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WISCONSIN.
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*To The Organization That Found
Its Birth in Practical Benevolences
Whose Councils Have Their Being
in Fraternity; Whose Membership
Finds Sustenance in Friendship;
Whose Principles are Nurtured
By The Warmth of Helpful Kind-
ness; Whose Activity is Main-
tained By The Sunshine of Un-
selfishness, This Volume is Sin-
cerely Dedicated*



UNITED COMMERCIAL TRAVELERS OF AMERICA



IN the production of this souvenir we have endeavored to fulfill the representations made in inviting editorial co-operation and advertising patronage. We realized and believed that editorial merit was the first requisite towards commanding the interest of the recipients.

That the columns of this tribute to our beloved Order, this earnest to our friends, contains helpful and entertaining material is our sincere belief; that its advertising pages constitute the enrollment of kindly disposed business institutions is self evident.

To the contributors we tender our grateful appreciation; for the advertisers we invite deserved promotion of their respective commercial interests.

To both will come the reflected glory of having substantially and graciously participated in our enterprise—unselfish and public spirited.

Racine Council Number 337 U.C.T.

AUG 13 1920

Greetings



It is with a great deal of pleasure on our part that we hand you herewith the official program of the Convention of the United Commercial Travelers to be held in our city June 3, 4 and 5.

¶ The object of the book is not alone to help defray the expenses of this convention but rather to convey to the councils of the various cities and states and the Commercial Clubs and Chambers of Commerce throughout the country the interesting points and features of our city of Racine.

¶ We are located on the banks of Lake Michigan, sixty miles north of Chicago, twenty-five miles south of Milwaukee, and we have ideal summer weather, making this a splendid resort in which to spend your vacation, as well as mild winters.

¶ The Commercial Travelers extend to you the most cordial invitation to visit our city during this convention and hope that you may have the opportunity to be at our convention; if not, that you will look in on us sometime at your convenience. You will find good, wholesome environment, most ideal school conditions, an especially attractive park system, and splendid golf links, one of which is a municipal, free to the public, and in fact everything that goes toward making an ideal spot for a visit that will be worth while and long remembered.

United Commercial Travelers of America
Racine Council No. 337

RACINE

AN HISTORICAL NARRATIVE

By

EUGENE W. LEACH



*It may be that "there is no
new thing under the sun", but
there is a lot of old stuff
that you have never heard of.*

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RACINE, WISCONSIN, 1920

AN INTRODUCTION

BEAUTIFUL for situation, the pride of the Great Lakes, is Racine, on the banks of the Schip-i-coten*; the city of much commerce and many and diverse manufactures; the city of churches and schools; of parks and playgrounds; of homes and home-owners; of civic spirit and patriotic purpose; of organized benevolence and genuine fraternity; the typical American city though peopled by natives of almost every country on earth. Racine is our home town; we like it; we are proud of its past and its present; we believe in its future, and will champion and defend it against all detractors.

RACINE DID NOT HAPPEN

Racine was foreseen. This fact is worth knowing, for in this respect its origin was different from that of most pioneer settlements that rose out of the wilderness. Gilbert Knapp carried the city under his hat for years before the opportunity came to put his plans into effect, and had he not been ready to take instant advantage of that opportunity when it came, other men would have been the founders of Racine, and his long nourished plans would have come to naught.

FOUNDATION LAYERS

Of the very early settlers of Racine,—the men and women who followed on the heels of Gilbert Knapp—not less than seventy-five per cent came from New England and New York, many of them with several generations of sturdy American ancestry behind them, and all of them with habits of industry, integrity, economy, and thrift bred in the bone. More important still they were all of them lovers of their country and believers in the public school, and best of all many of them had the fear of God in their hearts, and established His worship in the town very early in its history.

*The Indian equivalent of root. Chippecotton is an anglicised form. Kipikawi and Chepekatawsehe are other Indian forms. All mean the same thing—root.

PIONEERS ALL

These qualities, that lie at the foundation of good citizenship and good government, were, of course, not monopolized by these pioneer men and women, but were shared in greater or less degree by the majority of those who came later, many of them from across the sea. The persistence of these sterling qualities in our citizenship today, is accounted for in large measure by that fact.

A DREAM COME TRUE

Racine is still young, as a belle city should be. There are people living within its limits today who were born before it was even thought of, for eighty-six years ago it was but a dream in the mind of Gilbert Knapp, its founder. Today that dream stands embodied, more than realized, and though the dreamer now is passed and become an honored memory, he lived to see the full fruition of his hopes in a community that came to be, and to be acclaimed, the "Belle City of the Lakes."

A NEW DISTINCTION

For many years Racine has enjoyed this distinction and she still merits it. There is evidence now in plenty that she intends to maintain her pre-eminence, for having reached the age of discretion, a growing love for the adornment of her municipal person is one of the most evident signs of the times. If present plans materialize,—and they will—the next few years will witness so great an improvement in this direction that she may win a new distinction and come to be known as the "Belle City of the Union."



This is a view in 1857, and is taken from the north side of the river, looking directly up Main Street, where may be seen the spire of the old Baptist church, at Main and Sixth, and the outlines of the warehouses and other prominent buildings.

HISTORICAL

FIRST WHITE MEN AT ROOT RIVER

The first known visit to Root river by white men was that of La Salle and Tonti, in 1679, who stopped here on their way around the lakes in search of a route to the Mississippi. There have been other infrequent occasions in the course of the years when explorers and travelers have navigated its waters and trod its banks, the story of which would be interesting reading, though beside the purpose of this narrative.

Before beginning the story of the actual founding and settlement of the city, we propose picturing in a few paragraphs some of the conditions in southeastern Wisconsin before 1835; some of the circumstances that led to its settlement; and some of the difficulties that confronted the settlers when they came, with a brief mention of some of the men who belong in the picture.

INDIAN TRADERS

Previous to 1833 the entire southeastern part of the territory of Wisconsin was in undisputed possession of the Indians, except for a few trading posts—less than a half dozen—kept by French and Indian half-breeds. These men were hunters, trappers and traffickers in furs; restless adventurers, who were in no sense settlers, for they were not bent on peopling the country nor developing it for the purposes of civilization. They knew the country and the Indians, however, and were useful to the early settlers for the information and the help they could furnish because of that knowledge.

“JAMBEAU”—JACQUES VIEAU, JR.

One of the traders to whom allusion is made in every history or story of the settlement of Racine county, or of south-eastern Wisconsin, was a man familiarly known as Jambeau, who lived at Skunk Grove*; he was of invaluable assistance to explorers and to the early settlers, being frequently called upon to furnish food, lodging and information, by new arrivals in the territory.

