORKS.**

ital stock, \$30,000. Two hundred people are employed with a wage roll of \$250,000 a year. The plant occupies eight acres with 30,000 square feet of floor space. The products are automobile speed indicators, anemometers, cutmeters, areometers, etc. The value of the yearly output is \$750,000.

The Gardner Machine Co., manufacturers of grinding machines, was established and incorporated in 1905 and at present has a capital stock of \$100,000. Fifty people are employed, with a payroll of \$50,000 annually. The plant occupies seven acres of ground and forty thousand square feet of floor space. The yearly output is in excess of \$150,000. Their new plant, just erected at a cost of \$35,000, is a unique structure of concrete and glass.

The N. B. Gaston & Sons Co., manufacturers of all sizes of scales, was established in 1842 and incorporated in 1901. Between forty and fifty people are employed and it is the only concern in southern Wisconsin making this product. It is also one of the oldest established manufacturing concerns in this territory.

C. H. Besly & Co. was established in 1875 and incorporated in 1909. The plant contains 100,000 square feet of working space. Metal grinding machines, small tools, etc., are the products manufactured.

Mattison Machine Co., incorporated in 1903, makes a specialty of wood-working machinery. Employs thirty-five hands, payroll \$25,000 per year. Occupies 15,000 square feet of working space. Value of products yearly, \$100,000.

Hall's Glove Co., established and incorporated in 1904, capital stock, \$20,000, manufactures a line of gloves and mittens, making a variety of 500 different styles of these goods.

Beloit Glove and Mitten Co. was incorporated in 1898, capital stock, \$12,000. The factory covers 95x87 feet, two floors and basement. Manufactures a general line of gloves and mittens.

Rosenblatt & Sons were established in 1875. The firm employs 200 hands and the factory occupies three acres of ground with 22,000 square feet of floor space. Pants, shirts, overalls, duck clothing and knit goods are the products.

Line City Pattern Works: Established in May, 1908. Manufac-

tures Shangton tables, etc., a unique industry.

Beloit Brass Works: Established in 1890. Manufactures brass, aluminum and phosphor bronze castings.

Slater, Marsden & Whittemore. Established in 1905; incorporated in 1910. Capital stock, \$20,000. Manufactures wood and iron machinery

Beloit Foundry: Established and incorporated in 1907. Capital stock, \$5,000. Makes grey iron castings exclusively.

Lipman Mfg. Co.: Established in 1901 and incorporated in 1906. Capital stock, \$60,000. Manufactures brass and aluminum castings, brass and iron rotary pumps for automo-

stone and tile shingles. Employs 18 people. The plant occupies five acres of ground.

City Mills: Was established in 1900 and incorporated in 1906. Manufactures flour, grinds stock and poultry food, and handles feed, grain and salt.

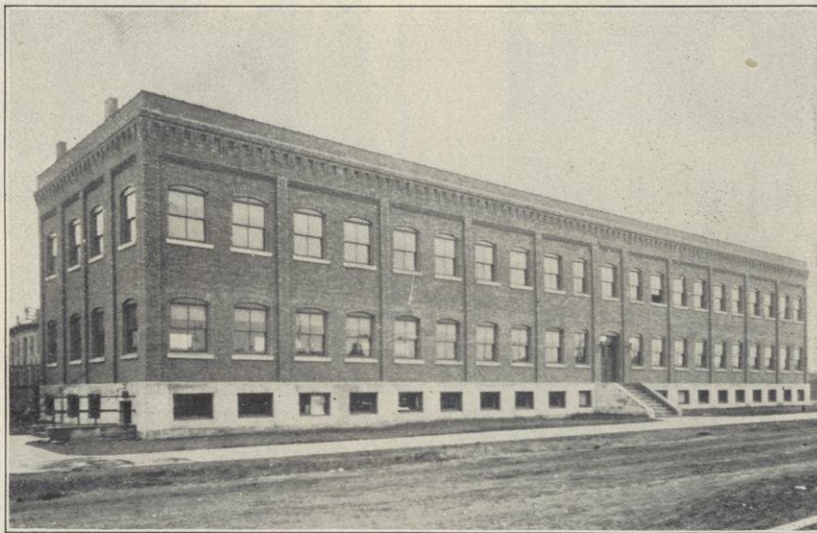
Consumers' Milk Co., was established and incorporated in 1910, capital stock, 10,000. Employs twelve people. Manufactures ice cream and butter, and handles bottled cream and milk.

Sturtevant, Wright & Wagner Co.: Established in 1906. Manufacture ice cream and handle pasteurized bottled cream and milk.

Beloit Box Board Co.: This concern was established and incorporated in 1907. The products manufactured are box board, straw board and building paper. The capacity of the plant is twenty tons daily. Fifty men are employed. The factory is situated on five acres of ground.

Dowd Knife Works, was established in 1878. Employs 35 mechanics with yearly wage roll of \$30,000. Plant occupies 30,000 square feet of space. Products are wood-working machine knives, printing machine and other machinery knives.

Rosenblatt-Gowing Co.: Established and incorporated about three years ago. Capital stock, \$12,000. Employs 50 people. Manufactures overalls, shirts, jackets and workmen's clothing.



**NEW OFFICE BUILDING—FAIRBANKS-MORSE MFG. CO.**

and feed mills. Employ thirty people. Value of products, \$45,000 yearly.

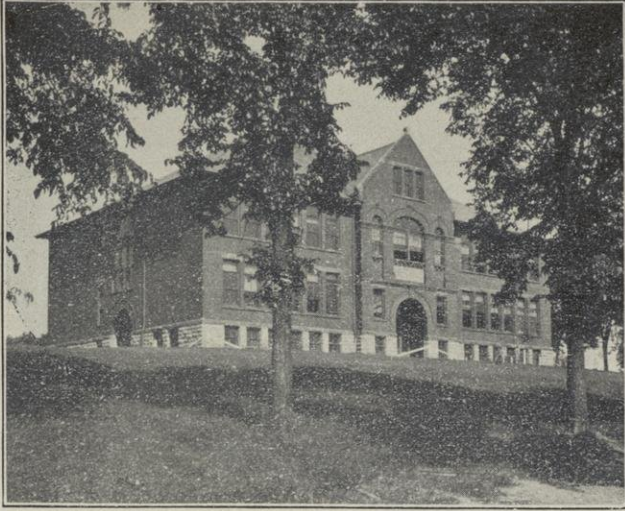
Beloit Carriage Works: Established in 1884. Manufactures carriages and wagons. Employs twelve workmen.

bile, marine, aeroplane, stationary and traction engines. Employe thirty workmen. Occupies 15,000 square feet of floor space.

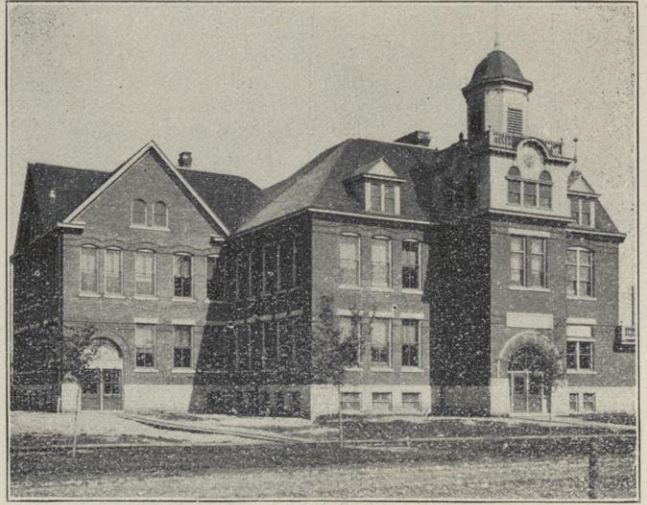
Beloit Cement Stone Co.: Incorporated in 1905. Capital stock, \$25,000. Manufactures concrete



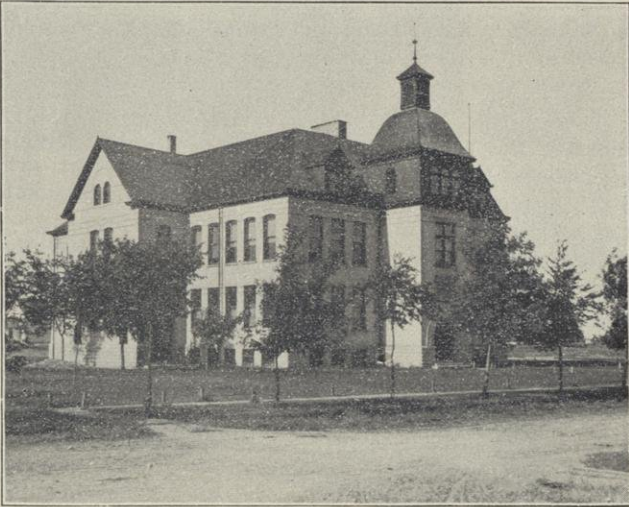
**BIRD'S-EYE VIEW OF CHURCH STREET.**



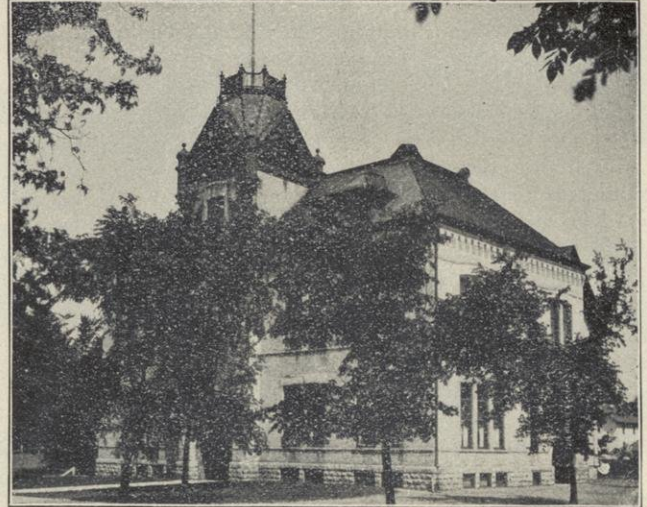
PARKER SCHOOL.



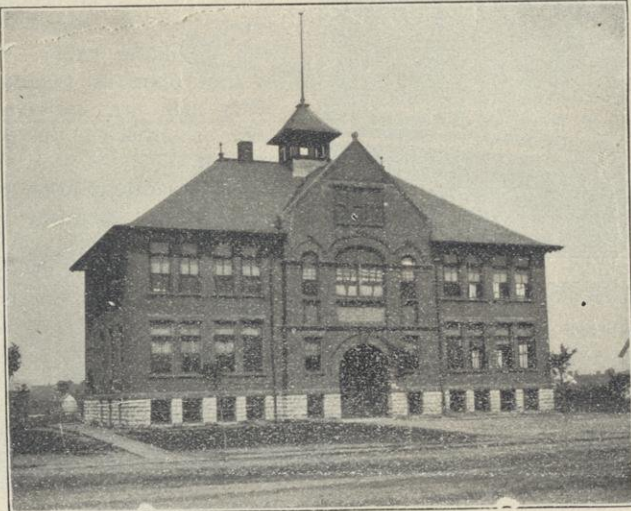
WRIGHT SCHOOL.



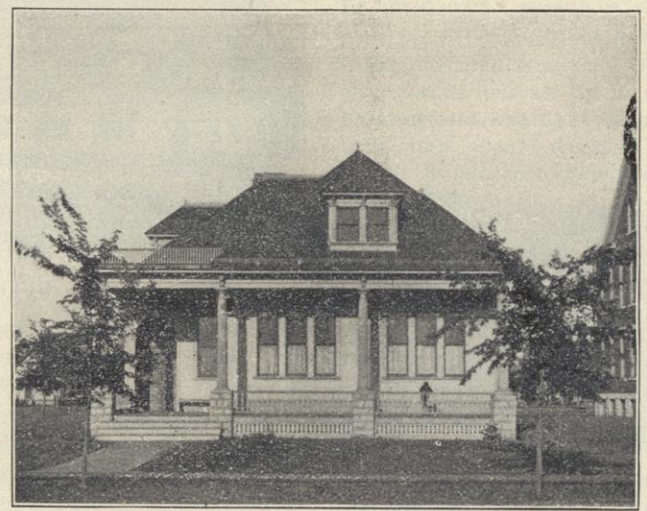
ROYCE SCHOOL.



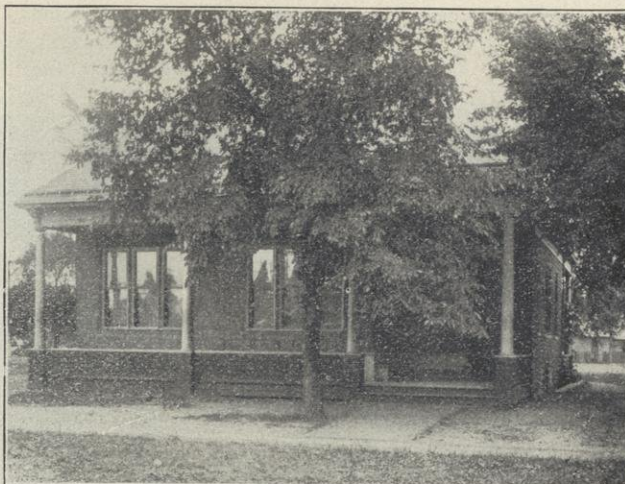
HACKETT SCHOOL.



GASTON SCHOOL.



WRIGHT SCHOOL KINDERGARTEN.



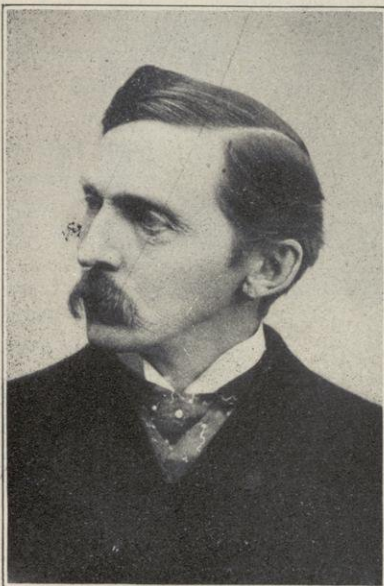
PARKER SCHOOL KINDERGARTEN.



INTERIOR OF ONE OF THE KINDERGARTENS.

PUBLIC SCHOOLS OF BELOIT

## Dedication of *The Soldiers' Monument*



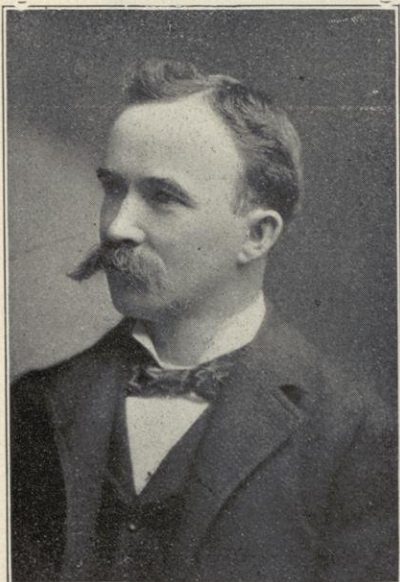
**JOEL B. DOW, ESQ.,**  
Senior Member of the Beloit Bar, and President of the Citizens' Monument Association, who delivered the Dedicatory Address

### The Monument Dedicated

Beloit paid her tribute to the heroes of '61, dead and living, when more than five thousand people, citizens and strangers within her gates, joined in the dedicatory exercises of the Soldiers' Monument in the city cemetery on Memorial day, May 30, 1905. Under the influence of a living patriotism, with hearts overflowing with gratitude to the saviors of the cause in the Civil War, with the bestowal of the choicest offerings of the season's flowers and blossoms, old and young paid homage to that diminishing force that wore the blue in the time of sectional strife. Few annual observances of Memorial day are left to the survivors of the war, but those who do remain will never have another day in Beloit with as many remembrances as this. It was the day for which the veterans have been waiting many years and they had their full measure of glory today.

### Acknowledgment

Gratefully acknowledging as we do that the hopes, desires and ambitions of many years are realized in



**HON. EDWARD F. HANSEN,**  
Secretary and Treasurer of Beloit Savings Bank and Secretary of the Citizens' Monument Association

the beautiful Soldiers' Monument now standing on our lot in Beloit's city of the dead, it is becoming in us to show our thankful appreciation to all who so kindly assisted us in the services at its dedication on Memorial day. To the Women's Relief Corps who are ever ready to help when the burden is heavy upon us, to the many organizations of the city, to citizens generally and to the boys of old Beloit who have wandered far but have kept always in memory the beautiful city on the Rock, no words can express our feelings of gratitude toward them all for making this dedication possible. To Mr. J. B. Dow, for his masterly dedicatory address, and to Mr. E. F.



*"In memory of a mighty past, prophetic in its fruitage of a yet mightier future, I say THIS MONUMENT STANDS FOR MEN."*

—Dow.

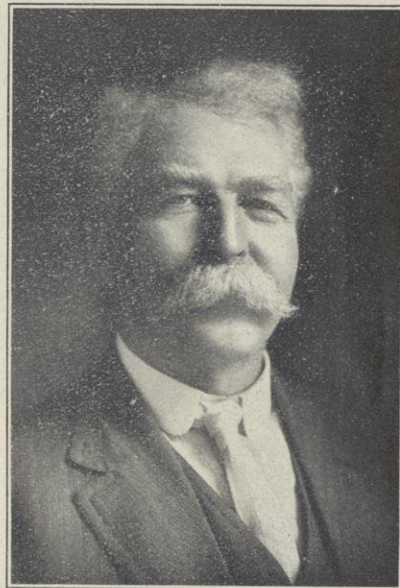
Hansen, for his many labors in our behalf, we give loyal thanks. To the children of the public schools who so beautified and brightened our services by their presence, we give our loving greetings, remembering that it is in the hands of the children of today, that the passing years will place the care of the monuments, the graves and the memories of the Grand Army of the Republic.—By L. H. D. Crane Post, No. 54, G. A. R., E. M. Gammon, Committee.

### Liberty and Human Rights Enthroned

A half million men on our side went down to death of lingering disease and disability and toward half a million yonder; and in that broad trail of death a million other broken

hearts and broken lives. Brave men of the north! Brave men of the south, but brave in the wrong! and yet, on the trail of mistaken belief, they too were fighting for their homes and all they held dear and their courage and valor paled beside none; but brave in the wrong, their cause was lost.

The army of the north were men and the army of the south, men alike, as I have said, who breathed and loved and around the tendrils of whose hearts were entwined the same sweet mother-love, the same love of wife and child. Desolate homes, ruined prospects, blighted affections and blighted lives, were a part of the fruitage of the war of which both north and south alike were sharers!