This man was a quarter-breed—French and Indian—whose name was Jacques Vieau, Jr., and he was the son of Jacques Vieau, who was the first man to engage in the Indian trade on the ground now occupied by the city of Milwaukee. The family name was originally De Veau, but as that meant calf, or veal, other children used to annoy the youthful De Veaus by bleating in their presence; so the name was changed in self-defense.

JACQUES VIEAU

Jacques Vieau was a full-blooded Frenchman. He was born in the suburbs of Montreal, Canada, May 5, 1757, and died near Fort Howard, Wisconsin, July 1, 1852. He married, in 1786, a half-breed—French and Indian—named Angeline Le Roy, daughter of a trader at the Bay. Her mother was a sister of Onaugesa, a Potawatomi chief.

VIEAU FAMILY HISTORY

Jacques Vieau was the father of twelve children,—nine boys and three girls. He was called Jean Beau by the Indians, and this was frequently corrupted by the Americans and Englishmen into Jambeau. His son, the trader at Skunk Grove, came to be called Jacques Jambeau, as the Indians have a habit of naming sons after the father,—all of the Vieaus being called by them Jean Beau or Jambeau, after the father, who was very popular with the Potawatomes. On this account the trader at Skunk Grove has frequently been confounded with his father by writers on early history. He and a brother Louis carried on farming and trafficking with the Indians in a small way at the Grove, but never had what might be called a regular trading post there. They married among the Indians, and when the Potawatomes

*Skunk Grove was located a mile west of what is now Hood's bridge on the Franksville road, about five miles from Racine. The grove was about a mile wide and two miles long, crossed now in the middle by the Franksville road.

were removed in 1837, sold out their claim and emigrated with them to Council Bluffs and then to Kansas, where they both died.*

THE INDIANS—NO FIGHT IN THEM

After the Black Hawk war in 1832, in which the Indians were badly beaten by Government forces from Fort Dearborn, now Chicago, the Sacs and Potawatomies, who chiefly had occupied the region near the west and south shores of Lake Michigan, slowly retired westward, and from that time forth Indians in that section were not numerous enough or savage enough to create more than a mild interest in their presence in the neighborhood of the new settlements that shortly began to appear. One reason for this, very likely, was that when the settlers began to come in,—in 1835—they came in a flood, and the salutary lesson of 1832 had not yet been forgotten. Whatever the reason, it is the fact that in all reminiscences of the early settlers of Racine, city and county, that we have listened to or read, all references to Indians have been very brief and without color or interest. Not a fight, not a scare, not an escapade of any sort involving an Indian in Racine county do we recall. The writer has made an index of the proceedings of the City Council of Racine, and of the Board of Supervisors of Racine county, beginning with 1838, and it is significant that in neither is there record of a single transaction involving an Indian.

It might have been interesting to have incorporated in this story an account of several Indian massacres, or attempted massacres or other outrages on the early settlers of Racine, but it simply could not be done without invading the realm of fiction; and this is "an historical narrative."

THE TREATY WITH THE INDIANS

The original owners and occupants of the lands of southeastern Wisconsin were the aboriginals—the Indians, chiefly Potawatomies, whose rights therein were recognized by the federal government in a treaty concluded with them on September 26, 1833, at Fort Dearborn, by the terms of which a five million acre tract, equal to one third the present area of the state, was ceded to the government. This treaty reserved to the Indians the right of occupancy until 1836, and to the government the right to survey it in the meantime.

*From the narrative of Andrew Vieau, in Wisconsin Historical Collections, Volume XI.

LOOKING TOWARD WISCONSIN

During the winter of 1833-4, news of the "New Purchase" in Wisconsin, with some account of the rich lands soon to open to pre-emption and settlement, filtered slowly through the East, and in New York and New England there was scarcely a community but was showing an excited interest in the prospect of new homes, new fortunes and new and greater opportunities that alluringly beckoned from the western shores of Lake Michigan and beyond.

There was not much movement during 1834 however, although in the summer of that year several exploring parties from the vicinity of Chicago, and farther east and south, traveled on foot as far as Milwaukee, then an Indian village and trading post, spying out the land as they went. The report that these men gave out on their return was so flattering as to further inflame the interest and the hopes of prospective emigrants when it reached them, and during the succeeding winter,—1834-5,—in scores of towns and small rural communities of the East, societies were formed, organizations perfected, emigrating companies incorporated, and preparations generally made to "go west" at the very first opportunity.

"SOONERS" ARRIVE

In the matter of the pre-emption of land in a newly-opened country, time is of the essence of success, for those get the first choice who are first on the ground. Regardless therefore of the fact that the Indian occupancy had not expired, and of the further fact that the land had not been surveyed, the feverish desire of many men for action was not to be denied, and beginning with November, 1834, and continuing through 1835, hundreds of settlers came in, on foot and horseback, by sail and steamboat, and blazed and staked out their claims, which were usually 160 acres each, taking a chance on getting them validated later by the government.

INDIAN'S RIGHTS IGNORED

The rights of the Indians under the treaty reservation permitting their occupancy until 1836 were not safe-guarded. In fact, no serious attempt was made by the government in that direction. The "squatters" were liable to summary ejection and to have their property confiscated at any time, but they were not disturbed by the authorities.

The reason for this lies probably in the fact that although the premature settlement of the land was a technical invasion of the rights of the Indians, it did in fact, work no hardship on them or elicit from any of them an effective protest against it. In 1835 there were comparatively few of them left on the tract, and those who were here apparently had no desire to quarrel with the situation. It is a fact also, that the government was not averse to the earliest possible settlement of the "new purchase."

DIFFICULTIES IN GETTING TITLES

When it came to the matter of maintaining possession, establishing their rights and acquiring title to the land on which they had squatted, the settlers were, because of the unrighteous competition among themselves, "up against" a situation that taxed the ingenuity, the fortitude and the fighting and staying qualities of the best of them; and it was only the best of them who were finally successful.

LOCATING CLAIMS

When these first settlers came in, the country was not yet surveyed, and each claimant marked out as near as he could, the boundaries of his 160 acres, running as closely as possible to the four cardinal points of the compass, being careful also not to over-lap the boundaries of any neighbors who were there before him. And there was a general understanding between them that the lines so laid down were to be the boundaries of each man's possessions, even though the government survey should subsequently establish different lines. The adjustment was to be made by deeding to each other any odds and ends necessary after the lands had been surveyed and purchased. This plan would have worked out well in every instance but for the fact that in many cases the moral obligation to relinquish a legal advantage had too little compulsive force, and some men were willing to repudiate their verbal agreements.

THE FOUNDING OF RACINE

The idea of locating a city at the mouth of Root river, first took form in the mind of Gilbert Knapp while he was an officer in the United States Revenue service. For several years he was master of the Cutter, A. J. Dallas, and in the course of his duty visited and became familiar with every important river and harbor on the lakes.



View of Racine in 1840

In 1827 he retired to private life, and engaged in trading and forwarding in Chautauqua County, New York. When details of the "new purchase" in Wisconsin became public property in 1834, he sold out his business, and in fulfillment of a promise to himself made years before, to return to Root river and found a settlement, he proceeded to Chicago to make arrangements to put his plans into effect.

He hired two men, Wm. and A. J. Luce, and the party of three started out on horseback, in early November, 1834 lightly equipped with provisions, axes and other necessary tools and supplies for primitive work.

In a few days they arrived at the cabin of "Jambeau" at Skunk Grove, from which place they were guided to the mouth of the river by an Indian.

FIRST CABIN BUILT

The Luce brothers proceeded at once to build a cabin, in which they were to spend the coming winter. This hut was located on the ground now occupied by the power plant of T. M. E. R. & L. Co., on the west side of Lake Avenue, a little south of Second street, and it was the first bona fide settler's cabin built in the territory now included in the counties of Racine, Kenosha, Walworth and Rock.

While the cabin was building, Captain Knapp carefully explored the land on both sides of the river mouth, and marked or blazed out the boundaries of his "claim," which included nearly 160 acres; it extended about one-half mile north, and one-half mile south of the river, and approximately one-fourth mile back from the lake shore; the land covered by his claim became known later as the original plat of Racine.

Captain Knapp did not stay long on the ground after locating his claim: leaving his two men in charge of his interests during the winter at Port Gilbert, which was the name he gave the town site, he returned to Chicago to perfect arrangements for promoting his enterprise in the spring.

CAPTAIN KNAPP SECURES BACKING

Captain Knapp was not a rich man, and he had enough foresight to know that he was going to need financial backing and moral support in holding and developing his claim, and before returning, in the spring of 1835, he had enlisted the co-operation of two strong men, Gurdon S. Hubbard, of Chicago, and Jacob A. Barker, of Buffalo, each of whom acquired a one-third interest in the enterprise. The letter of Gilbert Knapp to Mr. Barker, dated March 30, 1835, offering him a one-third interest for \$1200 is still in existence.

GURDON S. HUBBARD

Gurdon S. Hubbard was the more actively interested of the two associate partners. He was born at Windsor, Vermont, in 1802, and landed on the marshy banks of the Chicago river in 1818, when there was but one family living there, outside the Fort Dearborn stockade,—that of John Kinzie, the Indian trader. In a few years Hubbard became an Indian trader himself, on a large scale, and in 1830, made his permanent home in Chicago. Previously he had been an agent of the American Fur Company of Montreal, with headquarters at Mackinac, in whose interest his first trip to Chicago had been made.

JACOB A. BARKER

Jacob A. Barker was born in Lebanon, Conn., in February, 1793, son of Judge Zenas Barker. The family moved to Buffalo, N. Y., in 1802, where Jacob A. resided until his death at which time he was said to have been the oldest resident of Buffalo. He was a man of large affairs, and of broad public spirit, but seems to have shown but little active interest in the founding of Racine, aside from his \$1200 investment.

OTHER SETTLERS

Gilbert Knapp was the founder of Racine, but had he been two months later, he would not have had that distinction, for following him

so closely that they almost trod on his heels were other men as clear of vision, as stout of heart, as steady of purpose and as capable in execution of an enterprise as was he.

In the latter part of November 1834, William See, Harrison K. Fay, and Richard Carpenter of Chicago, and Edward Weed of Plainfield, made an excursion as far as the mouth of the Chepekatawsebe,—Root River, and Carpenter located and marked out a claim near the mouth of the river on the north side. He was obliged to abandon it later, however, as it was found to be on Captain Knapp's land. Weed located a claim on land just west of what is now Mound Cemetery, and lived there for years. It later became the homestead of Nicholas D. Fratt. See & Fay made a claim in company at the Rapids, where the dam is located now, and built a saw-mill* on the east side and later a grist mill on the west side of the river.

The saw-mill was a convenience to the settlers, for the lumber they made was in great demand; in the winter seasons the lumber was brought down the river on runners on the ice, for the roads were not quite what they are now.

THE SECOND CABIN—CAMPBELL'S

On December 21, 1834, John T. Kingston and a party of four or five other men from Plainville, Ill., arrived at the Rapids, where they found See, Fay and Carpenter working on their locations. The next day Kingston and two others went down to the mouth of the river, following the right bank, and found Stephen Campbell putting up a shanty, at a point a little east of what is now the corner of Sixth Street and Park Avenue. It was discovered in the Spring that he was just inside the boundary of the claim of Gilbert Knapp, and he then moved his shanty two blocks west to where is now the corner of Sixth Street and Grand Avenue, and re-located his claim. This hut of Campbell's was the second building erected by settlers within the present limits of the city of Racine. Campbell's claim included approximately all the land north of Sixth Street, west of Grand Avenue, and south and east of the river, most of it being low land. He held his claim until 1843, when federal legislation gave the village of Racine certain rights as a town site which enabled it to dispossess him, although the village officers granted him a one-fourth interest in it. When the village ac-

*A picture of See's saw mill and dam, drawn from a verbal description given the writer a few years ago by Alex Hood, who came here in 1838, is shown on another page.

quired this tract, it was named the "Harbor Addition," for the reason that all the proceeds from the sale of lots therein were to be used for the improvement of the harbor, and they were so used. The mammoth warehouses of the J. I. Case T. M. Co., and the entire plant of the J. I. Case Plow Works Co., are located in the "Harbor Addition."

THE THIRD CABIN— KINGSTON'S

Continuing on their way toward the mouth of the river Kingston and his friends found the Knapp shanty, with the Luce brothers in possession. This was about a month after Captain Knapp had returned to Chicago, after staking out his claim. Kingston made two claims, one for his father, Paul Kingston, adjoining Captain Knapp's on the south, on which they finished a shanty in two days, and made a permanent settlement; and one for himself adjoining Campbell's claim on the south-west; that is south of Sixth Street, east of the river and west of Grand Avenue, as streets are laid out now.

The shanty built by John T. Kingston on the claim of Paul Kingston, his father, was the third building erected on the site of Racine. If it was still standing it would be seen in the middle of Sixth Street, about forty feet east of Main.

John T. Kingston, in his recollections, printed in Wisconsin Historical Collections, relates that when Captain Knapp returned in the Spring of 1835, and found other claimants around and adjoining him, he concluded to extend his lines in all directions. His south line was extended to include the shanty and other improvements made by Kingston, and the west line also was pushed out. "This was the commencement of litigation and legislation which in the end cost both parties more, perhaps, than they realized from the lands in dispute."