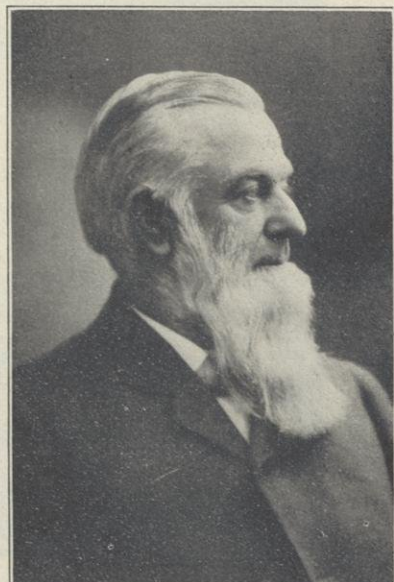
**HON. CHARLES A. GAULT,**  
Mayor of the City of Beloit and President of the Day

### A Nation's Benediction

Put off thy shoes from off thy feet! Under the great dome of St. Paul's cathedral in London lie buried the bones of its architect. A simple slab marks the spot and engraved upon it are these words: "If you would see my monument look around you." But the marble of St. Paul's, in after years, will crumble back to dust, and the monument of its architect, lost to the world.

So alike, this granite shaft erected in memory of our soldier dead, which we dedicate today, will crumble back to its native dust, but a monument more enduring than marble or granite, soldiers of the war, is yours and ages hence, when this has gone and men shall ask of you, they will be told to look around them; that your monument is the nation you helped to save and perpetuate, grown grander and more beautiful in its insistence upon equal rights and ministrations of love, as the years have greatened.

And so, standing as I have said at the parting of ways, under the shadows of this monument, itself but a suggestion of the greater one you yourselves have made, standing between the green-sward and the sky to you, the living, soon to be catalogued with the "soldier dead," with full measure of appreciation of what you have wrought, I voice a nation's gratitude and a nation's benediction. Soldiers, hail! hail and farewell!—Conclusion of J. B. Dow's dedicatory address.

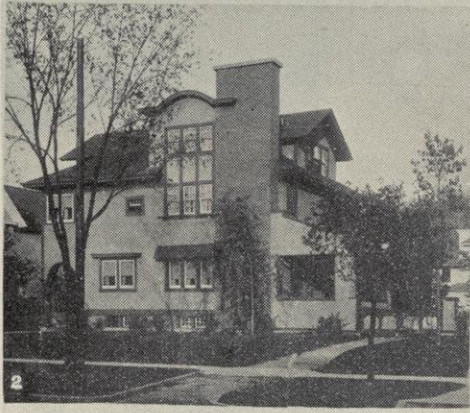


**WILLIAM B. STRONG,**  
The generous donor of the beautiful Cemetery grounds to the City of Beloit, and a loyal friend of the soldier

Weighed in the balance and found wanting, not alone the south but every agency, north or south, whose sympathies or overt acts helped to fill the measure of man's enslavement! But the scales of God found adjustment. Treason, disloyalty and oppression went down, and liberty and human rights were enthroned. The American nation, a nation of nations, was born again and destined to be a "world power," and one of the earth's architects in the building of humanity's temple which is the temple of God.

And in this work, grander and more enduring than any as yet the ages have wrought in recognition in part of what our soldiers, brave in the right, living and dead, have done, we are gathered here today.—Eloquent tribute from Mr. Dow's Dedicatory Address.





RESIDENCES OF SOME OF BELOIT'S PROMINENT CITIZENS.

- 1—T. C. Hendley.
- 2—D. B. Worthington.
- 3—John W. Amend.
- 4—A. H. Mattison.

- 5—L. E. Cunningham.
- 6—E. J. Reitler.
- 7—J. B. Dow.
- 8—G. M. Moss.

- 9—F. M. Strong.
- 10—E. J. Evans.
- 11—F. Coons.
- 12—W. S. Perrigo.

- 13—A. Aldrich.
- 14—Mrs. J. B. Peet.
- 15—J. Thompson.
- 16—F. Wilford.

# Beloit College

## THE PIONEER PERIOD.

The early development of Beloit College reflected the ideals of its founders and of the pioneer community in the midst of which its life unfolded.

Its first faculty were men of unusual worth and prominence who impressed upon the institution their own character and ideals. Dr. Chapin, its first president, served the College faithfully and ably for nearly forty years from 1849 to 1886 when he resigned his place to a son of Beloit, Dr. Edward Dwight Eaton.

During this pioneer period the College gained a lasting reputation for high standards and for Christian character in its educational work. The advances made in material equipment and in attendance were small, however, as compared with the progress of the past twenty-five years. The material assets in 1886 comprised the present main campus with five college buildings and an endowment of less than \$175,000. The students in attendance at the close of the pioneer period numbered about 65 in the four college classes while the faculty included less than a dozen professors and instructors.

## PRESIDENT EATON AND HIS POLICIES.

When President Eaton assumed the direction of the College he loyally fostered the ideals of the founders, but nevertheless inaugurated changes which placed the College squarely in step with the educational needs of the times, believing that the College could thus most truly perform its function to the communities which it had been founded to serve.

The first change of importance was the reorganization of the board of trustees to include business men of broad experience in business affairs. Under this board of business men Beloit has secured an endowment and equipment not equalled by any other college.



CHAPEL—BELOIT COLLEGE.

Steps were also taken to affiliate the College with the high schools of its region and Beloit was the first college in Wisconsin to visit and affiliate high schools, thus bridging the gap which had previously existed between the secondary schools and the college.

Women were also admitted on an equality with men in 1895 which marked the beginning of the increased attendance. An aggressive campaign for funds was meanwhile inaugurated which has resulted in the greatly increased endowment, the new buildings and the improved facilities which have marked the growth of the past twenty-five years.

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## THE NEW BELOIT.

The first addition to the endowment was secured in 1889 when Dr. D. K. Pearsons gave his first gift of \$100,000 to Beloit. Since that date the college endowment has increased to \$1,174,000 with an annual income of \$100,000. The seventeen college buildings and the grounds on which they are located are estimated at \$610,000, bringing the total assets up to \$1,784,000.

The small faculty of 1886 has increased to a faculty of thirty men. The curriculum has meanwhile expanded and the work of departments has been differentiated to



CARNEGIE LIBRARY — BELOIT COLLEGE.

meet the modern demand for a practical education along lines preparatory to professional study. The work done at Beloit in Chemistry, Biology, Geology and Physics enables young men and women to prepare for professional study in Engineering, Medicine, Agriculture, Forestry and Domestic Science. In History, Economics and Politics the new faculty in these departments now offers courses preparatory to the study of Law, Commerce, Consular Service and allied professions and callings.

The growth in numbers has kept pace with the increase in facilities and with the improved curriculum until the College has enrolled this year 182 Freshmen with a total of 410 students in attendance in the four college classes. While thus shaping its policies to meet the changing conditions of the times Beloit still maintains the ideals of a college instead of a university. The old-fashioned college training is prominent in the college life and the departments of Literature, History and Language have had a growth corresponding to that of the Physic-

separated from it by the broad and beautiful waters of Rock river. The campus lies on the edge of a bluff overlooking the valley; the country

being wholly removed from the world, the college is sequestered and its life concentrated. Founded in 1845, it has grown steadily in wealth



MIDDLE COLLEGE — BELOIT.

#### DISTINCTIVE FEATURES OF BELOIT.

1—Its large endowment and unusual equipment.

The productive endowment is \$1,174,000 and its yearly income is \$100,000.

The total assets of the College including buildings and grounds are \$1,784,000.

There are seventeen college buildings of which six are comparatively new, including dormitories for men and women, a large Science Hall, a Gymnasium for men, a Carnegie Library, and a beautiful Chapel.

2—The Faculty and the student body.

There are thirty professors all of whom are men.

The total enrollment in the four college classes is 410, of which 256 are men and 154 are women.

Personal relations are maintained between instructors and students.

Oratory, debating and athletics occupy a prominent place in a democratic student life.

Beloit is the place for the poor boy. Over forty per cent of the men at Beloit support themselves wholly or in part by outside work.



NEW GYMNASIUM—BELOIT COLLEGE.

al Sciences, Economics and Politics. Personal relations are still maintained between instructors and students and the daily chapel service exercises its influence upon the entire body of students.

The young women who are admitted to the College are limited to the capacity of the dormitories, which secures to the Beloit women a fitting environment for the best kind of discipline and development. At the same time the large faculty of men and the predominance of men among the students in attendance preserves the virile character which was marked in the College during its first fifty years of growth.

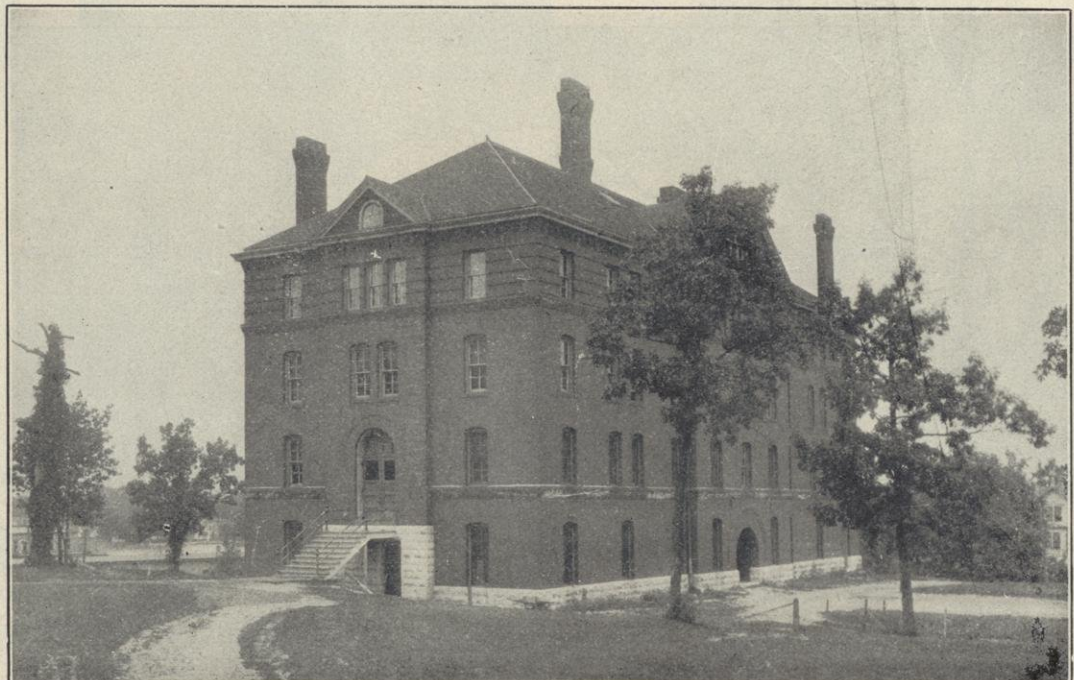
In order to expand and meet the growth of modern education Beloit will need more endowment and a larger equipment, but its alumni and friends may well rejoice in the generous foundation which the present will hand down to the future for the building of a "Greater Beloit."

#### BELOIT COLLEGE.

Says John Corbin, in "What College for Our Boy", "Beloit enjoys all natural advantages and the college is

round is gently rolling and studded with natural advantages, and the college is separated from it by the broad and with groves of prairie oak. Without

and traditions. No purely collegiate institution in the west is more aptly situated for the development of the truly collegiate life."



CHAPIN HALL — BELOIT COLLEGE.

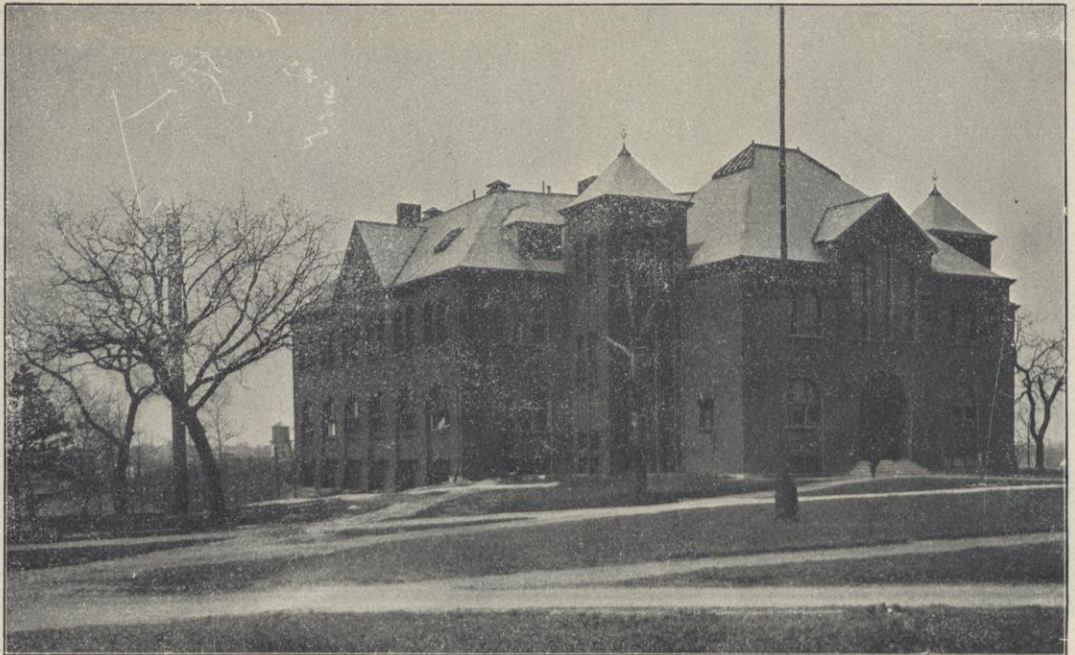
The College assists worthy and needy students by granting scholarships and by aiding them to secure employment.

3—The practical nature of the curriculum.

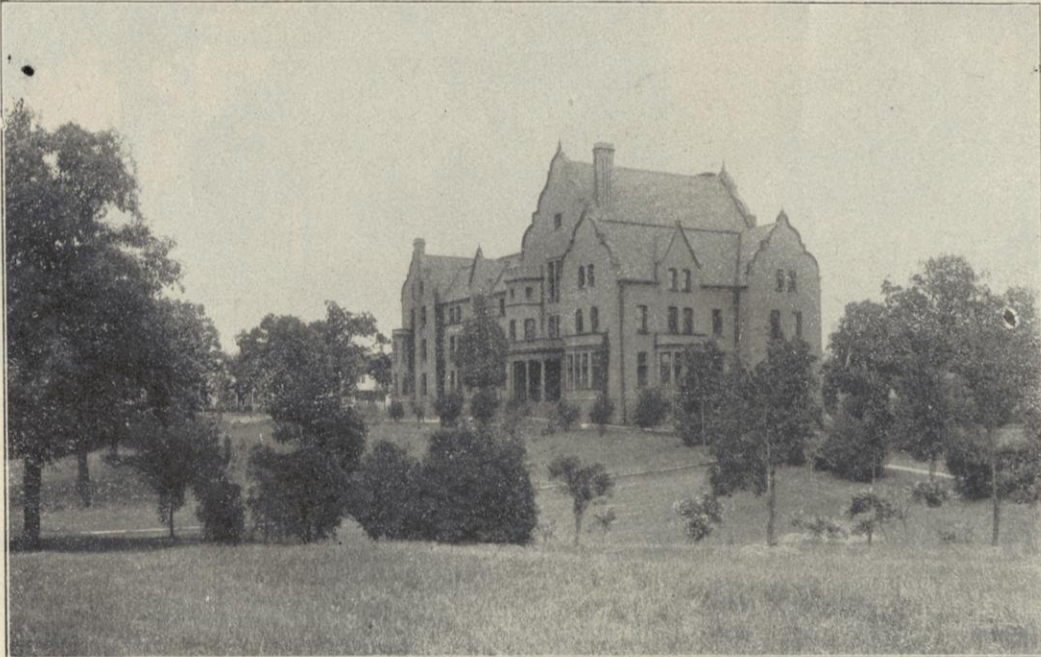
The curriculum is broad, modern and largely elective.

It prepares men and women for the professional study of law, medicine, agriculture, engineering, domestic science, forestry and teaching.

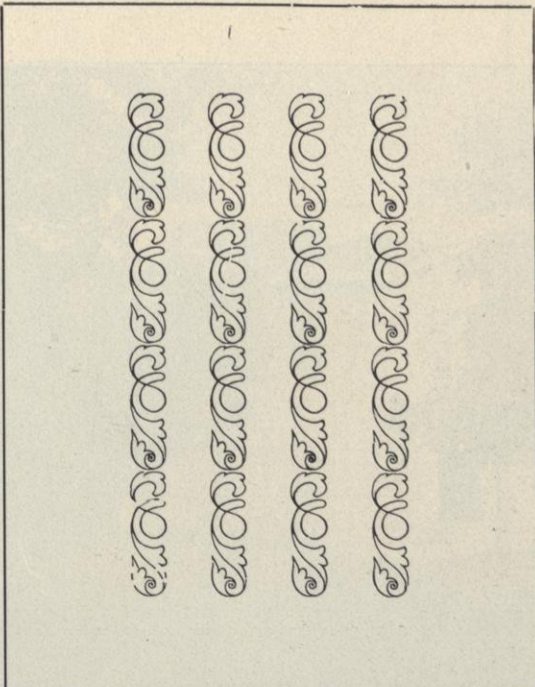
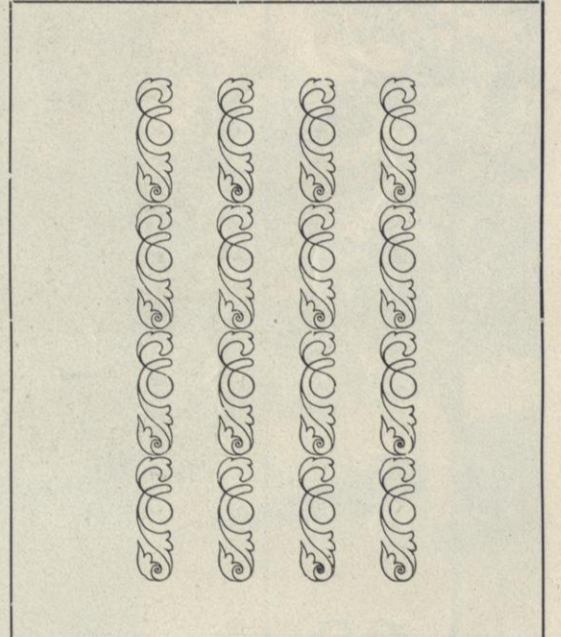
This foundation work taken at Beloit is accepted by the leading universities of the East and the West.



SCIENCE HALL — BELOIT COLLEGE.



EMERSON HALL — BELOIT COLLEGE.



THE CHAPEL — BELOIT COLLEGE.



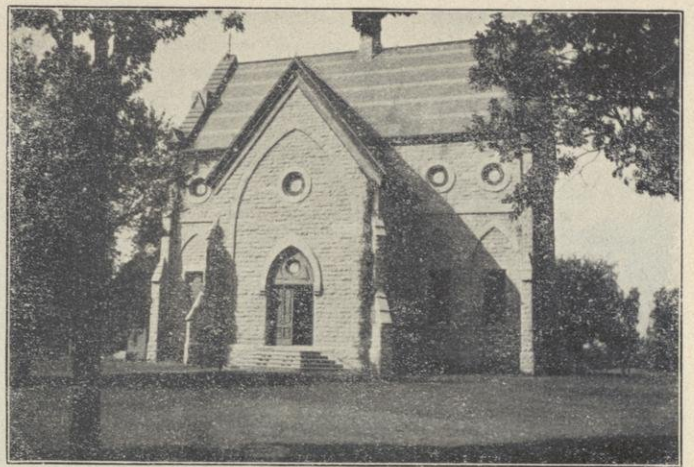
THE OBSERVATORY — BELOIT COLLEGE.