THE WESTERN EMIGRATING COMPANY

ORGANIZES IN NEW YORK

Captain Gilbert Knapp and his associates were the founders of Racine, but there are few people in the city today who know that it was by a very narrow margin that another set of men missed that responsibility and honor. The writer has recently come into possession of a document of considerable historic interest for Racine people: it is a certificate of stock in the "Western Emigrating Company," and reads as follows:—

No. 397:—This certifies that Roswell C. Otis or his assigns is entitled to **ONE SHARE** of the stock of the "**WESTERN EMIGRATING COMPANY**," after signing the constitution of said company, and in all respects, complying with its provisions, and not otherwise.

Dated, Hannibal, N. Y.

March 9, 1835.

John Bullen, Jr.

Secretary.

By order of said company.

Peter Woodin, Chairman.

This company was composed of a number of men and women from Hannibal, and other towns in its vicinity, who, in the winter of 1834-5 became greatly interested in stories they had heard of the wonderful country on the western shore of Lake Michigan, which was shortly to come into the market for pre-emption and settlement. They formed the above company, with a capital stock of \$8000, \$4000 of which was paid in, on shares of a par value of \$10.

EXPLORING COMMITTEE SENT OUT

An exploring committee of three men, Waters Towslee, Sidney Roberts, and Chas. W. Turner, was appointed, given \$2800 in cash, and on March 19, 1835, they started west with explicit written instructions to locate and secure a desirable town site on the west shore of Lake Michigan, to which such members of the company and their families as desired could remove, and which might prove a profitable investment for the others. They walked across Michigan to Chicago,

and started along the beach for Milwaukee, which was the only settlement they had heard of. After walking a short distance, they were picked up by a sail boat and carried to Milwaukee, where they found quite a real estate boom on, and for obvious reasons decided to look further. They were informed about Root River, and lost no time in getting here, where they found Gilbert Knapp and a few others getting ready to begin the establishing of a town.

OFFERS \$2700 FOR RACINE

Captain Knapp had the location which they wanted, and they offered him \$2700 cash for his interest in it, and he agreed to accept it, but before the transaction was completed some misunderstanding arose, and Mr. Knapp refused to consummate the trade. Every possible means, from moral suasion to threats of force, were used in the effort to induce him to complete the deal without success, and when finally they were convinced of the futility of further effort here, they journeyed to Pike Creek, now Kenosha, and in short, became the founders of that city.

FOUNDERS OF KENOSHA

John Bullen, Jr., secretary of the company, was one of the first commissioners of Racine county, which in those days included what is now Kenosha county. Dr. B. B. Cary was another member of the company, who landed with his family at Pike Creek in August, 1835; in November of the same year he removed to Racine, and lived here until his death in 1860; he was the first physician and the first post master in Racine. Peter Woodin and Jason Lothrop were Baptist preachers, and the latter was the first minister of the First Baptist Church in Racine. Other members of this company were Alfred Foster, Orlando Foster, Hudson Bacon and George Bennett.

CAPTAIN GILBERT KNAPP

A BIOGRAPHICAL SKETCH



GILBERT KNAPP

Gilbert Knapp was born in Chatham, Cape Cod, Mass., December 3, 1798; he was the son of John and Sarah Knapp, both descended from English ancestors who settled in the East early in the 18th century. His father was a captain in the Revolutionary War, at the end of which he became commander of a merchant vessel trading with European ports. His mother was the daughter of Elijah Smith, a substantial merchant of Barnstable, Mass.

Gilbert Knapp had a common school education and made a special study of navigation. When 15 years of age he went to sea in a ship commanded by an uncle, a Captain Childs. In the war of 1812 he was master's mate on the *Leo*, a privateer with 17 guns and 150 men, Captain De Sonme, a Frenchman, commanding. The *Leo* was chartered by this government to carry dispatches to France, and was required to run the blockade into French ports. He made three suc-

cessful voyages in this boat, during one of which a British privateer, with a half million dollar cargo of Chinese silks, and cochineal, and \$40,000 in gold was captured. The crew lost this prize however, except the money, as before the ship could be sailed to a home port, she was retaken by a Britisher. Captain Knapp participated in many engagements during this war of 1812.

COMMISSIONED CAPTAIN

In 1818 he was induced by his friends in the revenue Marine to ship on a lake cutter, and after nearly two years of preliminary service he was commissioned Captain in the Revenue Service and given command of the "A. J. Dallas." After a year at Detroit station, he was ordered to Mackinac to look after some illicit fur trafficking that was being carried on in that region, which he suppressed, after confiscating a large amount of contraband goods. In 1827 he retired to private life.

Some account of his experience in founding the city of Racine is given elsewhere in this narrative.

SENATOR KNAPP

In 1835 the territory of Wisconsin was separated from Michigan, and Captain Knapp was elected to represent the county of Racine, in the Senate of the first territorial legislature. This county then included what are now the counties of Racine, Kenosha, Walworth, Rock and Milwaukee. He was also a member of the legislatures that met in 1837-1838 at Burlington, Iowa. He was offered the nomination to Congress from the territory but declined in favor of Geo. W. Jones, who was afterward elected U. S. Senator.

In 1840 to 1845, and from 1849 to 1853, Captain Knapp was again in the revenue service: after the latter date he was in private life until the outbreak of the rebellion, when he commanded the "Dobbins" in which ship he served on blockade duty on the Capes for some time. Later he was in command of the "Morris" at Boston Harbor. After the war, he was stationed on the Lakes until 1874, when he retired, finally, to private life.

MATRIMONIAL

Captain Knapp was married in April 1821, to Maria Annan, daughter of Robert J. Annan, of Annandale, Scotland. She died in 1828

at Erie, Pa., leaving four children. Robert Annan Knapp, born March 3, 1822, was a midshipman in U. S. Navy, but later was in railroad business in Racine, being an officer of the Racine, Janesville & Mississippi Ry. He died in Racine in August, 1876.

The next son, Gilbert, studied law, but not liking that profession, engaged in farming, and became a planter at Little Rock, Arkansas. Mary Annan, his daughter, married Alexander McClurg, of Racine.

In 1831, Captain Knapp married a sister of his first wife. She lived but one year. On October 25, 1837, he married Almira Meach, at Clinton, N. Y. The third Mrs. Knapp was a cultivated woman, highly esteemed by all who knew her. A leader in society, she entertained with lavish hospitality. She died in December 1876.

HIS DEATH AND BURIAL

Captain Knapp died in Racine July 31, 1887, and the funeral was held August 3, following, from the home of his daughter, Mrs. Mary Annan McClurg. Flags were flown half-mast from the public buildings and from ships in the harbor. The members of the Racine Business Men's Association, the Old Settler's Society, the City Council, and the crew of the Revenue Cutter "Andy Johnson," attended in bodies. His only son Gilbert was also in attendance from Arkansas. The sermon was preached by Rev. Mr. Schultze. The honorary pallbearers were Jas. R. Doolittle, Chas. E. Dyer, Jerome I. Case, Mayor D. A. Olin, F. M. Knapp, J. M. Osgood, and the officers of the "Andy Johnson,"—Captain J. G. Baker, and Lieutenants W. S. Baldwin, Edmund Burke and J. H. Starkweather.

The pallbearers were six members of the crew of the revenue cutter.



FOUR FIRSTS

1. GILBERT KNAPP was born at Chatham, Cape Cod, Mass., Dec. 3, 1798; came to Racine in November, 1834; was the founder of the city, and its first settler. He died in Racine, Sunday, July 31, 1887.
2. SARAH MILLIGAN, sister of Gilbert Knapp, was born at Chatham, Cape Cod, Dec. 1, 1791; came to Racine Aug. 4, 1835, and was the first white woman settler here; died at Shawano, Wis., June 10, 1877.
3. BUSHNELL B. CARY was born at Shoreham, Vt., Dec. 22, 1801; came to Racine Aug. 15, 1835; was the first postmaster and first physician in Racine; died in Racine Feb. 13, 1860.
4. MARSHALL M. STRONG was born at Amherst, Mass.; came to Racine in June 1836, and was the first lawyer to locate here. Died March 9, 1861, at Racine, Wis.

SETTLEMENT BEGINS

In the spring and summer of 1835 the real beginning of the settlement of Racine was staged. Two or three dozen settlers arrived that year and remained over the winter of 1835-1836, becoming permanent residents. More of hardship was experienced during that winter than at any other time, because of the lack of all of the comforts and many of the necessities of wilderness life.

FIRST WOMAN SETTLER

The first woman settler was Mrs. Sarah Milligan, the widowed sister of Captain Knapp, who came with her three daughters, at his invitation, on August 4, 1835. Mrs. Milligan lived in Racine until 1874, when she moved to Shawano, Wis., where she died June 10, 1877. Helen Milligan, the youngest of the daughters, who did not marry, was living in Milwaukee in the summer of 1914, where the writer had the pleasure of an hour's interview with her.

BUILDING IS BEGUN

Five or six frame houses were built in 1835, one of them being a two story hotel. In 1836 there was a large influx of settlers, and each succeeding year the increase in the population was larger than the year before, until in 1840 the village contained 337 actual settlers, and 1100 in 1844. The government had built a fine light house on the lake bank at Seventh Street in 1839; there was a \$10,000 court house built in 1840; several bridges across the river; a fine large hotel—the Racine

house—on the square, beside other smaller hotels, and many quite pretentious dwellings and business places, many of the best of the former being on Chatham Street (now Lake Avenue) between Second and Fifth Street, facing the lake.

GROWTH OF COUNTY

In the meantime the county outside the city was growing faster than the city itself, for in 1844, the county, which was created in 1836, and included what is now Kenosha County, had a population of more than 10,000 including also the people in Kenosha village. This is evidence that the young city was supported by a large farming community, a very desirable condition of things. The city people needed the produce from the farms, and all of them needed manufactured articles. It was during the forties that manufacturing got its start in Racine; the story of its development during three quarters of a century will be briefly sketched, touching its high points only, a little further along in this narrative.



THE RACINE HOUSE
Southwest corner of Market Square and Fifth Street. Built in 1837. Burned 1866.



RACINE HARBOR IN THE SEVENTIES—A LIVE PICTURE—HARBOR VIEW

This view of Racine harbor, from the top of Erie street hill, gives a fair idea of the marine business of the port forty years ago. Beside the fourteen water crafts in sight, the picture presents a fine view of the big grain elevator erected in 1867, and destroyed in the great fire in 1882. The Goodrich warehouse, where that fire started, is also shown,—at the left of the elevator.

Main street bridge is just coming back into line, after having been swung to pass the tug "Wetzel" and tow up the river. Between the elevator and the warehouse can be seen a side-wheeler steamboat, on the lake. We submit that this is a "live" picture.

The vessels engaged in lake traffic were mostly schooners and scows of from 150 to 600 tons burden, and many of them were built in Racine. Ship-building was one of the prosperous industries of the city between 1845 and 1880.

TRANSPORTATION

Transportation is a vital factor in the establishment, the development, and the ultimate success of every mercantile and manufacturing enterprise in a city. Generally speaking, a town or a business that is not favored in this respect has no chance in competition with one that has. Racine from the beginning has been fortunate in the transportation facilities it has enjoyed, and never more so than now.

RIVALS

The development of transportation in the history of Racine is a most interesting study. The first settlers arrived by one of three means:

around the lake by boat—steam or sail; overland by horse power—wagon or astride; or on shank's mares—afoot. And they all came from the east, for the west shore of Lake Michigan was the frontier in those days. A little later—after the middle fifties—the steam railway became a fourth rival for the business of moving people and things to the places where they wished to be or ought to be. For many years they were not so much rivals as they were feeders and developers of each other. After the railroads were built, more wagons were needed to bring the grain and other products of the farm to its stations for transport to the lake; and more vessels were needed to take them east from the lake ports. Wagons could hardly be produced fast enough—nor ships—to supply the demand. The time came, however, after the east and west trunk lines were built and in successful operation, when they demanded an increasingly large share of the long-distance traffic carried by the ships, and became serious rivals in fact. Today the railroads have a practical monopoly of inland traffic,—probably over 80 per cent of it.

THE AIR LINE

There are still three chief phases of transportation, with the motor truck and pleasure car rapidly replacing horse drawn vehicles, which are fast becoming a negligible factor; and it would be overlooking a fairly safe prediction to omit mention here of the prospect of an “air line” of light freight and postal aeroplanes between Chicago, Racine and Milwaukee before many months as a fourth factor.

MOTOR TRUCK LINE

A very interesting phase of the development of transportation in Racine, is the freight traffic by high powered motor truck over the concrete roadway between Milwaukee and Chicago, which is just now establishing regular long distance and local service, and building warehouses at points of distribution. The possibilities of this enterprise seem limitless; it is safe to predict a great future for it.

HOW THE SETTLERS ARRIVED

The story of the marine phase of the history of transportation in Racine would be a romance in itself if thoroughly written up. Though little more than an outline of it can be given here, a suggestion of its possibilities may appear to the interested reader.

When the first settlers came to Root River—the name first given the settlement, a sand bar parallel with the shore, and directly across the mouth of the river, turned its course south along the beach in which direction it flowed sometimes a quarter of a mile before emptying into the lake. Often in the spring, in times of freshet, the great volume of water pouring out washed its way directly east through the bar, but the first north-east storm filled the opening again with sand.

The first settlers came on foot from Chicago in the fall and winter of 1834-1835. The next spring steamboats began to bring immigrants from the east, and at irregular intervals continued from that time on to land them and their effects on the beach south of the river.