SCOVILLE HALL — BELOIT COLLEGE.



AS-YOU-LIKE-IT HILL — BELOIT COLLEGE.



COLLEGE MUSEUM — BELOIT.

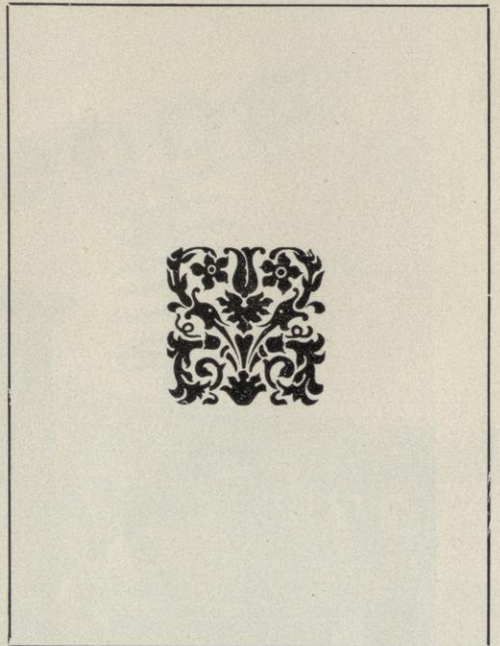
BELOIT COLLEGE  
VIEWS



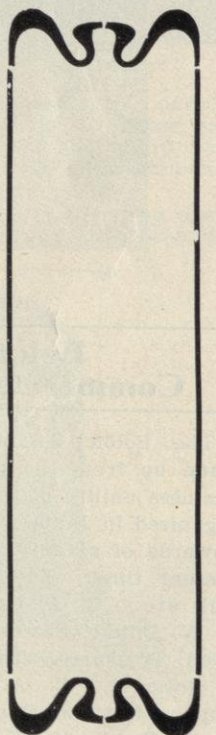
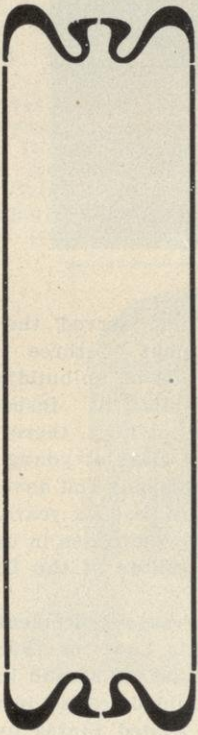
STOWELL COTTAGE — BELOIT COLLEGE.



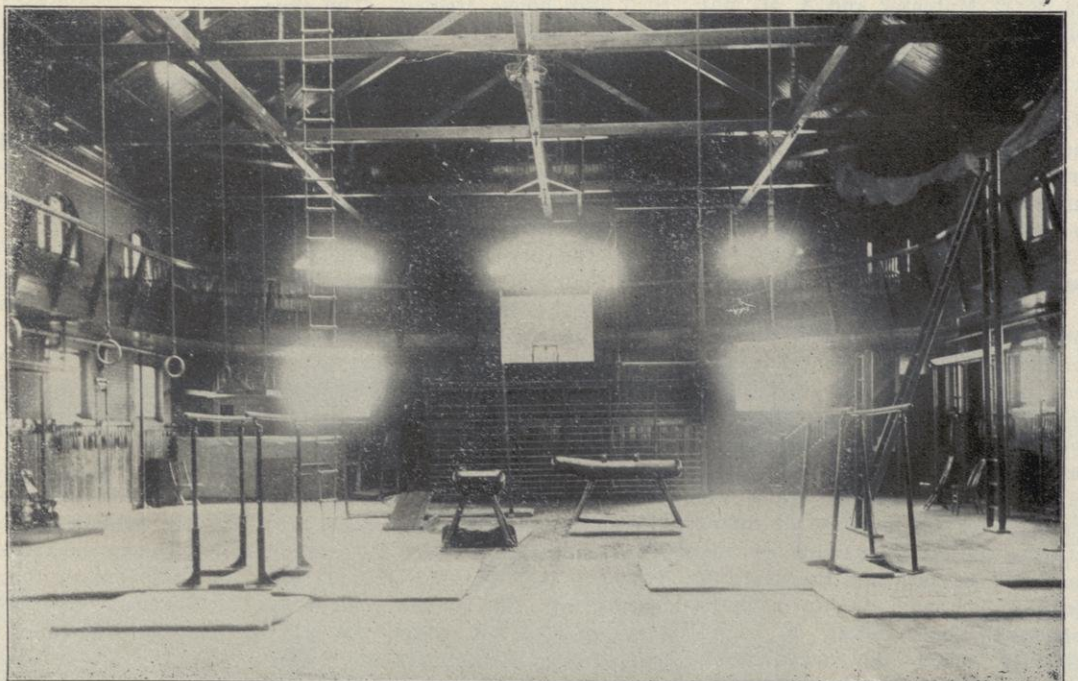
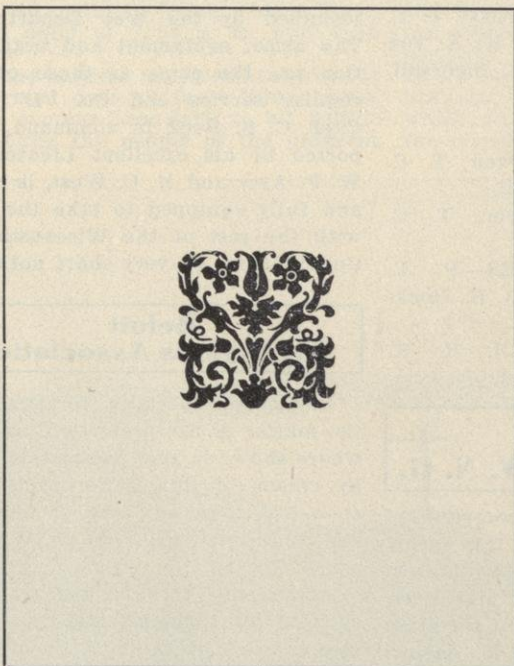
ART HALL — BELOIT.



INTERIOR OF LIBRARY—BELOIT COLLEGE.



DRAWING ROOM OF EMERSON HALL—BELOIT COLLEGE.



INTERIOR OF GYMNASIUM—BELOIT COLLEGE.



COMMERCIAL CLUB BOOSTER DAY—MARCH 10, 1910.

### Beloit Commercial Club

The Beloit Commercial Club is made up from the best brains and business ability of the city. It was organized in January, 1909, and has upwards of seventy members at the present time. The officers of the club are: C. A. Gault, President; F. W. Dupke, Secretary; H. A. von Oven, Treasurer. The Directors are as follows: C. A. Gault, F. W. Dupke, H. A. von Oven, S. G. Strong, A. H. Booth, H. W. Adams, A. C. Helm, B. P. Eldred, W. A. Rossow, T. C. Hendley, D. H. Foster, W. F. Holahan, A. H. Elliott, F. W. Wilford, F. C. Mutchow and A. M. Mattison. Monthly meetings of the directors are held in their offices in the Goodwin Block.

During the two years of its existence, the Commercial Club has accomplished much for the city and for its members. One of the benefits to the latter was the preparation of a rating book which was very complete and which has proven to be of inestimable value to the merchants of the city. It has also accomplished for the merchants a great deal in bettering the conditions in the matter of miscellaneous advertising. It has been instrumental in locating the Beloit Lighting and Heating Company which was organized for the purpose of manufacturing the Sayre gasoline gas machine and of locating the Gardner Machine Company on its splendid property in South Beloit.

Shortly after its organization, George Blackstone Irving was secured through the agency of the Commercial Club for a public meeting held in the opera house under

their auspices and much good was accomplished by this gentleman. In a great many instances have they been successful in securing improvements in existing conditions and in bettering in every respect the commercial life of the city.

### Beloit Country Club

In July of 1909, several prominent men of Beloit conceived the idea of organizing a country club for social and recreation purposes. A canvass of the business and professional men of the city was made and an organization was perfected in August of that year. The present site was secured, and the beautiful club house erected. The evening of June 27th, 1910, the club house and grounds were opened with a social function at which more than two hundred people participated.

The location of the Country club's tract is ideal for the purpose and was practically the only available place left easy of approach from the river, the interurban, the beautiful river road and the eastern section of the city by the way of the upper Janesville road. It has a frontage on the river road of 400 feet, extending to the river its full width, giving ample room on the west side of the road for a baseball diamond of regulation size and affording protection of the beautiful river view from the site of the clubhouse against anything that might affect the outlook. This 400 feet frontage extends back on the east side of the road a distance of 400 feet which takes in a beautiful knoll of the Weirick home upon which has been located the clubhouse. It continues directly east to a point parallel with Park avenue 156 rods, its total depth, and the

width of the piece at the rear of the clubhouse is 2,128 feet. This large tract is rolling, has deep ravines, and is mostly in fine shape for golf at present time, adding greatly to its value. Since the original purchase, 13½ acres have been added, making a total of 57½ acres. There is a row of cherry trees of considerable length and all the natural advantages of soil and topography for an ideal golf course of nine holes, which has been laid out and constantly developed.

The officers are as follows: Pres., F. W. Morgan; First Vice-Pres., W. D. Hall; Second Vice-Pres., W. C. Weirick; Treas., R. K. Rockwell; Sec., G. B. Ingersoll.

The directors are: W. D. Hall, P. L. Murkland, W. C. Weirick, T. C. Hendley, F. W. Morgan, H. A. von Oven, D. H. Foster, G. B. Ingersoll, R. K. Rockwell.

#### COMMITTEES.

HOUSE—H. A. von Oven, T. C. Hendley, Geo. B. Ingersoll.

GREENS—D. H. Foster, T. C. Hendley, R. K. Rockwell.

SPORTS AND GAMES—P. L. Murkland, D. H. Foster, R. K. Rockwell.

FINANCE—W. D. Hall, R. K. Rockwell, H. A. von Oven.

### Militia Co. L, First Inf., W. N. G.

The present military company of Beloit was organized in the spring of 1900, mainly through the interest and energy of Robt. C. Maltpress. Mustered into the service of the state May 10th, 1900, with M. H. Taylor, captain. Robt. C. Maltpress, first lieutenant; J. H. Tobin, second lieutenant; and fifty-one enlisted men. Of this number only one officer and

nine enlisted men served the full term of enlistment of three years. This was a period of up-building in Co. "L" and while its inspection markings were not high, there were being enlisted a class of young men who made the company and have continued it, for the past six years, one of the very best companies in one of the best state guards of the United States.

By meeting the requirements of the "Dick Militia Law" of 1903 the militia has become the second line of defense and would be called into the service of the United States by the President immediately after the regular army, if needed for service at home or abroad.

The standard of efficiency is determined by the War Department. The arms, equipment and organization are the same as those of the regular service and Co. "L" with Capt. C. S. Buck in command, supported by his excellent Lieutenants W. F. Ayer and M. C. West, is ready and fully equipped to take the field with the rest of the Wisconsin National Guard, on very short notice.

### Beloit Fire Agents Association

Beloit is especially fortunate in the matter of fire protection, as elsewhere shown in this publication. And by reason of this, suffering less by such loss than any city of her size and industrial make-up in Wisconsin.

And second to this, and standing sponsor for indemnifying the populace in time of calamity or of such loss by fire, is the "Beloit Fire Agents' Association". This association comprises some of the best long established business men in the city.

**Rockford, Beloit & Janesville Interurban Railway.**

The Rockford Lines owe their origin to the horse car line built in 1882 extending from Charles and Seventh streets to South Main and Montague streets, and north on Church street to John street, with four cars in operation. The company dragged along in a rather precarious sort of existence, surmounted difficulties and overcame obstacles until 1889, when Electric power supplanted the faithful mule. Steady improvements were made in equipment and extensions carefully planned and executed.

Rockford now has the most up-to-date street car line of any city of its size in the country. The Belvidere line was built and placed in operation in 1901. In 1904 the Freeport line was opened. In August, 1904, the Rockford, Beloit and Janesville Railroad was completed from Janesville to Rockford, and operated as a separate company until April, 1906, when the line was taken over by the Rockford & Interurban Railway Company, making the present Rockford system with over one hundred miles of track and serving a population of approximately 200,000 people.

Gives hourly service between the following cities and towns: Rockford, Roscoe, Rockton, Beloit, Janesville, Belvidere, Cherry Valley, Elgin, Winnebago, Pecatonica, Ridott, Freeport. with direct hourly connections for Elgin, Aurora, Joliet and

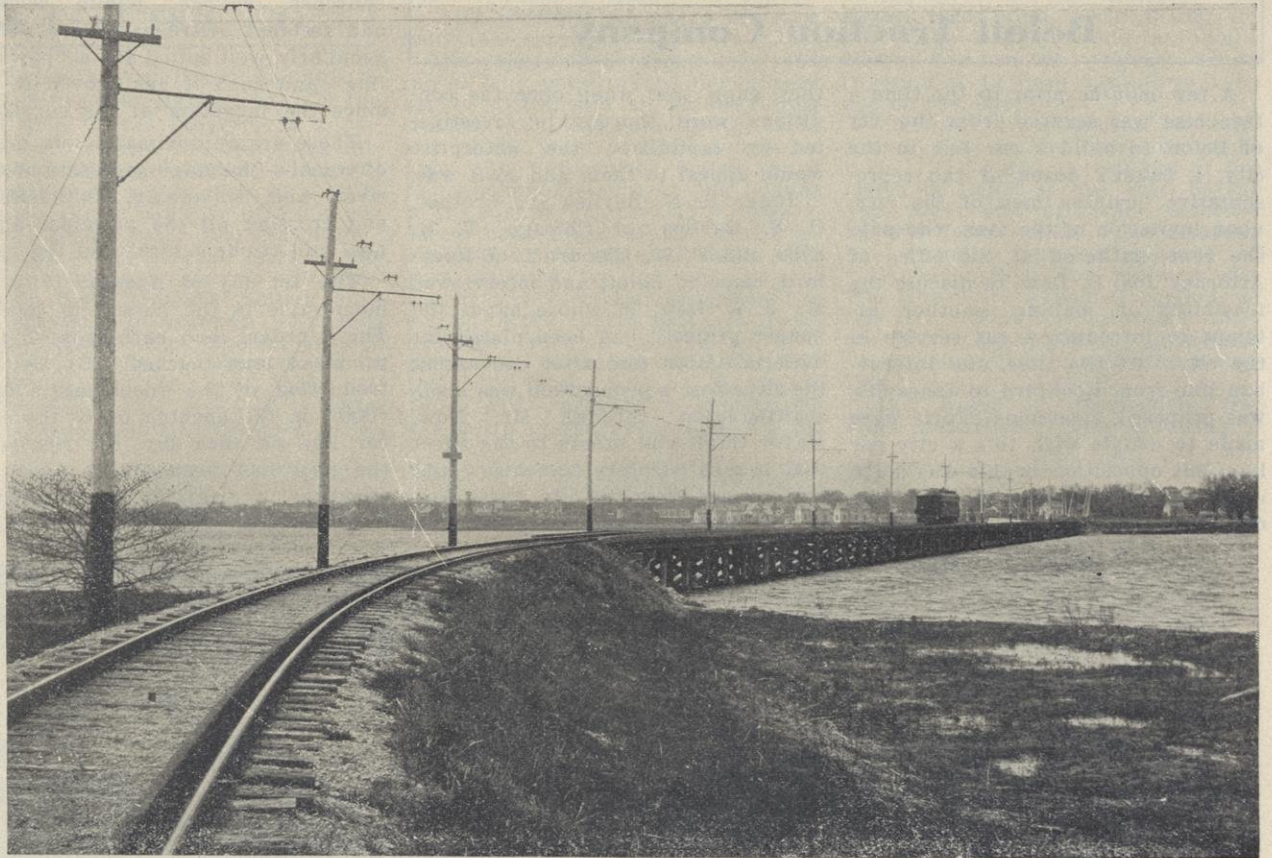
cities and towns to secure supplies fresh from the markets of the larger cities as well as to dispose of all products to the best advantage.

The United States Express company operates over the lines of this company with through service be-

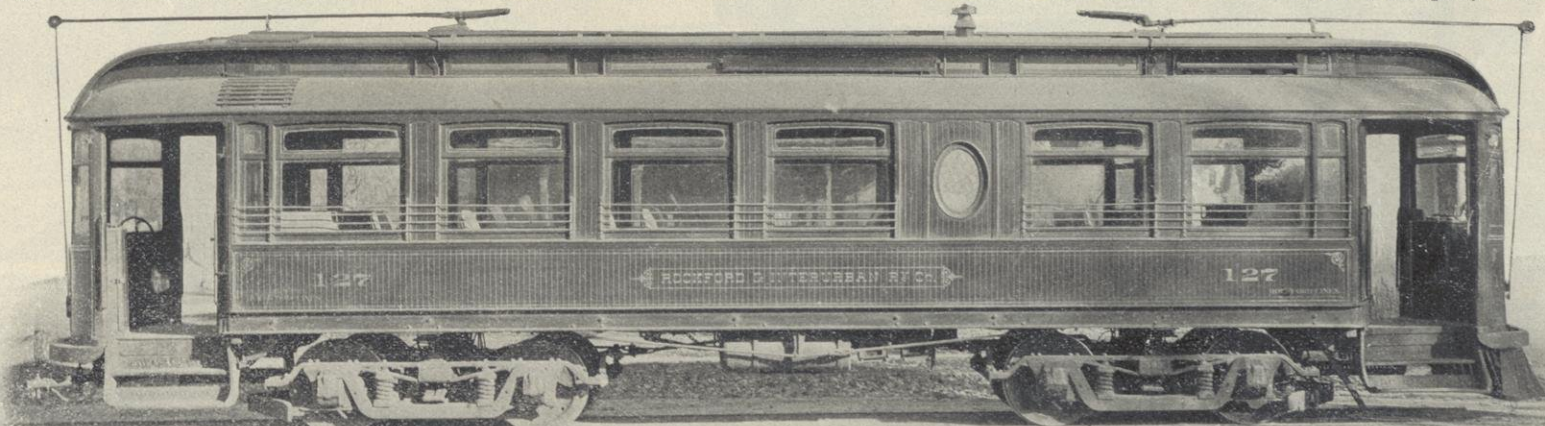
For the benefit of parties desiring to take pleasure trips through the surrounding country, too much cannot be said of the scenic beauty of the Rockford Lines. In fact, it would be necessary to travel many hundreds of miles to find natural scen-

division, and Washington park on the Belvidere division. These parks are well equipped and afford ample opportunity for the entertainment of picnic and outing parties.

The City lines of Rockford operated by this company have been care-



ALONG THE LINE BETWEEN BELOIT AND JANESVILLE.



Chicago. In addition to which two limited trains to Chicago leave Rockford daily at 7:30 a. m. and 4:30 p. m.

Fast express and freight service is operated over all these lines, giving two express cars daily to all points, enabling the people of the different

tween Janesville, Beloit, Rockford, and Chicago, calling for and delivering express at the usual rates. This company also has special arrangements for calling for and delivering baggage, charging rates for the same which, in most cases, are lower than the transfer charges would be.

ery more beautiful than that of the Rock River Valley between Rockford and Janesville.

A number of parks are operated in connection with this system, including Harlem and Love's park at Rockford; Ho-no-ne-gah and Yost parks, on the Beloit and Janesville

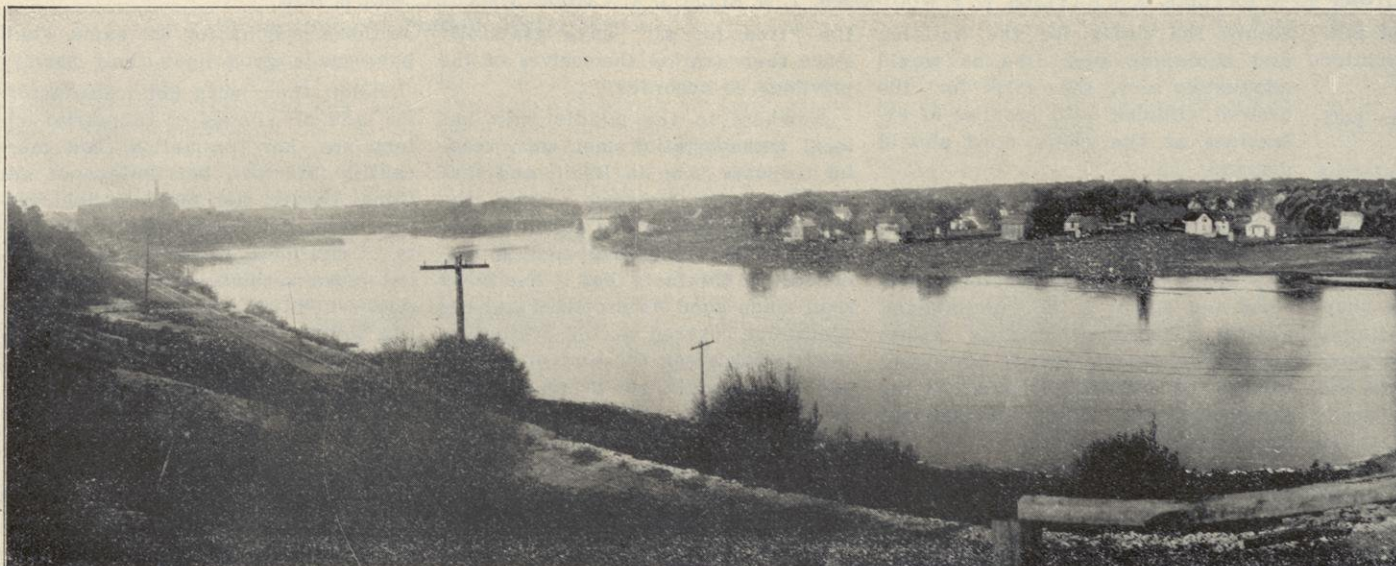
fully planned and laid out to cover the entire business and residence portions of the city and all points of interest.

The company offers special rates to churches, Sunday schools, lodges and clubs, and special service and attention are given to this branch of the business.

The company employs over two hundred people and has an annual pay roll of over \$200,000.00, and, with over 100 cars, makes ample equipment for the handling of large crowds.

During the period of extension a number of reorganizations and consolidations have taken place, the present owners being a syndicate of eastern capitalists who acquired this property last June.

This syndicate is a large operator of Electric properties throughout the country and has planned numerous extensions and improvements for the Rockford and Interurban Lines.



SCENE ALONG ROCKFORD, BELOIT & JANESVILLE RAILWAY NEAR BELOIT.



## Beloit Traction Company

A few months prior to the time a franchise was secured from the city of Beloit to build a car line in the city, a baker's dozen of the representative business men of the city, upon invitation of the man who paid the rent, gathered at the office of Attorney Joel B. Dow, to discuss the feasibility of making another attempt to introduce a car service in the city. At the time, the interurban line from Rockford to Janesville was proposed, strenuous efforts were made to couple with this a city car line, but opposition to this was made upon the ground that the city was not large enough and the venture

they knew that when once the conditions were, thoroughly investigated by capitalists, the enterprise would appeal to them and so it was.

Judge R. N. Baylies and brother, O. S. Baylies, of Chicago, T. M. Ellis and F. W. Woodruff, of Rockford, came to Beloit and interviewed Mr. J. B. Dow, in whose hands the "paper project" had been placed for materialization and after canvassing the situation, a proposition was made a little later, through Mr. Dow, Mayor Gault and others to the effect that if a satisfactory franchise could be procured from the city, these gentlemen would engage to put up or

churches, college, public schools and resident districts renders Beloit peculiarly well suited for a "pay car line" and such it has proven to be since the inception of the service.

There are approximately six miles of track,—“looping” each side of the river and traversing, intersecting and crossing all the principal business and resident streets of the city.

The 1st day of August, 1907, is memorable in the history of Beloit. The "Jordan" had been crossed, the promised land reached. By the introduction of the "poor man's carriage" in the opening up of the city car line on that day, the rich and the poor had been placed upon an equality. A nickle in the open palm was the "free for all" condition and

ter" double truck cars have been put into service, equal in design and up to date appliances of any in the state. The men employed upon the lines are selected with regard to their experience and fitness for such service and without exception, are courteous gentlemen.

Beloit's population as elsewhere noted, approximates sixteen thousand people. That the introduction of the Beloit Traction Company's line during its three years of service has contributed toward this showing, is unquestioned. That the conditions were ripe for its introduction at the time, the results have conclusively proven.

Further extensions have been promised and will be made as soon



BELOIT TRACTION COMPANY.

At the rear door in the above cut is Joel B. Dow, President of the company, and at his right, Ex-Mayor Charles A. Gault, one of the directors of the company. Forming the background of the picture is Beloit's Carnegie Library Building.

OFFICERS—JOEL B. DOW, President; R. N. BAYLIES, Vice-President; O. S. BAYLIES, Secretary; W. F. WOODRUFF, Treasurer; T. M. ELLIS, General Manager.  
DIRECTORS—R. N. BAYLIES, O. S. BAYLIES, W. F. WOODRUFF, T. M. ELLIS, J. A. VAIL, C. A. GAULT, JOEL B. DOW.

would prove a failure and so militate against the success of the interurban project.

And so that "prayer of the petitioners" was denied.

At the gathering above referred to however, at the office of Mr. Dow, none of the "weak-kneed" brethren of the city were present and it was determined at that gathering to take immediate steps to procure a charter from the state, incorporating a company, clothed with plenary power, the city acquiescing, to build and equip a car line suitable to the needs of Beloit. Such steps were taken and in February, 1906, the Beloit Traction Company was incorporated, with a capital stock of \$50,000. The incorporators of the company had no money outside of their own business interests with which to build but

secure the funds for the building and equipping such line as would adequately serve the city for the present, coupled with promise of extensions as the city's need should demand.

On the 16th day of July, 1906, and this was a "red letter day" for Beloit, the Common Council of the city granted such satisfactory franchise and Mayor L. E. Cunningham, against a storm of protests, within twenty-four hours affixed his signature to the ordinance enacted by the Common Council of the city and the event passed into history.

On the first day of August, 1907, just a little over one year from the time the ordinance was passed, the car line was completed and formally opened to the public.

The location of the factories,

the "free for all" have gratefully since then availed themselves of the privilege so accorded.

Nowhere in the middle west has local transportation met with readier response than in Beloit and that such generous response upon the part of the people has found appreciation with the management is evidenced by the fact, that it has more than made good its promises and the conditions covered by the ordinance. That it has given the best of service and increasingly so, is the verdict of all citizens.

The city ordinance as granted only required a twenty minute service. After the first year and unprayed for, it was made fifteen minutes. New single truck cars were at first installed. Within the past year, a new equipment of "Pay-as-you-en-

as those praying for the same, shall have made good upon their part.

Beloit then, with her manufactures, and all shades of industrial enterprises, her commercial and mercantile interests, her college of national repute, her public school system, second to none, her multiplicity of churches, religious and fraternal organizations, with all needed public utilities, and re-inforced with the Beloit Traction Company's service, Beloit is thus in the fore-front of any city in the middle west and will unquestionably within the next decade, with the metropolitan inducements here offered, be catalogued as a city of not less than 25,000 people and all of them, it may be presumed, "pay-as-you-enter" patrons of the Beloit Traction Company's service in the city.

**BELOIT WATER, GAS & ELECTRIC CO.**

With unbounded faith in the future of Beloit, the Beloit Water, Gas & Electric Company has, during the time it has owned the three public utilities of the city, expended the enormous sum of \$450,000 to improve its properties, and the company is still to put more work into the plant before it is satisfied.

The company has had a steady normal growth from the establishment of the gas plant in 1859 down to the present day. The water works was installed in 1885 and the electric plant in 1887. Today the company has fifty men on its payroll, with a yearly wage of \$50,000. It has

on the south by Shirland avenue. It comprises about eight acres. On the east side of the property is a private switch track 740 feet long. Situated on this property is what will eventually be a gas plant of a daily manufacturing capacity of 1,500,000 cubic feet of water gas, and 1,000,000 cubic feet of coal gas. In the boiler house there are two 150 horse power high pressure boilers built for a working pressure of 160 pounds to the square inch. The smokestack for these boilers is sixty inches in diameter and 130 feet high, the large stack being provided in order that cheap fuel may be used in the

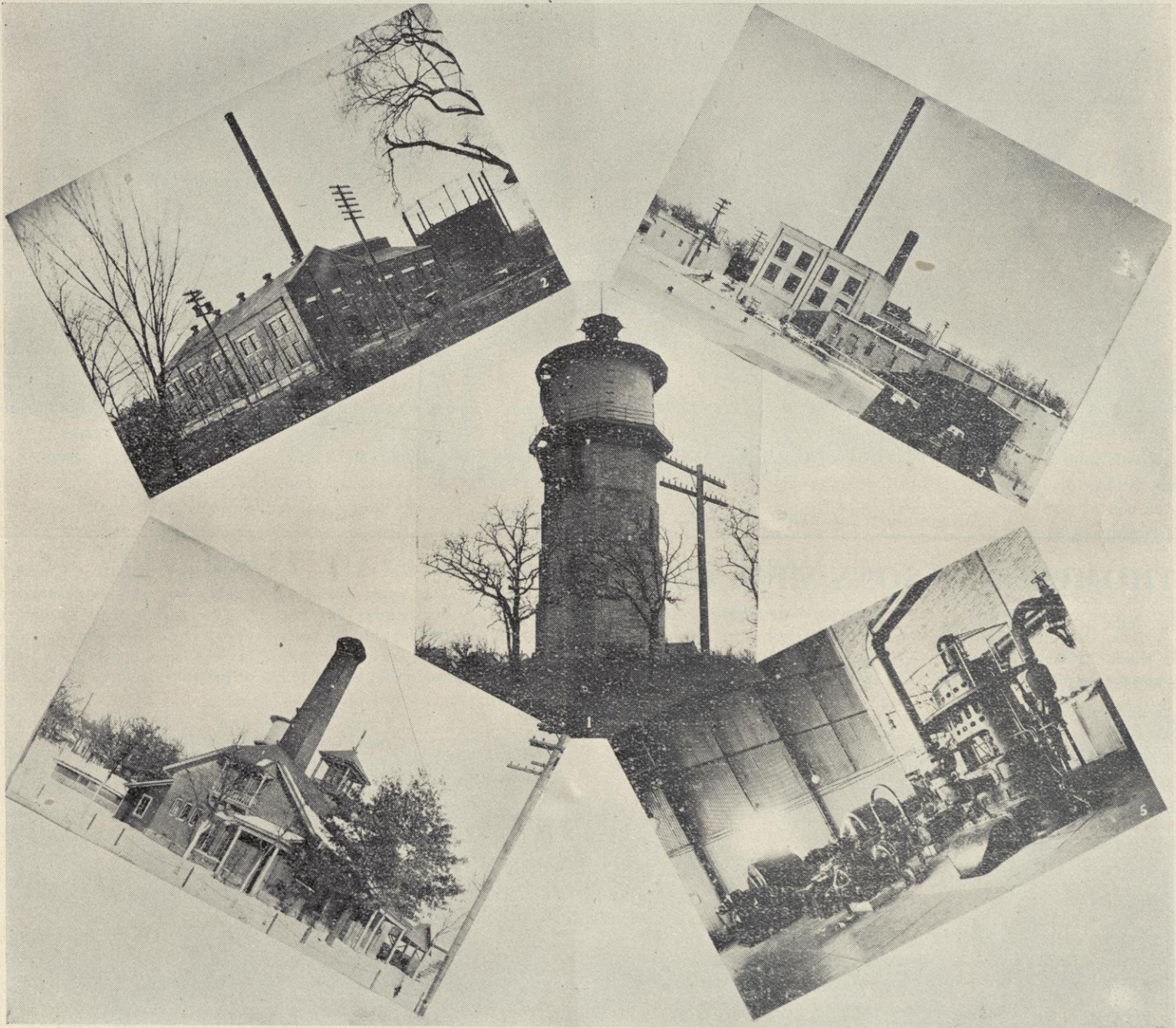
burner, which is about two ounces, by high-pressure governors on each individual service.

The electric department has been raised to a point where the citizens can be guaranteed an uninterrupted service. The manufacturing capacity of the plant is 1,500 kilowatts. Two 350 horsepower boilers built for working pressure of 200 pounds to the square inch furnish the power. These boilers are of the latest design and of the extremely high pressure required for the operation of the modern electrical machinery installed in the engine room. They are provided with a smokestack 72 inches in diameter and 150 feet high. It is the first of four units which will eventually be erected. On the north of the boiler house is the

having on it all the necessary volt meters, ammeters, synchronizing instruments, watt meters, automatic oil switches and the regulator, whose function is to keep a uniform voltage on the line.

The water department of the company is kept in fine operating conditions. The small percentage of fire losses in Beloit is the test of the high order and efficiency afforded by the water works. The company has a daily pumping capacity of 7,500,000 gallons and the main system covers the principal portions of the city. The fire insurance rates are low comparatively, principally on account of the good fire protection.

The water is particularly free from impurities. The following is



**Gas Plant.**  
**Steam Pumping Station, Water Dept.**

**Water Tower.**

**Electric Plant.**  
**Electric Plant Steam Turbines.**

166,658 feet of water main, 279,638 feet of gas main and 876,475 feet of electric wiring. The plant has been under the management of E. G. Cowdery, Vice President of the People's Gas, Light & Coke Co. of Chicago, and B. F. Lyons, General Manager.

Today Beloit's public utilities compare favorably with any in the country. The buildings are a credit to the management, which has worked out the details and reflect the sentiment that nothing is too good for the city.

Beloit has probably the best arranged gas works of any city in the country comparing with it in size. The manufacturing capacity of the plant is 500,000 cubic feet in 24 hours. The storage capacity is 300,000 cubic feet.

The plant is bounded on the north and west by the river, on the east by the Northwestern railroad tracks and

boilers. This plant represents the latest developments in gas-plant design and will permit of large extensions when the same becomes necessary by the growth of the city. Sufficient capacity has been provided to take care of Beloit should it grow to 35,000 population. Another feature of the equipment is the high-pressure system of distribution. In this system the gas is drawn from the large 300,000 cubic foot receiving tank through two high-pressure blowers, each having a capacity of 100,000 cubic feet per hour, and is pumped by these blowers into the main system under a pressure of from one-half to five pounds per square inch. These blowers have sufficient capacity to take care of the maximum demands of the city for many years to come. The gas delivered under pressure by these high pressure blowers is reduced to the regular pressure used at the

pump house which contains the large boiler feed pumps, feed water heaters, and auxiliary apparatus which supplies the boilers.

Adjoining the boiler house and facing Rock river is the engine room which is 60 feet long, 46 feet wide, and 28 feet high. On the engine room floor are the high power steam turbines. Directly connected with these steam turbines are the large electrical generators each of 750 kilowatts maximum capacity.

The proper auxiliary apparatus, consisting of the surface condensers and dry vacuum pumps, is provided. The exciting current necessary for the large turbines is furnished by two twenty-five kilowatt Curtis turbo-generators, which revolve at a speed of 3,600 revolutions per minute.

Facing the turbine is the switch-board, which is made of blue Vermont marble, highly polished, and

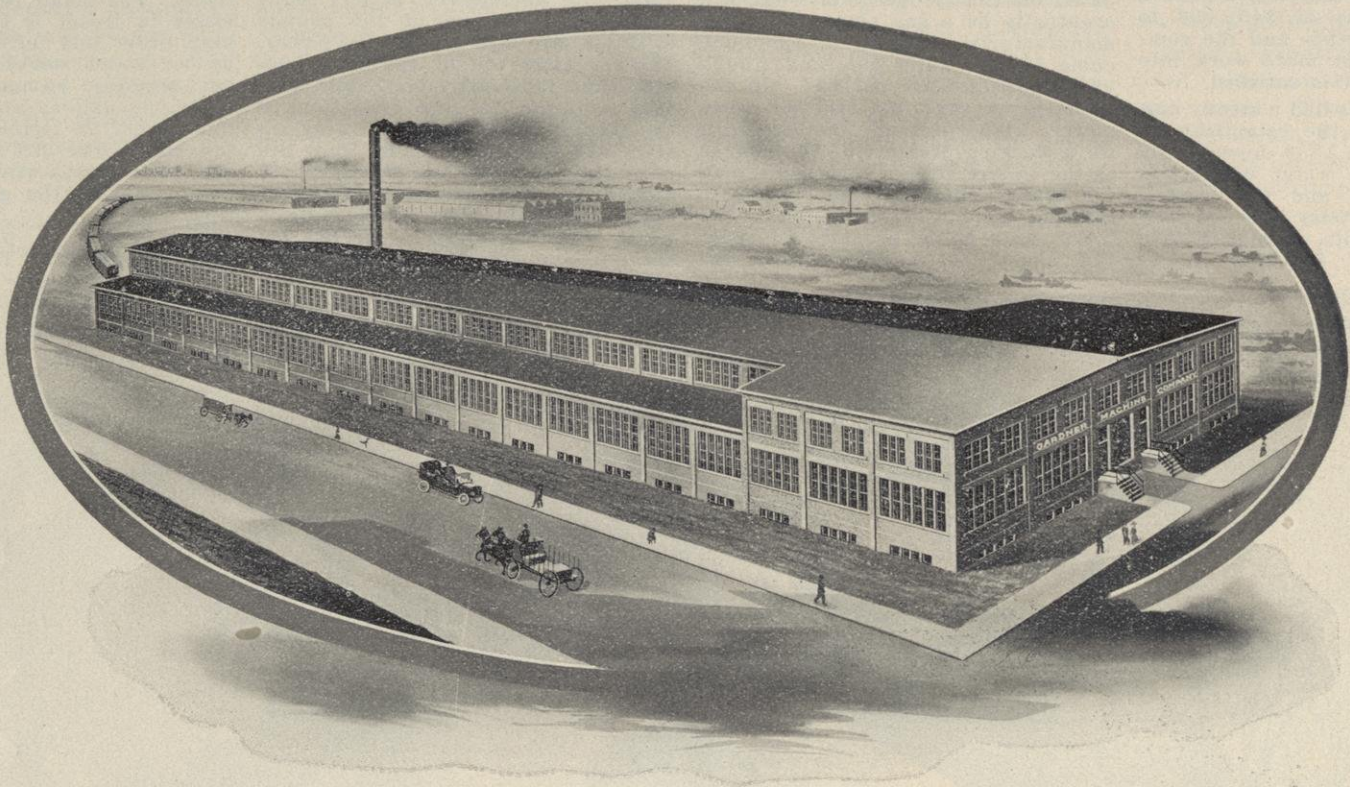
an analysis of the water pumped through the city mains:

Color .....	None
Odor .....	None
Taste .....	Good
Sediment .....	None
Volatile Residue .....	119.0
Fixed Residue .....	280.0
Total Residue .....	7.0
Chlorine .....	7.0
Free Ammonia .....	.00
Albuminoid Ammonia .....	.01
Nitrogen as Nitrites .....	.00
Nitrogen as Nitrates .....	3.6
Oxygen consumed after boiling	
ten minutes .....	.8
Iron as free metal .....	.13
These figures indicate parts per million of water.	
Bacteriological Test.	
Total number of colonies of	
Bacteria per C. C. (20 drops) .	24
Colon forms of Bacteria ....	0

## GARDNER MACHINE COMPANY

From a small concern with a \$5,000 capital, employing two men, the Gardner Machine Co. has, since the firm now is incorporated with a capital stock of \$100,000, employs fifty men to whom it pays annually

In 1908 the business was transferred to its present site in Roosevelt avenue. Business continued to increase at such an enormous rate at a cost of \$35,000, exclusive of the ground. The construction is re-enforced concrete throughout, including floor and roof. It is



its establishment in 1905, grown to a place of importance among the industries of Beloit and established a national reputation for its product, the "Disc Grinder."