A ship would anchor close off-shore after waiting for favorable weather, sometimes, and the passengers and freight were transferred to lighters—scows and rafts—which were then rowed and poled onto the beach, where the sand had been dug out enough to permit them to come close to dry land, when their cargo would be unloaded.

THEY BUILD BRIDGE PIERS

This primitive, though picturesque, method of arrival was not tolerated for long, however; bridge piers were built at different points along the lake front, three in all, extending five or six hundred feet into the lake, at the shore end of which were warehouses for the receipt and storage of freight. Tracks were laid on these piers, with hand rails, and cars for the transport of freight were run upon them between the ships and warehouses.

FIRST HARBOR IN 1844

The use of these piers was dependent on the weather, more or less, and as the traffic increased the need of a harbor was recognized by every citizen of the growing community. In 1844 the harbor was built, without government assistance, and it was a happy holiday when the first ship, the steamer Chesapeake, fifteen days from Buffalo, entered between its piers, the forerunner of a large fleet of steam and sailing vessels that have contributed much toward making Racine the important manufacturing and mercantile city that it is today.

THE FIRST HARBOR BOND ISSUE

It is interesting to note that the first bonding experience of the village was on the occasion of a loan of \$5000 from Henry Whitney.

of Boston, in 1844, which was to be used "for harbor improvements and for nothing else." As security for the loan the village board gave Mr. Whitney a bond for \$5000, at 10 per cent interest, payable in five years.

There were two remarkable things about this transaction: one of them was the evidence of the extreme readiness of the people to tax themselves for harbor improvements, for this was only one of a number of occasions in the forties when they raised \$5000 for the same purpose. The other was the fact that 77 of the business men of the village signed a guaranty, each for a certain amount, from \$300 down to \$15, for himself alone and not jointly, that the bond would be paid at maturity: the sum of the guaranties was a little more than \$5000. It is evidence of a public spirit at the beginning of the city's building that would be worth emulating even in the twentieth century.

At an election held in 1844 to determine whether the people favored a tax of \$5000 for the harbor, there were 40 votes for and two against the proposal.

HOW MAYOR NORTHPROP SAW IT

During the period between 1844 and 1860 the government assisted generously in completing the harbor, and at the outbreak of the Civil War it was in good shape. The extent to which transportation conditions have been revolutionized in sixty years, and the relative importance of the harbor is well illustrated by the following extract from the inaugural address of Mayor George C. Northrop in April 1861. Then we had a fleet of 100 vessels, now, except for eight fishing tugs, we have none.

Mr. Northrop said:

"Our harbor has contributed largely to our prosperity and is the only cause of our having a city at this point. Fill up the harbor and our place would be deserted. It is the main outlet of our productions, and cannot be neglected without serious detriment to every other interest. The value of all real estate depends chiefly upon the safety and convenience of our harbor, and I recommend it to your care."

TWO STEAMBOAT LINES TODAY

At present there are two lines of steamboats making daily stops at Racine; The Goodrich Transportation Co., and the Chicago, Racine & Milwaukee Line; both of them are doing a large freight business and

have some passenger traffic. Each line has two arrivals and departures daily.

THE NEW HARBOR

A new harbor, which is about two thirds completed, is now under construction by the government; when finished it will form a harbor of refuge outside the river proper. The building of it involves the placing of approximately one and one-half miles of massive concrete breakwater. The old government piers which until a few years ago formed our harbor, are now in process of demolition, one of them, the north—having been entirely removed.

SHIPBUILDING IN RACINE

Shortly after the harbor piers were completed there sprang up in the village a thriving ship building industry, and in the fifties and sixties scores of schooners and scows of 100 to 500 tons burden, slid off the ways of Racine shipyards to perform their part in the transport of food stuffs and general merchandise so vital to the comfort of the inhabitants of this section before the advent of the railroads, and especially in taking to Buffalo, for distribution in the east, and for export, the immense crops of wheat that were raised all over this section in those days. Fifty and sixty bushels to the acre was the ordinary crop, and every farmer planted it. Racine was the shipping point for the farmers as far west as Beloit and Janesville, who, before the railroads came in 1885, hauled their wheat here over the plank road that was built from Racine to Janesville. The river was lined with grain warehouses,—a dozen of them—and in the early fall the streets of the city were choked with farmers' teams and wagons loaded with wheat, waiting for inspection and delivery.

THE BIG ELEVATOR

In 1867 the big elevator was built, and was in use until 1882 when it was destroyed in the big fire. After the railroads came, most of the wheat was shipped in over them, and it was not an unusual thing for a hundred cars of grain to arrive over night in the yards of the Racine & Mississippi R'y. Co., for re-shipment by boat. It was therefore an easy matter for a shipmaster to get a cargo of grain the day his boat was ready to sail for Buffalo, and no trouble ordinarily to get a load coming back. I have been told by men who know about marine conditions in those days, that an owner could pay for his ship with the profits from two trips, so high were the rates.



RACINE IN 1860

OVER THE BAR

In the earlier days, after the harbor was built, there was often a six foot bar between the piers at the harbor's mouth that would prevent the passing of a deeply laden ship. The boat would therefore be partially loaded at the elevator, taken over the bar and anchored in deep water while 500 bags of wheat were loaded on a scow, towed out and trans-shipped, the operation being repeated until the boat was fully loaded. It was not many years however, before the city bought a dredge, and kept the harbor open for all ships.

PORT ARRIVALS IN 1919

A summary of the marine business of the port of Racine in 1919 will show a total of more than 2200 arrivals and the same number of departures, not including fish boats, the largest item of freight brought in being that of coal—191,593 tons.

THE FIRST RAILROAD

In the early fifties the whole population was excited over the prospect of a railroad being built from Racine west to the Mississippi and they dreamed of wonderful things for the little town of five or six thousand; for which there was some warrant. People who have never lived where there was no railroad within a hundred miles, can scarcely appreciate the high hopes that filled the hearts of the people of the frontier settlements at the prospect of so wonderful an advance in transportation facilities. Any reasonable sacrifice in aid of the enterprise appeared to them the proper and logical thing, and when the city was asked to mortgage its future by authorizing an enormous bond issue, secured by an equivalent amount of railroad stock, they favored it unanimously.



THE OLD THIRD WARD SCHOOL

ITS GLADDENING ROAR

The feeling of the people in their anticipation of the "roar" of the railroad trains in Racine, was given expression by Rev. M. P. Kinney, a Congregational minister, who was superintendent of the city schools from 1854 until 1859, following A. C. Barry, a Universalist minister, who was the first superintendent. He made his first annual report in March, 1855, the year in which the railroads began to be operated to Racine, and after boosting the city in a general way, he said;—"In view of the advantages which we now possess of a religious and business nature, and of others soon to be ours when the snorting of the iron horse and the roar of passing trains shall greet our gladdened ears. I feel a strong confidence in the future prosperity of our youthful city, if we shall be careful and determined to make our educational advantages keep equal pace with those above specified."