The firm now is incorporated with a capital stock of \$100,000, employs fifty men to whom it pays annually in wages the sum of \$50,000, and the product of its plant yearly is \$150,000. The Gardner product was until a few years ago manufactured in the Beloit plant of C. H. Besly &

that the firm decided to erect a plant of its own.

Their fine new plant just erected, a reproduction of which appears here, was erected in South Beloit,

100x200 feet with over 6,000 square feet of window glass. They occupied this plant in December, 1910. It is the most modern equipped grinder plant in the world.

## J. THOMPSON & SONS MFG. CO.

Over half a century ago the J. Thompson & Sons Mfg. Co. was established in Beloit by Mr. Thompson as an agricultural implement manu-

of ground in warehouses, etc., and the manufacturing plant proper consists of over 40,000 square feet of floor space.

tural implements. Gasoline engines are manufactured in every size from the small two horsepower machine to immense affairs capable of delivering over 100 horsepower. All these engines are four cycle, or four

replacing machines more widely known but of less actual worth.

The agricultural implement business has not been left to suffer merely because a specialty is being made of gasoline engines but has been con-



facturing concern. In 1886 the company was incorporated under the present name and the size of the plant was materially increased. Today the plant occupies over 20 acres

While the J. Thompson & Sons Mfg. Co. was founded as an agricultural implement factory it has within recent years made more of a specialty of gasoline engines than of agricul-

stroke, engines, the recognized standard for heavy work where absolute certainty of operation is demanded and are being used today in every state in the Union, in many instances

continued along the lines laid down by the founder of the business. Today the John Thompson plow and other agricultural implements bearing that name are classed among the best made.



View of Daily News Building--Interior View of Counting Room and Equipment

## RACINE FEET KNITTING COMPANY

Twenty years ago a man conceived the idea that it was unnecessary waste to throw away a pair of stockings that were entirely good above the ankles simply because the heels

housewives had considered before him. "Racine feet" were the outcome of his planning to save the upper part of the stocking from the discard and incidentally to save a

tory has steadily grown to its present size, employing 125 people and manufacturing 600 pairs of feet per day.

The present factory, located at 126 Wheeler avenue, South Beloit, covers an area of nearly a city block

ble working conditions the company turned its attention to beautifying the grounds about the plant and maintains a force of men whose business is to see that the grounds are kept in perfect condition.



and toes were worn out. Why wouldn't it be alright to put new feet onto those stockings and wear them until the tops were no longer worth saving, he reasoned, and with this idea in mind went to work to solve the problem that so many

great deal of work in darning toes and heels.

In 1891 a company was incorporated to manufacture "Racine feet" and place them on the market. The new article was almost instantly successful and since that time the fac-

and is a model up to date factory.

Throughout the building a scrupulous cleanliness is insisted upon and this same care is exercised about the grounds as well. With ample provisions for the health of its employees, plenty of light and agree-

Since the organization of the present company and the manufacture of Racine feet in quantities their use has spread to every portion of the United States and has even crossed the boundaries of this country into Canada and Mexico.

**CHARLES H. BESLY & COMPANY.**

Charles H. Besly & Company have their main office in Chicago where they have been established about thirty-five years.

Principal goods manufactured here are Taps, Disc Grinders, Abrad-

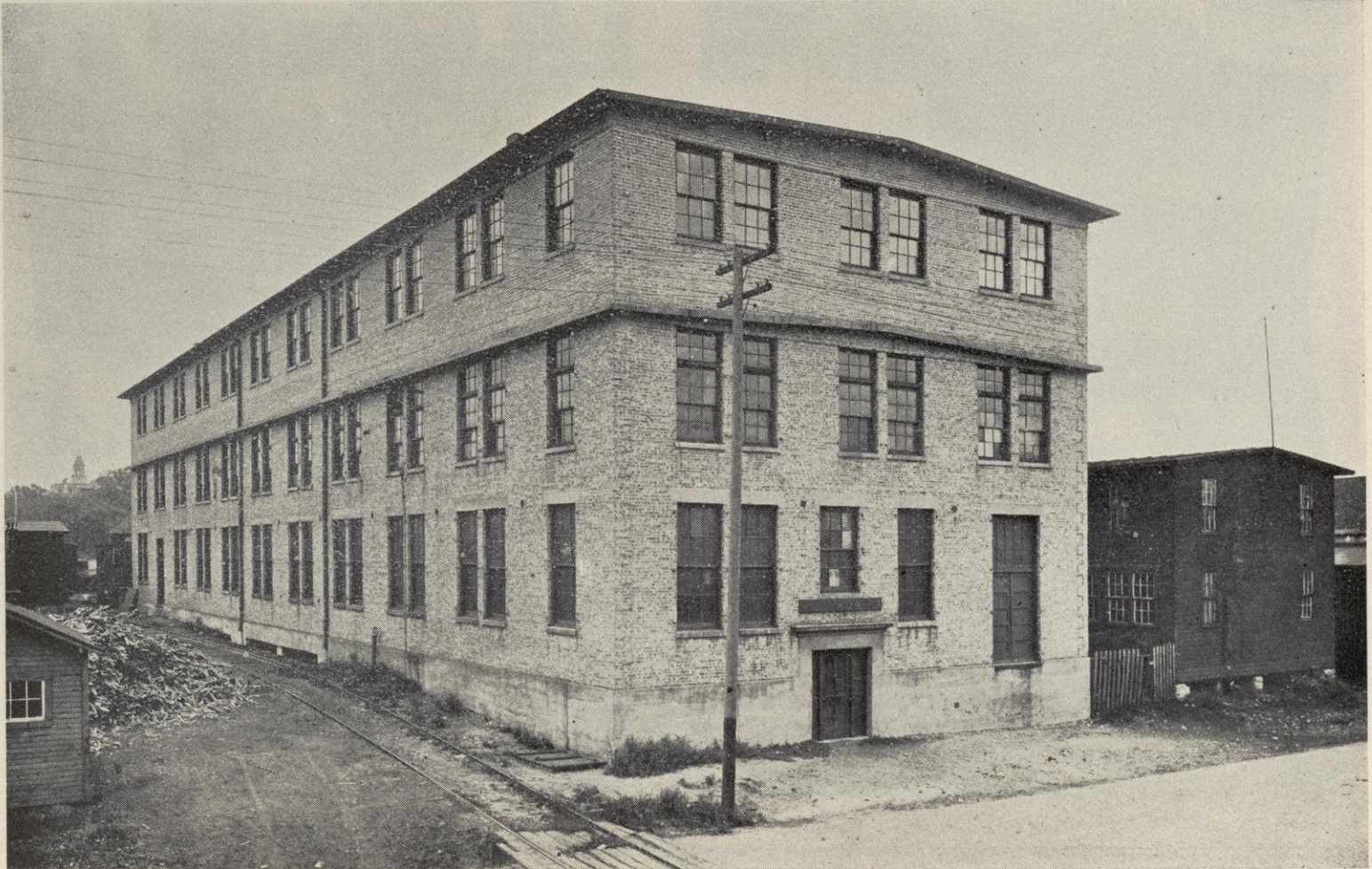
ing Discs for use on the grinding machines and lubricating appliances. One hundred men are employed.

The Main Factory building is 50x200 feet, three stories! re-inforced concrete construction and practically fire-proof. Other older

buildings are also in use so that 100,000 square feet of floor space is required for the business.

The products of the factory are distributed principally to railroads, machinery manufacturers and bolt

manufacturers in the United States, Canada and Mexico; although some export business is enjoyed from England, Germany, Austria, Sweden, Italy, Japan, Australia and South America.



**N. B. GASTON'S SONS CO.**

The N. B. Gaston's Sons Co., which is engaged in the manufacture of all sizes of portable wagon and hopper scales, from a 50-pound family scale to a wagon scale of 20 tons capacity, is the only scale manufactory in Southern Wisconsin and has been in operation since 1842. The

Gaston Scale works are located in Race street.

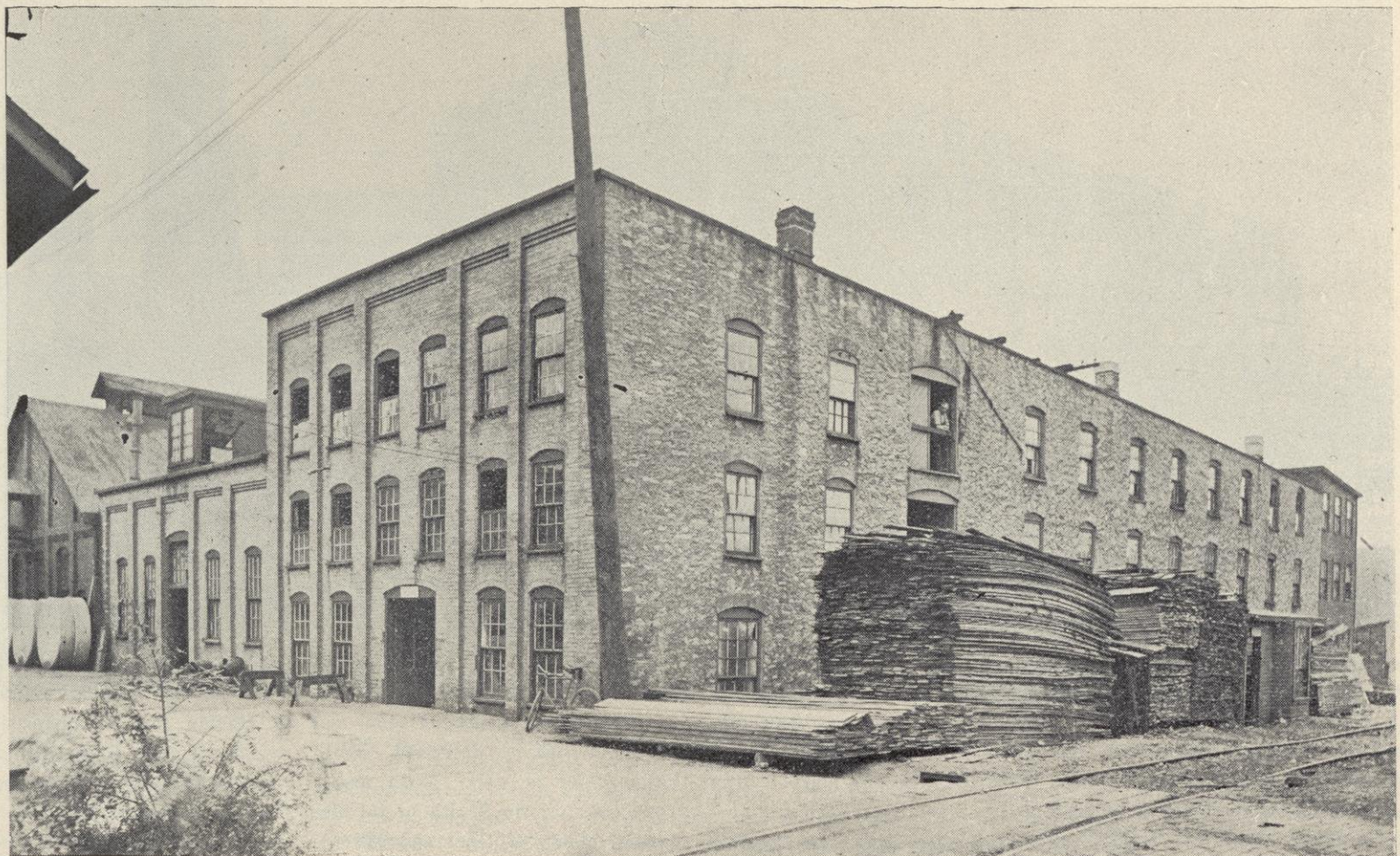
The officers of the company are: President, T. E. Gaston; Vice President, E. H. Gaston; Secretary and Treasurer, T. I. Gaston. This company is one that has had its infancy and development in Beloit. There-

fore the name Gaston scales and Beloit are inseparably one.

In 1901 the company was incorporated. Since its establishment, the company's business has increased wonderfully in volume and has doubled itself many times. Gaston scales are now in use in all parts of the civilized world. The factory

from which they emanate is a three story structure, 80x100 feet and from 40 to 50 men are employed.

The company takes considerable pride in its Pitless Wagon or Stock Scales and feels that it cannot be outclassed by any other make in finish, simplicity and workmanship.



**Hotel Hilton**

Fortunate indeed is the city that has good hotels, places where the stranger may find food and shelter during his sojourn within its gates. First impressions are lasting and if a good impression is formed by the satisfaction of the "inner man," the mind has formed a good idea and the balance of favor is with the hostelry and the city. The Hilton opened its doors seven years ago, Mr. G. W. Beyer having been proprietor since July 1, 1907. It is a thoroughly modern and up-to-date establishment and enjoys a prosperous business. The house contains eighty rooms, twenty of which are provided with private baths, and is the only hotel having a fire-proof building in the state outside of Milwaukee.



**Schlenk Brewery**

Over forty years ago Franz Schlenk established the Schlenk Brewery at 134 State street and began the brewing of ale and porter. Today the brewery he founded still

have justified so doing, Mr. Schlenk preferring, as so many of the old German brewers did, to maintain a solid trade in his own neighborhood where he was certain to always be well received than to have to fight for an outside trade



continues to supply a majority of the ale and porter used in Beloit and vicinity and the brewery is kept working at its full capacity. In that time there has been no attempt to enlarge its capacity although at times the amount of trade would

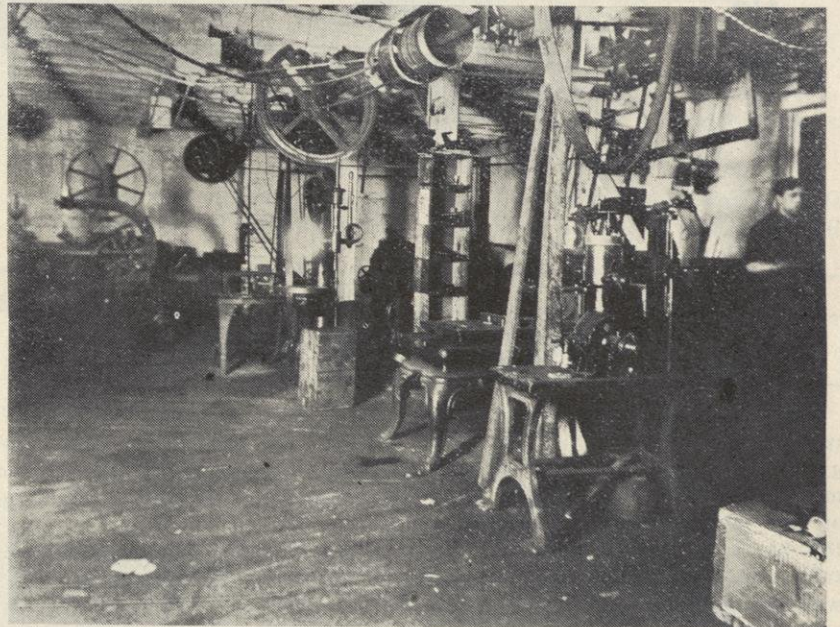
that, when secured, perhaps was not desirable after all.

The Schlenk brewery has never attempted to brew beer, confined itself to ale and porter, but at various times has held the agencies for beers of other breweries.

**G. A. CLEMENT---MACHINERY**

Mr. G. A. Clement is one of the younger business men of Beloit, having been established only a trifle over three years. During those three years, however, he has made himself indispensable to those who

the fine machine work of Beloit and the vicinity is done by Mr. Clement simply because he is able to do just exactly what is required. Estimates are cheerfully furnished on any work of this sort, with the assurance



INTERIOR VIEW OF MACHINE SHOP.

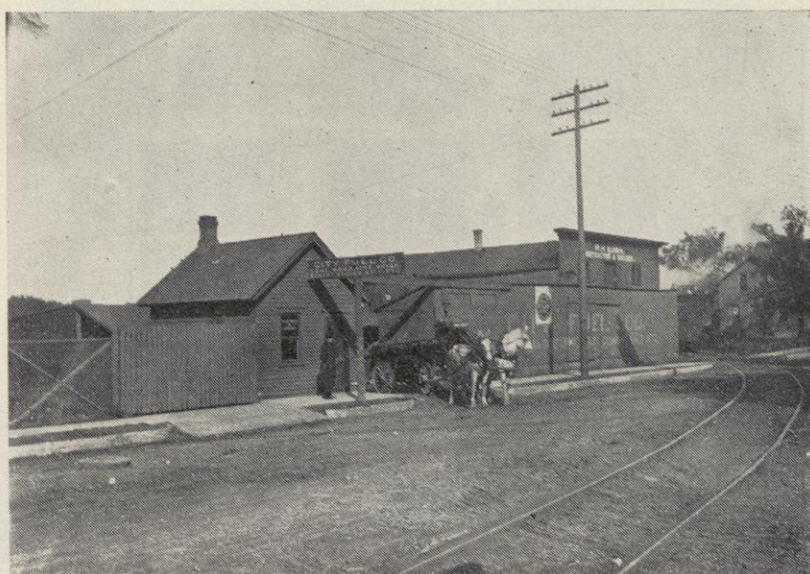
need expert machine work, for not only is he a thorough machinist but he is a mechanic as well. In addition to his mechanical knowledge and ability Mr. Clement is equipped with the machine shop facilities necessary for his work. Practically all

that any work that is undertaken will be promptly and accurately done. Mr. Clement employs only expert machinists, men who are skilled in the fine work necessary for turning out the higher grades of machine work. The shop is located at 622 Cross street.

**City Fuel Company**

The City Fuel Co. was established in business in Beloit in 1898, some twelve years ago and since then has grown steadily until today it is one of the most important concerns of its kind in the city.