THE CITY'S BONDING FOLLY?

On March 15, 1853, the city council authorized the mayor, Wm. T. Richmond, to subscribe for \$300,000 of the capital stock of the Racine, Janesville & Mississippi railroad, to be paid for with city bonds at 7 per cent interest. The stock was received, and the bonds were issued, and although the city eventually redeemed all of its bonds, after being seriously tempted to repudiate the payment of them, it never realized a cent on its railroad stock.

It will give the reader some idea of the magnitude of the little city's first big bonding undertaking, if he can imagine a public service corporation today making a similar proposal, of the same comparative dimensions, to the city of Racine, and offering to exchange three million dollars worth of its stock for an equal amount of city bonds bearing 7 per cent interest.

PLANK ROADS

Before the coming of the railroads in 1855, there were three plank roads running out of Racine: one taking the Northwestern Avenue route; another Washington Avenue and West Twelfth St., and a third, by way of Asylum Avenue. The road going directly west was the most used and the largest, having been planked as far as Janesville, and beyond. Lumber was cheap in the early fifties, being brought here by boat from Wisconsin and Michigan ports. The road was made of long planks laid across the road on 4x4 stringers, and when new was a great improvement over mud. When allowed to get out of repair, however, with the plank loosened from the stringers, and worn and warped so that ends stuck up a foot or two into the air, as the writer remembers them, it was not a good road, to put it mildly; for that matter no road is good when out of repair.

STAGE COACHES

In the early fifties a line of stage coaches was operated over the plank road between Racine and Janesville by Beswick & Jones. There was one coach each way every day. The driver was provided with a way bill from Racine to Janesville and back, which contained the names of the passengers, where picked up, and where left, number of seats taken, amount paid, to whom paid, etc. The writer has a number of these way bills, about 14x16 inches, containing the names of from one to twenty travelers, and they are interesting historical documents. The fares paid appeared to have varied somewhat, but averaged about as follows:—

Racine to Janesville	-	-	-	-	\$2.50
Racine to Delavan	-	-	-	-	2.50
Racine to Delavan and back	-	-			4.00
Racine to Dover	-	-	-	-	1.00
Racine to Rochester	-	-	-	-	1.25
Racine to Burlington	-	-	-	-	1.50

At the head of each way bill is this printed notice:—

“Any baggage over 40 lbs. liable to be charged at the rate of one passenger for every 140 lbs. All baggage at the risk of the owners.”

Each way bill was folded like a legal paper, presenting a printed face, on which was written the driver's instructions for the trip. On the way bill for the stage leaving Racine, Monday, January 22, 1855, is written the following: "This stage will leave Racine at daylight. Let this stage go through light, if it can at all. We have had one of the most severe storms that I have known in 12 years. The wind blew a gale from the N. E. all yesterday, and last night from the N. W. The snow is badly drifted. Two houses were burnt down on plank road in the third ward. Dry goods boxes and signs were preambulating Main Street at a 2-40 pace. Lumber from Canfield's piles was falling, breaking the doors at Congress Hall."

—Beswick.

There was but one fare on that trip—a wayfare—and he paid \$1.00.



LOOKING WEST FROM COURTHOUSE TOWER, 1883



LOOKING WEST FROM TOP OF CITY HALL TOWER, 1883

RACINE MANUFACTURES

A casual review of a catalogue of the products of the factories of Racine will impress the reader with the importance of the contribution they make, singly and in the aggregate, to the supply of things necessary to the comfort and happiness of all of the people. The character of the output of a city is quite as important as the sum total of its monetary value, in determining the city's standing among its competitors, and Racine is willing to be judged by this standard.

Commonly its manufactures represent a city's most notable output; at any rate they are most in evidence.

This is peculiarly true in the case of Racine, for in the diversity, the high quality, the great quantity and the fundamental importance of its manufactures, as well as in their wide distribution, it leads all the cities of its class in the country. The products of its shops and laboratories are known and their value acknowledged in every civilized country on earth, in token of which their gold is flowing this way in ever increasing amounts, to enrich our people, and enlarge their ability to bless the world with more, and more diverse products of our factories.



VIEW LOOKING NORTHEAST FROM COURTHOUSE TOWER IN 1900
SHOWING WIND POINT AND THE BAY

AN ANECDOTE IN POINT

The attitude today of buyers of Racine made goods toward the manufacturers of them is well illustrated by an incident reported in the *Racine Journal* in September, 1865. Col. William L. Utley, the editor, was hailed one day by a farmer in a lumber wagon, who asked him if he knew John Criswick, the wagon maker. He answered that he did.

"How long do you think he will live?" asked the farmer.

Startled by the singular question Colonel Utley replied "I have seen no sign of dissolution in him yet."

The old man's face lightened as he explained: "I bought this wagon of Criswick many years ago, and it will last me my life time. I want to get one like it for my son before I die, but can't buy it this year." He wanted some assurance that Criswick was likely to live and work until he was able to buy another wagon, for said he, "a man who buys a wagon of Criswick will never need another."

EARLY WAGON SHOPS

John Criswick was one of a number of men who conducted small blacksmith and wagon shops in Racine in the early days, where they

did repair work, and made one wagon at a time, and made them on honor. Criswick made about a wagon a month. The point of the story is plain in its implication of good work and square dealing.

RACINE IN INVENTION

The growth of Racine has been contemporary with the invention and development of all of the agricultural machinery and most other labor and time-saving devices now in use everywhere by everybody, that have marked and made possible the amazing progress of the world since the middle of the nineteenth century, seventy or eighty years ago. This city has had its full share in that invention and development, and has made a notable record in its production of manufactured articles, the demand for which has been marked by continuous growth until the present hour.

Its most notable achievement has been, perhaps, the large part it has had in the manufacture and distribution of agricultural implements and machinery, which were, and still are, so vitally necessary to the development and cultivation of the farm lands of this country not only, but of the entire world.



WILLIAM SEE'S SAW MILL BUILT IN 1834. LOCATED AT THE RAPIDS, ON EAST SIDE OF RIVER

FIRST FACTORY IS A SAW MILL

The first manufacturing establishment in Racine County was William See's saw mill, put up on the east side of the river at the location of the present Horlick's dam, for the making of lumber. This mill was built during the winter of 1834-5 and was selling its products during the following summer to the first settlers in Racine. A log dam with an undershot wheel furnished power. Two or three years later a grist mill was built on the west side of the river, where the farmers could have their wheat and corn ground—also by water power. It is interesting to know that a grist mill is still in operation on practically the same location, and that the first post office in Racine County, that of Root River, was established at the Rapids in January, 1836 with A. B. Saxton, postmaster. It was discontinued in May of the same year, when B. B. Cary was made postmaster in Racine. Because of the promise of water power in the fall of the river at that point, and the further fact that the old Indian trail from Chicago to Green Bay crossed the river there, the "Rapids" enjoyed a comparative prominence in 1835 that it has not had since, except as a playground.