About two years ago A. R. Samp, the present proprietor, took over the business, which under his hands has maintained its prestige famously. One feature of the business which has come as the result of Mr. Samp's proprietorship is the "quick delivery". Mr. Samp increased the number of wagons in use and set to work to impress upon his own teamsters, as well as the public, that



what he wanted was a quick delivery that really was a quick delivery. The result is that when a man orders coal now from the City Fuel Co. he is not worried over not getting it before his supply on hand has run out.

The City Fuel Co. holds the exclusive agencies for the Pitston hard coal and for the Atlas Portland cement. In addition a complete line of other building materials, lime tile, roofing, etc. is carried in quantities sufficient to supply any reasonably large order. The City Fuel Co.'s yards and offices are located at 900 Pleasant street, and the 'phone number is 179.

# WARNER INSTRUMENT COMPANY

## WARNER'S DUST PROOF FACTORY.

New Plant for the Production of Auto-Meters a Model of Modern Construction—Its System of Ventilation.

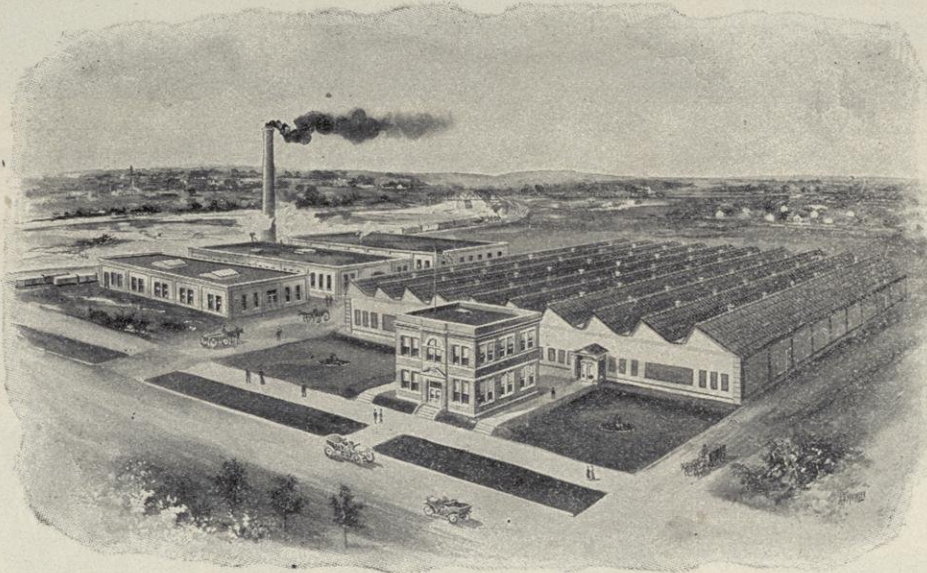
Washed air, white paint and floods of light, together with a line

new plant which the Warner Instrument Co. of Beloit, Wis., has taken possession. It is to be a "show place" for visitors, as an example of the most modern factory construction. The building is of reinforced concrete and, as shown in the illustration, has a roof of the saw tooth variety, the vertical sides of the teeth being fitted with prism glass.

of the saw teeth are plastered with snow white rock plaster and all exposed cement work is surfaced with a specially prepared white water paint. The entire shafting system is also painted white, including the pulleys, the object being to reflect and make available for the workmen every ray of light. All doors and windows are kept closed winter

and summer and there are no ventilators in sight. The ventilation is effected by an air blower system which draws in fresh air from the outside by mechanical power. On its way into the building all of the air is passed through a fine spray of water which washes out every particle of dust, thus making the inside of the factory as nearly dustless as it can be. After passing through the water spray the air is either heated or cooled, according to the season. Every provision has been made for the comfort of the employes. Large lavatories and locker rooms have been built, 32x40 feet, and fitted in the most sanitary manner.

In addition to being painted white, the power shafting system is rather out of the ordinary in other ways. It is mounted on channel iron beams fastened to special cast iron brackets which were set in proper position in the concrete during the construction of the building. Genuine imported D. W. F. ball bearings are used. This results in such a reduction of friction that a stretch of 100 feet of shafting weighing nearly 700 pounds can be turned easily with the thumb and finger, without a pulley.



shaft system mounted on ball bearings, are some of the features of the

The main shop is 100 by 200 feet. The interior walls and the slant

and summer and there are no ventilators in sight. The ventilation is

## BELOIT STATE BANK

The Beloit State bank was organized in 1892 since which time its growth and development has been more than gratifying. The location of the bank is central, adjacent to the heart of Beloit's business district and occupies an exceptionally well designed and constructed building, modern in every detail and is the handsomest banking institution in the city.

The steady increase in business which has come to the Beloit State bank since its inception has been a source of much pride to its stockholders and management and it is evidence of the fact that people not only appreciate a strong and reliable bank, but enjoy beauty and convenience in an office where they transact their business. This bank extends a cordial invitation to examine the quarters and make use of the facilities offered. A savings account will provide for emergencies which are likely to arise in every life. Interest is paid on such deposits. The clerk who wants to get ahead, the husband who wishes to provide for the proverbial rainy day and the business man who wants to open a private savings account are all invited to join forces and become one more of the already numerous savings depositors of this bank. The safety deposit boxes offer at a small annual rental absolute security for deeds, mortgages, stocks, bonds, notes, wills, insurance policies, abstracts, leases, receipts, jewels and other valuable small property of any kind as they are absolutely fire and

burglar proof to those interested the officials will be glad to explain all necessary details concerning this adjunct, as an investigation would in-

spire absolute confidence as to the safety of valuables stored. During the eighteen years' existence of this bank it has seen many vicissitudes of the various firms that make Beloit great as a manufacturing, commercial and industrial city, and which is common to all communities,

and has played its part generously by its moral and financial support. The departments of the bank are commercial banking, savings and safety deposit vault, transacting a general banking business usual to such institutions. This bank has resources of \$905,219.54 and a capital stock of \$70,000.00 with surplus and undivided profits amounting to \$28,370.14. The bank had, in January of 1911 a total of \$802,000.00 on deposit. As a testimonial of the desirability in having an account with this bank it may be stated that it is the depository of the state of Wisconsin, of Rock county, and of Beloit city school district. The officers of the bank are: H. A. von Oven, president. C. H. Paley, vice president; R. E. Meech, cashier. The quarters of the bank are located at 307 East State street.

### Resources.

Loans and discounts	.....\$602,051.10
Overdrafts	..... 17,772.74
Bonds	..... 115,400.77
Stocks and other securities	..... 4,490.00
Banking house	..... 10,000.00
Furniture and fixtures	.. 5,700.00
Cash on hand and due from banks	..... 149,804.93
<b>Total</b>	..... <b>\$905,219.54</b>

### Liabilities.

Capital stock	.....\$ 70,000.00
Surplus fund	..... 14,000.00
Undivided profits	..... 14,370.14
Reserved for taxes and interest	..... 3,000.00
Reserved for unearned discounts	..... 2,000.00
Deposits	..... 801,849.40
<b>Total</b>	..... <b>\$905,219.54</b>



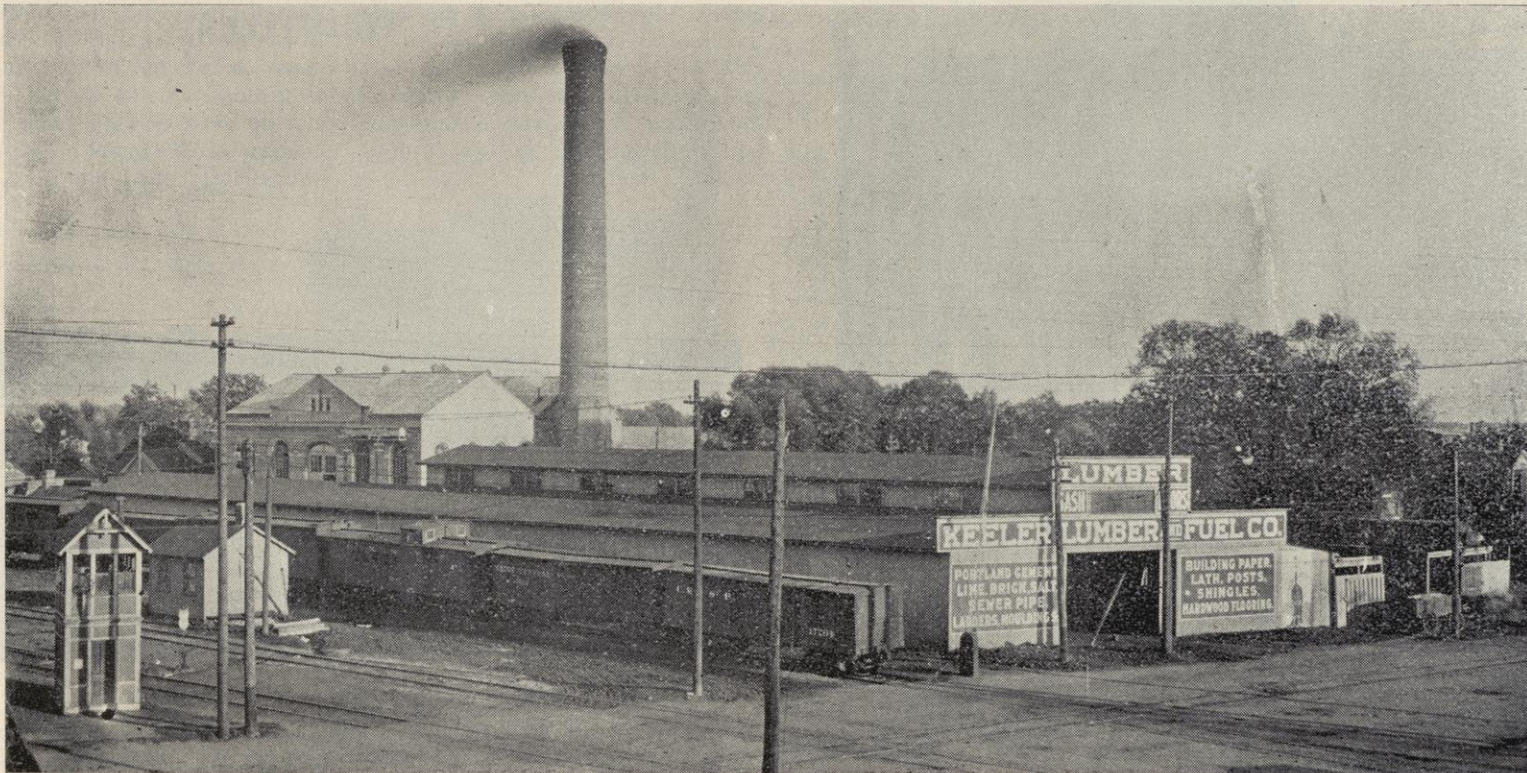
**Keeler Lumber & Fuel Co.**

The Keeler Lumber & Fuel Co. is one of the oldest established firms in the city, having been organized

citizens of the city, coming to Beloit in 1855 and, with the exception of six years, has been a resident here ever since. He has always

the Keeler Lumber & Fuel Co., Mr. W. F. Wilford, who had been in the employ of the old firm for thirteen years past, being admitted as a

acres and they employ from 12 to 15 men, to whom are paid yearly in salaries and wages the sum of \$13,000.



in 1886 under the name of Peet & Keeler. The yards and office of the company are located at the south end of State street.

identified himself with any movement for the best interests of Beloit, serving as city clerk for several terms, also as supervisor of the

member and elected to the office of Secretary and Treasurer. The yards are always full of the best grades of lumber, building ma-

With the incorporation of the new company in 1905 the firm determined upon a campaign of extension, aiming to increase the territory over



Mr. C. C. Keeler, the president of the company, is one of the oldest

First ward for seventeen years. In 1905 the firm incorporated as

terial of all kinds, coal and coke. Their yards cover an area of six

which their goods were sold.

**H. ROSENBLATT & SONS**

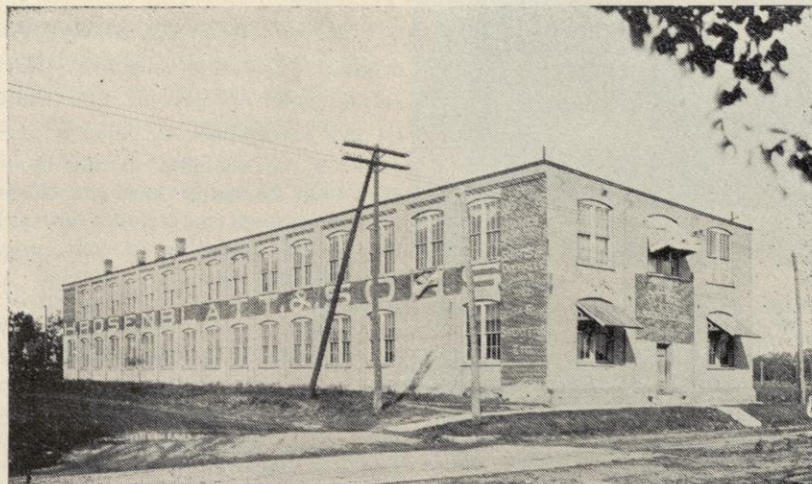
The manufacturing concern of H. Rosenblatt & Sons has been a potent factor in the industrial growth of Beloit for a period of thirty-five years. The company is a wholesale manufacturer of pants, shirts, overalls, duck and Mackinaw clothing, sweater coats and knit goods, and makes a specialty of best workmen's clothing. The large assortment of products and consequently wide field for exploitation affords this concern splendid opportunities for the distribution of its output, of which it has taken prompt and profitable advantage.

The factory is abundantly supplied with the finest possible mechanical appointments and facilities for the rapid execution of the many orders demanding attention at all

times. A large force of salesmen are employed, covering an extensive territory. That an immense amount

of business has been secured indicates that the sales department is well organized and directed and that

best modern methods are utilized by those in charge. The goods of H. Rosenblatt and Sons have an individuality of design and a perfection of finish that at once attracts the attention of prospective purchasers and insures the further examination that discovers beyond dispute the superiority of quality and value. All the products of this house stand for merit and satisfaction and it is rarely that the goods of this concern fail to maintain a permanent foothold when they have once been introduced. Built upon the lasting foundation of correct business principles, with experienced and capable hands at the helm, and with a line of dependable goods, this concern is destined to continue on its prosperous way.







**SECOND NATIONAL BANK**

Among the oldest and most conservative business institutions in Beloit is the Second National bank, founded in 1882. Nearly thirty years ago the business men of Beloit felt the need of another banking institution and with characteristic energy went about securing it. The Second National bank was formed and took its quarters in the building which it occupies today.

In the report of the bank's condi-

tion published on November 10, 1910, a most desirable state of affairs is shown. By the report the bank is shown to have resources of \$613,439.13, most of which is in U. S. bonds, standard loans, bonds and other securities. The total deposits are shown to be \$455,829.42, a most unusual amount for a bank of the size of the Second National and a most striking example of the confidence reposed in this institution.

**SANITARY PLUMBING COMPANY**

One of the most important features considered by home builders today is heating and plumbing. Much knowledge and skill is required to successfully equip the modern home with these appliances. The Sanitary Plumbing Company, composed of T. S. Witte and A. C. James, which was

most modern designs for kitchen, laundry, bath room and lavatory are to be found in the store room at 407 Public avenue. The subject of heating and ventilation has received careful study and the different kinds of furnaces, steam and hot water plants supplied by this firm are guar-



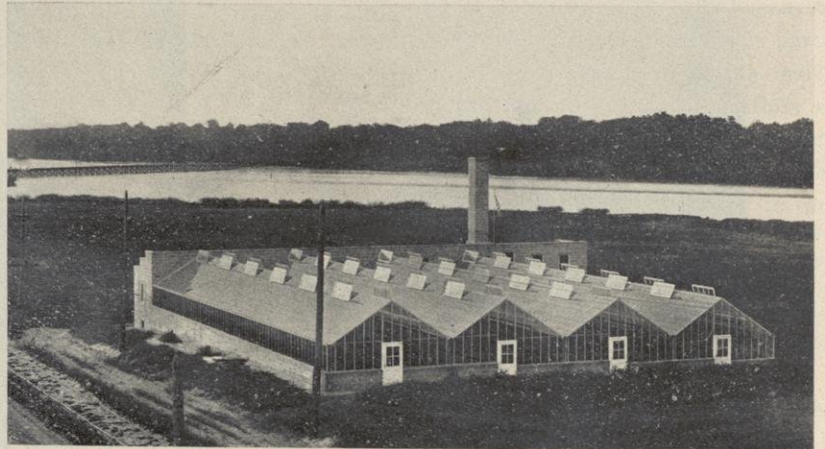
established twelve years ago, has kept abreast of the times in each of these lines and offers to its patrons heating plants and plumbing systems that have been tested and approved. The plumbing fixtures are both attractive and sanitary, a full line being shown in different styles and materials. Different models in the

anted to give the best of satisfaction. The problem of securing the greatest amount of heat for the least possible fuel has long been a subject of much concern to every household, and the progressive lines followed by the practical and experienced men of this firm, has largely solved the problem.

**J. RINDFLEISCH, FLORIST**

Of the many things that enter into the making of things beautiful, flowers play one of the most important parts. The adornment of the home, the decorating of places where private or public functions are held, the gift to one's friends, a solace to the invalid, flowers help in the bringing of brightness to each. Much thought, study and planning enter

has been in this business in Beloit for the past twenty years, the greenhouses being located at the head of Fourth street and are known as the Riverview Greenhouses, occupying a space containing 15,000 square feet of ground, erected during the summer of 1910, making them the most modern in Wisconsin. All lines of ornamental and blooming potted



**GREENHOUSES OF J. RINDFLEISCH.**

into the cultivation of plants. Especially is this true when applied to commercial cultivation. The demands of each season must be met with the best that the florist can raise. This applies to every variety known in floriculture. The subject of this article, Mr. J. Rindfleisch,

plants, palms and ferns, carnations and big chrysanthemums are grown. All kinds of decorating and floral designs for weddings and funerals are given prompt attention. Downtown store, East Grand avenue, opposite the new post office site. Goods shipped everywhere on quick notice.

**Star Coal Company**

The Star Coal Company has been in business in Beloit since the year 1905 and is one of the largest concerns doing business here in the sale of coal and wood. The affairs of the concern are confined to the able management of the proprietor, Mr. B. E. Skinner, who succeeded the

sustained by Mr. Skinner. He has been the agent here for the past five years for the celebrated Penna Alpha brand of cement which is considered by good judges as being the leading and best brand, by all odds, of any cement used in building operations. Nine men and five



**STAR COAL CO.'S YARDS.**

original established business, transacting under its present title which he has maintained as being a good asset to the business, as the name, Star Coal Company, has, and is, favorably known to Beloit's citizens. Besides the handling of coal, wood and kindling, there is carried in stock at all times, building materials, cement, brick and lime. The coal handled is the best in the market, being free burning Scranton anthracite and Spring Valley third-vein soft coal. The best obtainable in building materials is the reputation

wagons are employed by this concern, deliveries being made any-



**STAR COAL CO.'S OFFICE.**

where in the city. The location is 104 Shirland avenue, 'phone 617.

## PARISIAN LAUNDRY

### CLEANING, DYEING AND PRESSING CLOTHING

W. G. Wilford is manager of the Parisian Laundry, which began doing business here in May, 1904, and is located at 215 East Grand avenue. The various work rooms occupy 2,640 square feet of floor space. Mr. Wilford's policy is a progressive one, and he has installed all modern machinery and other adequate equipment which makes perfect work possible. Bundle work is taken care of as well as flat work. Special attention is given fine shirts and shirt-waists. In addition to the regular laundry work, there is a department especially equipped for dry cleaning, dyeing and pressing every kind of clothing. The process used does not shrink or injure the finest fabric, and is the only satisfactory way to clean fine gowns and garments of delicate texture. The reputation built up by this firm in the cleaning and pressing of men's garments is envied by its competitors. Every suit that is cleaned at the Parisian is thoroughly done, all spots being retained, carpets and tapestry are successfully dyed. This concern is also moved and the color revived. All



kinds of garments, portieres, curtains for the Janesville Rug Company whose specialty is making rugs from ingrain carpets. Phone 238.

## Beloit Paper House

The Beloit Paper House occupies the distinction of being the only institution of its kind in Beloit. Besides the handling of all kinds of paper, this concern deals in hides of all kinds. The business is operated by Mr. John T. La Forge, who is

tutions with their needs on quick notice. Concerns in every city outside of the metropolitan cities, by dint of big purchases, and years of dealing with them have been put to considerable annoyance by delay in shipments. Hence, the competition between the home and the outside



known throughout the commercial community of Beloit and vicinity. Cities the size of Beloit in point of population and business enterprises require, especially in these days of specialization, concerns locally situated to supply such commercial insti-

tioner. Beloit's business men appreciate the efforts of the Beloit Paper House in catering to their necessary convenience. The location is at 417 Broad street, adjacent to the busy section of the city.

## SPICKERMAN & BRATLEY

### ROOFING, HEATING, CORNICES, ETC.

The firm of Spickerman & Bratley was established here two years ago with a capital stock of \$2,500. The business includes all lines in tin and sheet metal work, while a specialty is made in roofing, cornices, sky-lights, heating and all kinds of repair work. The yearly output represents a value of twelve thousand dollars, with a consumption of fifty-six tons of raw material. The interior view of the commodious shop illustrates a portion of the busy activity of this business. Here is to be found modern and efficient equip-

increasing orders, and whose annual payroll amounts to \$5,200. The materials utilized by this company are of the best obtainable and its



customers, at all times have the closest attention given to their work, as the interests of its patrons are paramount. The rapidly increasing number of modern homes constantly in the course of construction in Beloit, together with the expansion of the manufacturing industries, make demands upon the products of such a concern that promise for it a bright and prosperous future, that will not only bespeak a healthful and substantial growth for the concern but will add to the number of Beloit's industries.

## A. F. Reese, Blacksmith

Beloit, in its beginning had many small, large and medium sized enterprises by means of which, year after year, piling up resources, expanding business, enlarged and increasing manufactories and jobbing interests have, by their combined pull-together made this city today one of the leading commercial cities of Wisconsin. It has also made of

and individual concerns who, by their dealings and works have knitted together and paved the way for the larger interests. Amongst those lines of industry is the blacksmithing business. The foundations for many successful businesses can be laid to the brawn and muscle of the blacksmith. One of the leading shops of this character is that of Mr. A. F. Reese, located at 641 Third street. For the past eight years Mr.



it the largest in point of population in the county. No one interest or representative interest could accomplish such conditions, neither can the credit be placed to the large concerns, interests, individuals or corporations only, but is due in large proportion to the small combined

Reese has carried on an ever-increasing blacksmith business together with the trade of horse shoeing and general repairing in these lines. Before establishing a business for himself, Mr. Reese had valuable and wide experience which fitted him for successful work he is now enjoying.



ment for turning out entirely satisfactory work. Eight skilled mechanics are needed to meet the ever-

## CONSUMERS' MILK COMPANY CREAM --- MILK --- ICE CREAM

If there is any one thing more absolutely necessary to the health and the maintenance of a healthy community than sanitary milk, it will be hard to find. This product of the dairy has always held the center of the stage in things sanitary and has been the subject of newspaper symposiums from physicians and others for the past five years whenever there has been a threatened epidemic of any nature. Milk and its products form some of the chief elements of human food and it is absolutely necessary that they should be free from all contaminating influences such as exposure to the air, contact with animal or vegetable matter. In fact, it should receive, from the moment the milking takes place, the utmost care in its handling. There is a concern in Beloit which, without any undue claims, offers to its trade, the most sanitary and purest milk and cream possible to be obtained. The Consumers' Milk Company organized and incorporated last year, with a capital of \$10,000, is composed of men who are conscientiously giving their best efforts and constantly increasing knowledge, to serve Beloit's discriminating purchasers with a thoroughly pure milk supply. Not only is the minutest care exercised in regard to every utensil, but the ones who purchase

the milk from the farms, insist upon knowing that the cows which supply this milk, are in perfect condition, housed in sanitary surroundings, and properly nourished.

Twelve men are employed who are as scrupulous as their employers. This firm need stand in no fear of an official inspector or an overzealous health department. The wagons, premises and supply depot are under watchful and constant surveillance. The building is equipped with the most modern machinery and no care is spared to insure best results. The daily supply of milk and cream is bottled in thoroughly cleansed bottles, with the least possible handling and exposure. Careful mothers who demand an absolutely pure milk for the nursery, need have no anxiety as to the quality and purity of milk obtained from this firm. Those ordering food supplies for hospitals, sick rooms or invalids, may be assured that milk or cream secured from the Consumers' Milk company, is free from all contamination. In connection with the milk and cream business, this concern maintains an ice cream manufacturing department, the products being of the finest in quality and variety. These claims are attested by the users of ice cream purchased from them.

### C. E. WRIGHT, PHOTOGRAPHER

About two and one half years ago C. E. Wright bought the photograph gallery which he now occupies at 322 State street. The gallery had then been established for over a quarter of a century but was not in any manner the up-to-date photo studio that Mr. Wright has since made of it. Immediately after taking possession Mr. Wright had the entire space occupied by the studio completely renovated and the interior arrangements changed to suit

his own ideas of what a studio should be.

With some of the old negatives, which formed part of the stock taken over, Mr. Wright printed a number of photographs merely to use as examples of the sort of work his new methods could produce. The elegance and art displayed rapidly won recognition and today the C. E. Wright studio is crowded with work and has become one of the most prosperous in the city. The phone number is 351X.

### MISS LILLIAN SKUSE, HYGIENE

Miss Lillian Skuse, instructor and operator in Hygiene, owes her knowledge of her work to Mrs. S. D. B. Schultz of Whitewater, Wis., having taken a course under her in 1904. Mrs. Schultz is the owner of the formulae, teacher and originator of the Schutz German Compound Combination work. This work was introduced to the public in 1882 and now 12,000 ladies are engaged in its practice in this country.

These compounds were used extensively with good success by the late Dr. Moore of Waukesha, Wis., in treating black diphtheria in 1882. Miss Skuse is now a prominent teacher in this work with office at 724 Fourth St. and carries a full line of the Schultz German Com-

pounds. She is well qualified to teach or operate in any of the twenty-five divisions of the work, including



Residence of Miss Lillian Skuse.

ing nursing. She is thorough in all her work and will welcome investi-

### Sturtevant, Wright & Wagner

The day is past when people will take matters for granted, wherein their table provisions are concerned. First in consideration of these articles is the milk supply. Beloit people are particularly fortunate in having an excellent supply furnished by the firm of Sturtevant, Wright & Wagner. These men who have conducted their business of supplying Pasteurized Milk, Butter and Ice Cream, have made it a matter of personal supervision that each of these products placed on the market is absolutely pure. Thus their many patrons may be assured that, because of sanitary conditions, perfect cleanliness, and extreme care, all milk, cream or butter purchased of this firm is of the highest quality. The ice cream sold by them is made according to the latest approved for-

ply depot is centrally located, being opposite the Northwestern station.



mulas and none but the purest and best ingredients are used. The sup-

### CHESBROUGH-MOSS COMPANY

A conspicuous example of the energy and enterprise which has helped build up the commercial interests is embodied in the Chesbrough-Moss Company, wholesale grocers, which was established and incorporated eight years ago with a capital of \$25,000. The substantial growth of this firm speaks in figures showing for the first year sales to the amount

of forty-eight thousand dollars, and for the current year three hundred and fifty thousand dollars. The company guarantees all of its goods to be exactly as represented and carefully conserves the interests of its patrons in all the details of its selection, prices and quality which enter into their transactions.

### FARNSWORTH, FLORIST

Mr. Farnsworth started in business at his present location in Rockton in 1904. During that time he has done a large business in Beloit and the surrounding country. At length increasing business in this city caused him to open a store here. He came to Beloit in the fall of 1910. When Mr. Farnsworth started in his present business he had 3,000

of outside decorations, of landscape gardening. But first about the interior work. Special attention is paid to designs for weddings and funerals. Do you members of a certain lodge wish a floral wreath for a departed brother? He can give you just what you want. Do you, family, or friends, wish to place a wreath on the casket of a departed



square feet of glass in his hot houses. He has 6,000 now. Next year he will add 6,000 more square feet. In other words he will have just four times as many square feet of flower beds in 1912 as he had in 1904. That's going some, isn't it? That means that he delivers the goods. A man's business does not quadruple in eight years unless he can show the people that they get their money's worth.

Mr. Farnsworth makes a specialty of interior floral decorations of every kind. He also makes a specialty

loved one? He can give you just the design you wish. Do you want wedding decorations of any kind? Do you want a hall properly decorated for a party? He can do it. Why? Because he carries at all times a varied and assorted line of flowers and caters to the highest class of trade. And now the outside work. Mr. Farnsworth has had eight years' experience in landscape gardening. He carries potted plants of every kind for bedding purposes. He also sets out and plants all kinds of shade and ornamental trees.

**BEEDLE COAL CO.---LAKE ICE CO.**

The Beedle Coal Co. and the Lake Ice Co., established in 1898 and 1899 respectively by G. H. Beedle, is located at 108 Shirland avenue. The coal sheds and wood yard cover an area of over a fourth of an acre.

Patrons of the Lake Ice Co. are supplied with Lulu Lake ice. This lake is fed by two springs, thus insuring ice which is pure and clear, frozen from sparkling spring water. From five to six men are employed in delivering ice.



Residences and also a number of factories are supplied with fuel by this firm. Orders are received over phone No. 85 for coal, wood and ice. The firm employs four teams for delivering.

Mr. Beedle has the Beloit agency for the Reo and the Overland automobiles, and, in connection with his garage at 108 Shirland avenue, is prepared to do all kinds of auto repair work.

**GRAND AVENUE HOTEL**

The Grand Avenue Hotel is one of the most comfortable and modern Beloit's leading hotels, purveying to hotels in Wisconsin. This house,

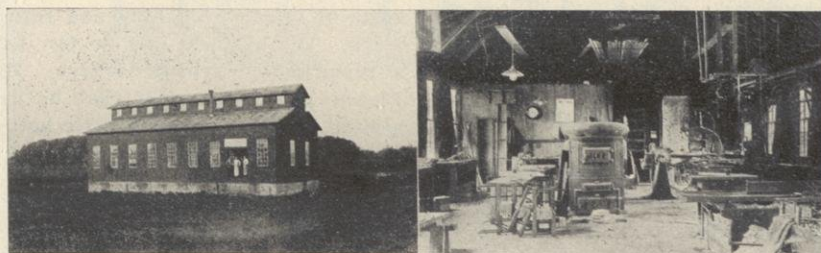


the traveling public and is known to all travelers who make this city a part of their itinerary as being one located at 500-506 East Grand avenue, is operated by C. N. Lippett and is conducted on the American plan.

**LINE CITY PATTERN WORKS**

Although established here two years ago, in May, 1908, the Line City Pattern Works has made big strides in its especial features,

which are imported direct from China. The factory, having a floor space of 2,700 square feet, is equipped with the latest improved



**LINE CITY PATTERN WORKS.**

Starting in a small way, with many competitors, this company has steadily pushed its way into a desirable business, having doubled in size since its establishment. The plant occupied a somewhat unique position, in that it is the only pattern concern in Beloit. Their specialty is Shangtung tables, the tops for

machinery for the production of its goods. An ever-increasing volume of business and a constantly widening field of distribution testifies most convincingly to the merits of the products in the opinion of dealers in goods of this character. Orders are shipped to Janesville, Milwaukee, Rockford and Madison.

**J. R. SCHUSTER**

**REAL ESTATE**

**Real Estate, Notary Public, Fire and Accident Insurance, Loans, Rentals, Etc. Office, 426-428 Goodwin Block.**

The year 1910 was, perhaps, one of the most prosperous years in the history of Beloit. More new buildings have been erected, more real estate has changed hands, and more people have come to dwell in this model city than ever before in a single year.

Competition in the realty business has been keen, and with so many old and well established firms doing business in Beloit it would seem that it was indeed an inopportune time for a newcomer to launch into business.

However, that is just what J. R. Schuster did. About a year and a half ago he took offices in the Goodwin Block, having previously done business on a small scale from his residence. From the very first day he opened his offices he has done business and has executed some of the most important deals in the city during the past year.

In this comparatively short time his name has become recognized as that of one of the leading men of the city in his line of business.

He is known in business circles to be a hustler, aggressive, and keen after his clients' interests. He has on his lists some of the choicest property for rent and for sale.

He is especially qualified to fill the wants of those seeking farming lands, having large tracts of choice land in almost any locality to suit the purchaser.

**THE RIVERSIDE ADDITION**

To Beloit, owned by John Dwight Freeman, and which is advertised on the inside back cover of this magazine, is the nearest of all the new additions to the Fairbanks-Morse Manufacturing Company's great plant. It is also the nearest to the business centers of the city and to the present local car line. This addition has many other advantages in the way of schools and kindergartens, sidewalks already built and city water now in some streets. The location is high and healthy, the land is level and the soil is good. There are now some seventy houses north of the switch track and more

are being built. By another year it is expected that some three hundred houses will be completed and occupied by desirable families in this most beautiful part of Beloit. Mr. Freeman has erected a number of houses on his addition and is having others built. He is meeting all deserving patrons who desire to own a home more than half way, in terms of the easiest possible character and is selling lots and houses on small payments. A. W. Blanchard, No. 357 East Grand avenue, is the selling agent for this fine property. Call upon him if you want a home of your own.

**A. W. BLANCHARD.**

**Real Estate and Insurance.**

Amos W. Blanchard is one of Beloit's most reliable real estate and insurance men. He has made many sales and exchanges of property in and about Beloit and has also carried through some large outside farm and land deals. In addition to his general commission business, he is the selling agent for the Riverside Addition to Beloit, owned by John Dwight Freeman, and which is advertised elsewhere in this magazine. Anyone wanting to buy one or more lots for investment, or to arrange to have a home built on easy terms, should call on Mr. Blanchard.

**HALL'S GLOVE COMPANY.**

The Halls Glove Company was established and incorporated in 1904, with a capital of twenty thousand dollars. They are manufacturers and jobbers of gloves, mittens and knit goods. Twelve salesmen cover the middle and western states, handling the five hundred different styles of goods. In June, 1910, the company occupied their new and spacious building.

**MATTISON MACHINE COMPANY.**

The Mattison Machine Company's yearly output of wood-turning machinery is valued at one hundred thousand dollars. Thirty-five men are employed to whom an aggregate amount of twenty-five thousand dollars annually are paid. The plant has fifteen thousand square feet of working space. The company was incorporated in 1903.

**THE BELOIT STEAM LAUNDRY.**

This is another of Beloit's fine laundries. The Beloit Steam Laundry occupies a modern building on Broad street, finely equipped with all the latest in approved machinery and apparatus for turning out fine work. Wagon deliveries are made to all points of the city.

**THE BURDGE AND GAULT AGENCY.**

The Burdge and Gault Agency is one of the oldest in the city handling fire, liability and casualty insurance, real estate and loans. Mr. C. A. Gault, agent, has been associated in this business for the past twelve years, and is a former mayor of this city. All business is handled in a thorough and up to date manner. The offices are Rooms 2-3, Cheney Block, Tel. 56.

**EUREKA LAUNDRY.**

The Eureka Laundry, located at 434 East Grand avenue, is owned and managed by W. A. Rossow who, in 1899 succeeded the firm of Rossow & Borne. Between sixteen and seventeen thousand dollars are paid in wages each year. Two wagons are employed. The concern is equipped with all modern machinery for doing perfect work. Phone No. 83.

## WISCONSIN TELEPHONE COMPANY

This is a front view of the new home of the Wisconsin Telephone company in Beloit now under construction on East Grand avenue.

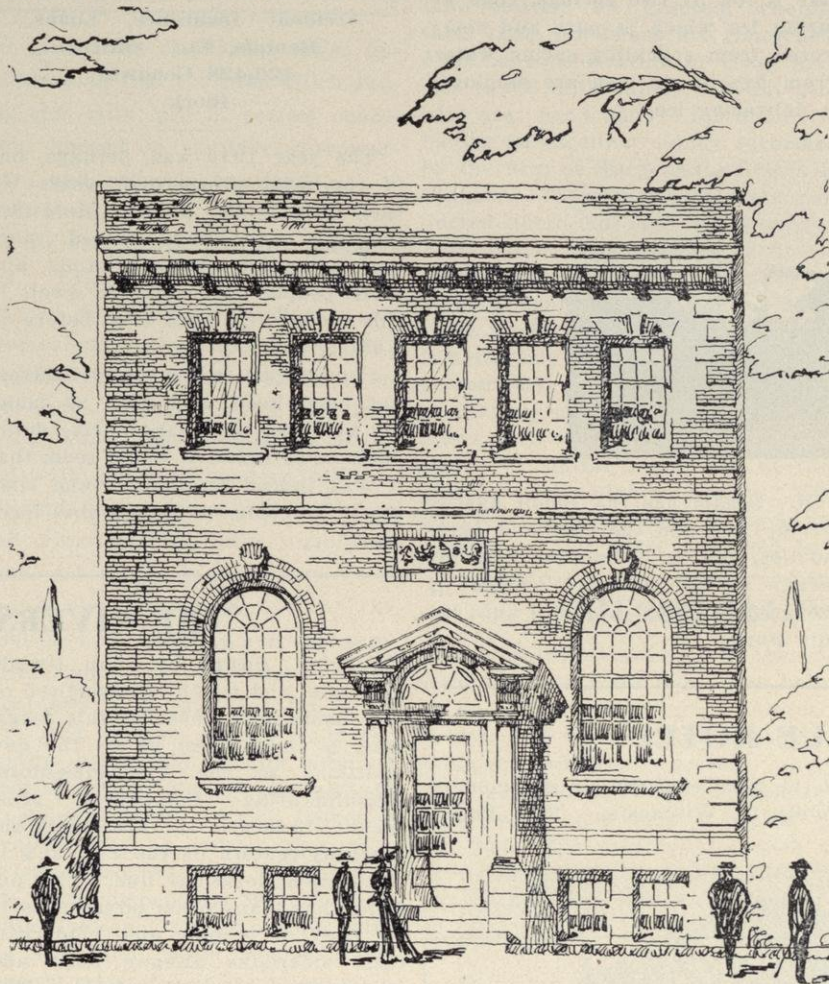
The building will be seventy-five feet long by thirty wide when completed. It will be modern and up-to-date in every respect. Every possible improvement in telephone service both for the public and for the employes will be provided. Everything from basement to attic will be brand new, new lines, new boards, and new sub-stations.

A total expenditure of \$75,000 will be made to give Beloit the best equipped telephone service in the state.

One of the biggest innovations and the one that will afford the greatest satisfaction of patrons will be the elimination of the old "drop" system of calling "central" and the installation of the very newest and most successful system in vogue in the larger cities. Under the present conditions, when a patron wants central he or she rings the bell and the action releases a little "drop" in the board before the operator at the central station. When a party gets through talking he is supposed to "ring off". This releases the "ring-off" drop at central and the operator knows the line is out of use. But the great trouble is people do not always ring off. Then the only way that central can tell whether or not the line is in use is to cut in on the circuit and inquire.

Every one that has ever used a telephone knows the annoyance that

this sometimes causes. Under the new system all this will be changed.



NEW HOME OF THE WISCONSIN TELEPHONE CO.

By a system of electric signals, the operator is complete master of the

situation at all times. It will not be necessary even to ring. When a party wants to get "central" all they have to do is to take down the receiver. This instantly sets in oper-

ation the electric signal system. Central knows when you call, when you are talking to your party, how long you talk and when either party is through. The business man who wants two or three numbers in succession can, without hanging up the receiver, get them as fast as he wants to talk to them.

Another feature of the new office will be the elimination of the various batteries at the different stations. All the energy for calling and talking will come from the central station, where a complete electric plant will be installed.

Every line that leads into the new building will be cabled and put under ground. There will be no poles and no cluster of wires leading into the building. These are but a few of the changes that will be made. The building itself will be so arranged as to afford the greatest accommodation to both the public and the company. All the engines and electric storage batteries will be in the basement, which is not really a basement but a first floor on the level of the street. On the first floor proper will be the offices of the officers of the company in the city and a public toll station. On the second floor will be the switchboards and the operators. Large rest-rooms for the operators when off duty have also been provided on the second floor.

It can readily be seen from the above sketch that the Wisconsin Telephone company in Beloit will have one of the best equipped buildings in the state. They will be in a better position than ever to give perfect accommodation to their patrons and a high-class service to the public in general.

### PEET BROTHERS.

This firm was organized three years ago, and immediately became a favorite in the real estate business. They handle real estate of every description, act as agents, buy, sell, and exchange property, loan money and write fire insurance. They also build on attractive terms. Emerson G. Peet is the Justice of the Peace of the West side. Location is 127 East Grand avenue.

### CITY NEWS DEPOT.

The City News Depot, located at 306 E. Grand avenue, is operated by Messrs. E. A. Nelson and Paul J. Zeller, two young men popularly known to Beloit's reading public. All Chicago, Milwaukee, Rockford and Beloit papers are handled and a full and choice selected line of foreign and domestic cigars, also tobaccos, pipes and other smokers' accessories. They maintain a branch office and are selling agents for the Oliver typewriters. All kinds of repairs and rebuilding of old machines of every make. Phone 375-Y.

### C. W. MERRIMAN.

For the past twenty-two years, Mr. Merriman has conducted a substantial real estate business. At present the office is at 222 Goodwin Block. Building is included in the business, and a record of having built one hundred and forty houses during the last eight years, as well as having built 1-15 of the houses in Beloit, besides selling ¼ of the lots, testifies to the healthy growth of the business.

### FRANK VAN WART, DRUGGIST.

Fifteen years ago saw the establishment of Mr. Van Wart's drug business, which is located at 355 East Grand avenue, 'phone, number 529. Mr. Van Wart is the exclusive sales agent for the famous Rexall Remedies. He also gives special attention to fitting trusses of all descriptions. At this store is found the National Cigar Stand.

### T. R. HARPER.

The real estate, insurance and loan business of T. R. Harper is located at 314-316 Goodwin Building. 'Phone number, 469-Y. Mr. Harper handles all classes of real estate, city property, farms and lands. He is an expert in the renting and management of property. Mr. Harper also makes a specialty of mortgage loans. The business was established in 1907.

### F. S. KENT.

F. S. Kent established his business of constructing boilers and windmills and plumbing in 1900. He is located on South State street, where he moved in 1906 into his new building. Six men are employed who are thoroughly skilled in their line. Many factories in nearby towns are using boilers made in Mr. Kent's shop.

### S. G. STRONG.

The service furnished by this livery concern, located on East State street, is all that a high class patronage could desire. Facilities are offered for boarding, and feeding.

Horses are bought and sold. Careful attention is given to weddings, receptions and funerals. 'Phone number 72.

### HENRY & HOLAHAN.

The firm of Henry & Holahan, Clothiers, Hatters and Furnishers, is located at 325-327 State street, and is the home of Hart, Schaffner & Marx clothes. The firm consists of C. F. Henry and W. F. Holahan, the partnership being formed in 1903. This establishment is one of the leaders in this line in Beloit.

### LYRIC THEATER.

The Lyric Theater, on East Grand avenue, opened its doors to the public about three one-half years ago, since which time it has done much for the amusement of Beloit people. This little playhouse offers a good class of moving pictures, obtained from the Western Film Exchange of Milwaukee.

### F. F. LIVERMORE.

Prominent among those whose activities in their chosen field have contributed largely to Beloit's growth, is Mr. F. F. Livermore, operator in real estate and fire insurance. The office of Mr. Livermore is located in the Goodwin Block. His business is old and well established, having begun in the year 1891.

### WILSON OPERA HOUSE.

Beloit's attractive opera house, located on North State street, is owned and managed by Robert Wilson. The house has a capacity of eight hun-

dred and twenty, and books leading attractions. Mr. Wilson, who has a membership in the Wisconsin Managers' association, controls the entire bill posting business of the city.

### F. R. FIEBKE.

F. R. Fiebke, an expert pattern maker and cabinet maker, a little over a year ago decided to quit working for someone else and opened up a shop of his own at 421 State street. In the five years he had been in Beloit he had become well known to the trade requiring fine cabinet work and pattern making and made his shop a success from the start.

Mr. Fiebke has been a cabinet maker for thirty years and his experience has been along many lines. At his shop he now turns out fine furniture to order, does the finer sorts of interior finishing and repair work. His business has, so far, had a remarkable growth which Mr. Fiebke lays to the fact that he has always tried to do just a little better work than he is expected to do.

### S. C. FOSTER, GARAGE.

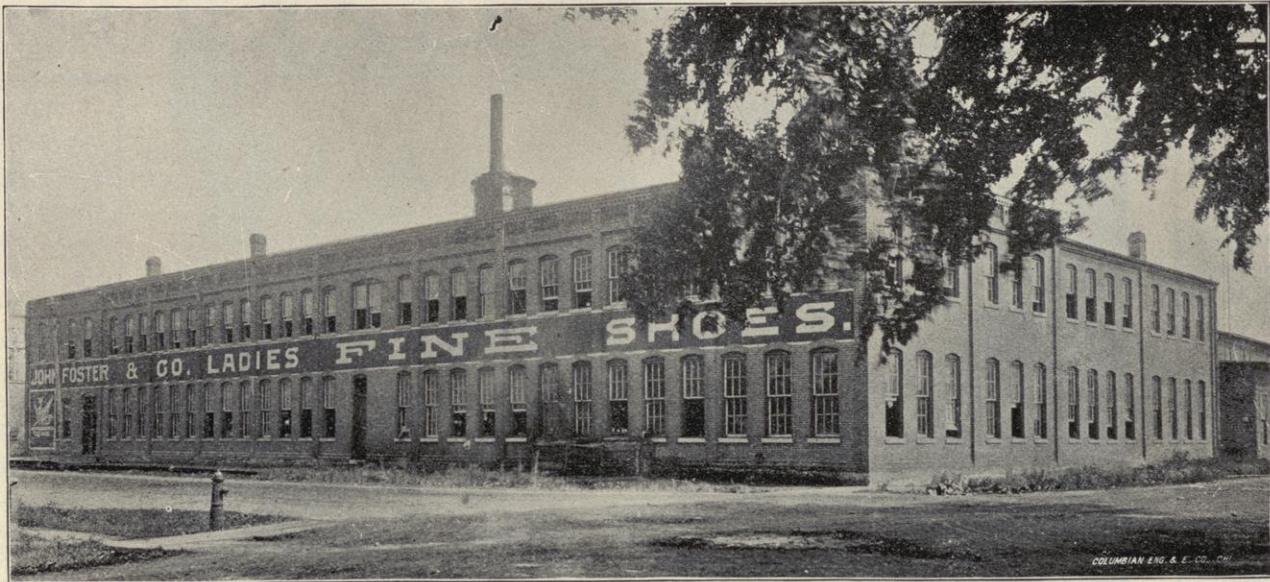
This garage was formerly known as the Vale Garage and is located at 444-46 Broad street. Machines may be rented at reasonable rates, the cars handled being the American and the Huppmobile. Mr. Foster carries a full and carefully selected stock of auto accessories and supplies. He also makes a specialty of repairing machines, resetting and repairing tires. The building is steam-heated and practically fire-proof.

### JOHN FOSTER & COMPANY

The John Foster Co., manufacturer of ladies' fine shoes, has done perhaps more than any other business to spread the name of the

and has a capacity of over 75,000 pairs of shoes per year. In 1901 the company was incorporated under the present name, the

to keep just a little bit ahead of it is safe to say that over twenty- "up-to-date" and to maintain the five different styles are manufac- style and finish that has come to be tured, each of them a distinctively associated with the name Foster. Foster shoe and each bearing the For the reason that new styles are "Dragon" trade mark that has come



city throughout the country. Es- tablished in 1870 by John Foster to supply a trade in the immediate vi- cinity of Beloit, the firm has grown in size until today it occupies over 200,000 square feet of floor space

capital stock being placed at \$150,- 000. The capacity of the factory was increased in order to cope with the orders and the number of em- ployes was brought up to 150. Ev- ery effort is made by the company

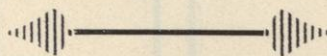
constantly being added to those al- ready manufactured and those that have gone out of fashion are being dropped it is hard to give an esti- mate of the number of styles of la- dies' shoes that are turned out but

to be associated with the Foster shoe wherever it is seen. The company has issued a hand- some booklet describing its various styles which may be had for the asking.

# W. W. GOTT

SPECIAL AGENT FOR THE

## NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY



127 EAST GRAND AVENUE  
BELOIT, WISCONSIN

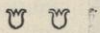
# Beloit Lumber Co.

Cor. Fourth Street and St. Lawrence  
C. H. HILL, Manager

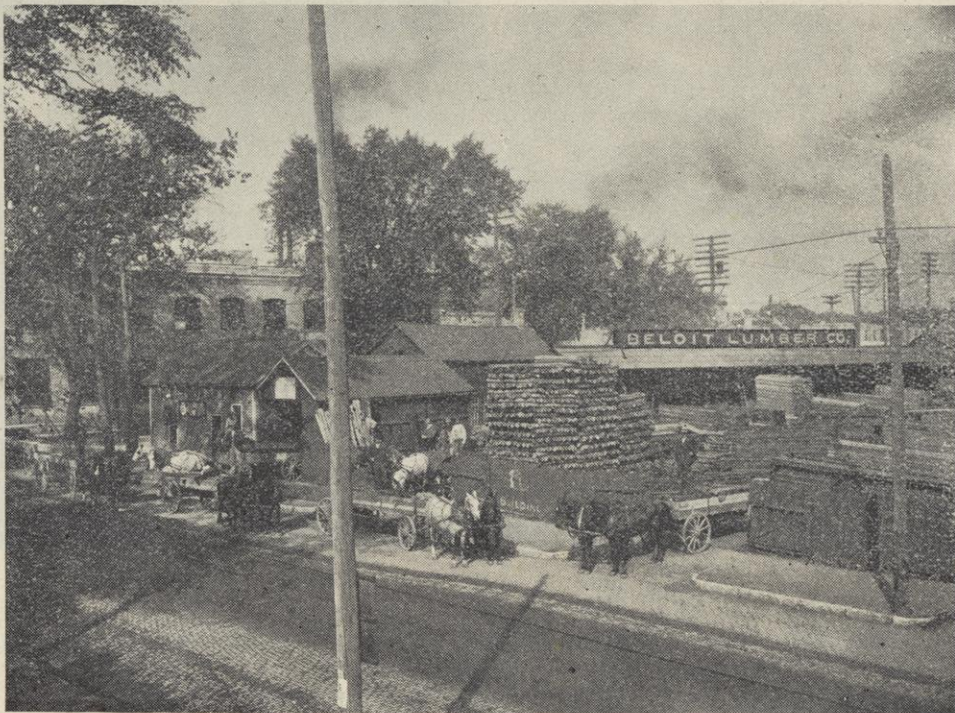
IN THE HEART OF THE DOWN TOWN DISTRICT

Wholesalers and Retailers in Lumber, Lath, Shingles, Coal, Coke, Wood, Charcoal, Salt, Portland Cement, Brick, Lime, Stucco, Hair, Paroid Roofing, Ladders, Tar Felt, Building Paper, Etc., Etc.

Established in the early '70s by the Minnesota Lumber Co., purchased by the Rockford Lumber & Fuel Co., in 1894, and continuing until January, 1910, under the management of L. W. Thompson, who was succeeded then by the present manager, Chas. H. Hill.



The volume of trade has increased steadily until now it stands as one of the most prominent institutions in the city.



It is the aim of the management to maintain a first class, fully equipped Lumber and Coal Yard, catering to the wants of Everybody, and to conduct the business in a fair and square manner, giving everybody a square deal and guaranteeing everything strictly as represented.



The business standing of the Beloit Lumber Co. is second to none in its line.

Business in the Building Material Line has been exceptionally good in 1910 and there is every indication that 1911 will be a record breaker.

## Engraving by All Processes

For Straight  
Black or Color  
Work

Half Tones

Duo Tones

Zinc Etchings

Electrotypes

Designing

Illustrating

Fine Art Work

**Indiana Engraving Co.**

413-415 South St. Joseph St.

South Bend, Ind.

## The Chesbrough-Moss Co.

WHOLESALE GROCERS

Beloit : : : Wisconsin

By pushing your town  
You push yourself, for  
If Beloit grows, you grow;  
If you grow, we grow.  
Beloit is growing.  
So we all grow, but  
We must keep growing,  
So get busy for Beloit.



# The BURDGE & GAULT AGENCY

C. A. GAULT, AGENT

FIRE, LIABILITY, CASUALTY  
**INSURANCE**

REAL ESTATE *and*  
**LOANS**

Rooms 2 and 3 Cheney Block

Phone 56

## E. J. Evans

GENERAL AGENT

*Fire, Tornado, Plate Glass  
Burglary and Accident*

**INSURANCE**

SUPPOSE YOU Have a FIRE TONIGHT

**REAL ESTATE  
AND LOANS**

323 State Street, Beloit, Wis.

Keep Block

Phone No. 305-Y

## Harriet Roberts

REAL ESTATE  
*and* INSURANCE

221 GOODWIN BLOCK

Has several lots on Eaton Place and Prairie Avenue which can be bought on the installment plan, if desired.

Best part of the city--street cars run through the tract.

Has sewer, gas, water and paving -- nicely settled surroundings. : : : : :

## Beautiful Riverside Addition to Beloit

Best Sanitary Conditions  
Pure Well Water  
City Water on Tract

Streets Are All Graded  
Miles of Cement Walks  
Shade Trees on All Lots

**LOTS \$275 to \$600**

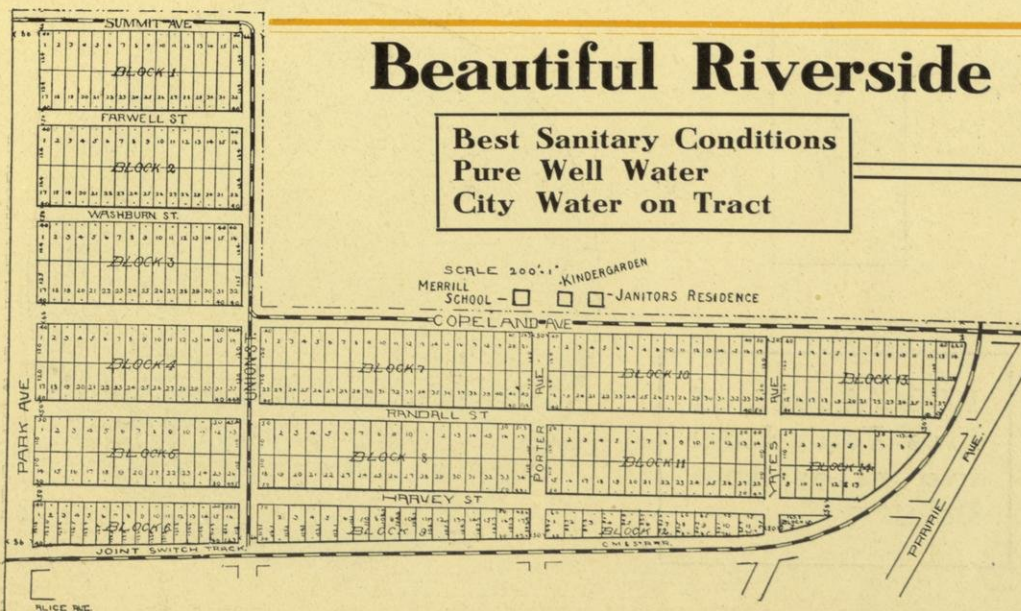
\$5 Down and \$5 per Month  
Money Furnished to Build

**JOHN DWIGHT FREEMAN**

OWNER

**A. W. BLANCHARD, Agt.**

357 East Grand Avenue

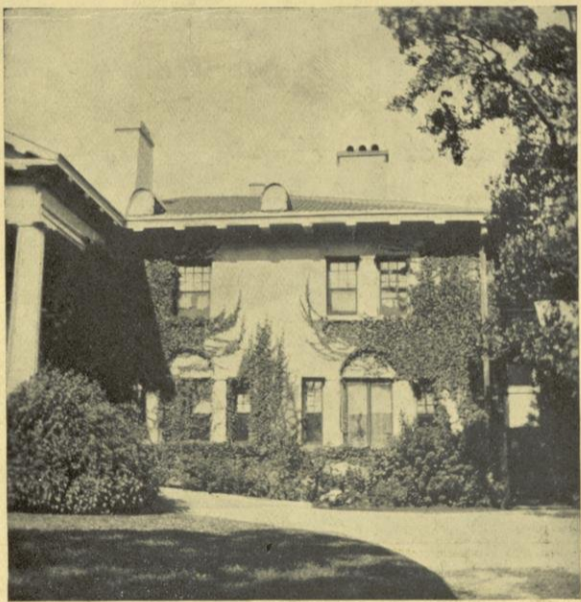






**S. C. FOSTER, GARAGE** [Formerly Vale Garage] **444-46 Broad Street**  
**Agency for the HUPMOBILE and the AMERICAN**

Tire and Machine Repairing a specialty. ☐ A full line of Auto Accessories and Supplies always in stock. ☐ The best equipped, fireproof and Steam-Heated Garage in this part of the country. Open Day and Night. ☐ PHONE 154.



## Morgan Farm

Beloit  
 Wisconsin

Berkshires  
 Guernsey Cattle  
 Shropshire Sheep  
 Poultry  
 General Farming



### Berkshire Hogs

THE  
 Largest Herd in the World



1,000 Acres of  
 Fine Farm Land  
 two miles from  
 Beloit