From so small a beginning to its present immense proportions have the manufacturing industries of Racine grown.

While Racine was a village, its manufacturing enterprises were small ventures, which as a rule were attempts to supply local needs, which included those of the farming communities within 25 miles or more. In those days the latter were a very considerable factor in point of population and prosperity, and more than kept pace with the city in both particulars.

SOME EARLY SHOPS

A few of the very earliest of these factories were Wait & Hilton's cabinet shop; J. I. Case, threshing machines; Edwin Gould, tanner; J. W. English, saddles, harness, trunks, etc.; Terbush & Taylor, wagons, buggies, and blacksmithing, all of which were advertised prominently in the first Racine city directory, published in 1850, when the town was only 15 years old, and Wisconsin had been a state but 2 years. This directory carried the advertising of 54 business firms, chiefly mercantile concerns, covering 34 pages out of a total of 117. It is a notable fact that of these 54 advertised businesses of 70 years

ago, two have had a continuous existence and are in active operation today:—the J. I. Case Threshing Machine Company, and the Langlois Company, dealers in paints and oils.

THE LANGLOIS COMPANY

James Langlois established his paint and oil business sometime in the late forties, in the building now occupied by the White Star Laundry at 411 Main Street. John Langlois and Peter Robilliard purchased the business in 1859, and the firm name became Langlois & Robilliard. The junior member of the firm died in 1869, and John Langlois, Jr., became a member of the firm, the name was changed to Langlois & Son, and the business was moved to the present location 419 Main street. In 1892, on the death by fire of John Langlois, Jr., the name was again changed,—to Langlois & Company, S. H. Lahr being associated with John Langlois as junior member of the firm. In 1898 the business was incorporated under the name of The Langlois Company, which it still carries.



SOUTHEAST CORNER OF MAIN AND FOURTH STREETS, RACINE, IN THE '50s
SHOWING LANGLOIS' FIRST LOCATION

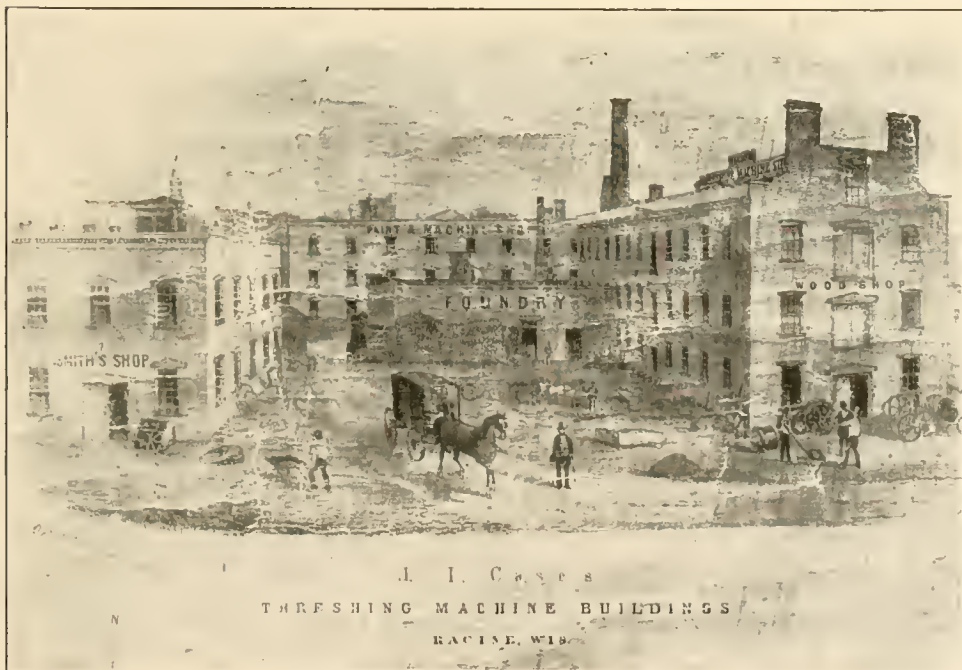


LIGHT ON RACINE REEF—TWO MILES FROM SHORE

FOUNDATION INDUSTRIES

AND A FEW OTHERS

The manufacturing enterprises of Racine are so numerous and so varied that it will not be possible in a restricted narrative such as this is, to make more than passing mention of each of them, as a rule. There are a few industries however, which have sustained so vital a relation to the growth and prosperity of the city itself, the names of whose founders and builders have been so interwoven with its history and best business traditions, and whose remarkable success would be sufficient excuse in itself, if excuse were needed,—there are a few of these which may be given special consideration on their merits, without appearing to make invidious distinctions, and without injustice to any. Chief of these foundation industries is the J. I. Case Threshing Machine Company, Inc.



IN 1870

JEROME I. CASE AND THE J. I. CASE THRESHING MACHINE COMPANY, INC.



JEROME I. CASE

Jerome I. Case was born in Williamstown, Oswego County, New York, December 11, 1818. His father, Caleb Case, was a pioneer of Oswego County, who in 1834, bought the right to use and to sell a marvelous one-horse tread-power threshing machine, which was put into the hands of Jerome, his sixteen year old boy to operate. The boy mastered that machine, working for his father until he was of age when he ran a threshing machine on his own account.

HIS FIRST VENTURE

In the spring of 1842, he purchased six threshing machines on credit, and brought them to Wisconsin, selling five of them and going about threshing with the other. In two years his machine needed extensive repairs which he undertook to make himself, in the making of which he embodied certain improvements then new in the thresher world. These repairs were made in the barn of Mr. Henry Cady, at Rochester in the winter of 1843-4, as early as can be learned. They made his machine better than ever, but it did not suit Mr. Case, and in 1844 he rented a small shop in Racine and laid plans to make six machines of

CASE'S THRESHING MACHINES. At Racine, Wisconsin.

The important fact is now ascertained, that there is now
manufactured and for sale at Racine, the best Threshing
Machines that can be obtained

THIS SIDE OF ANY PLACE.

I would particularly invite the attention of those who
would make Threshing their business, to my Improved
Two Horse Tread Power, with or without Separator, as
they may choose. Having more than ten years experience
as a practical Thresher, and using all kinds of power, both

LEVER AND TREAD.

I am prepared to warrant the Two Horse Tread Power
with four good heavy horses, capable of doing as much bu-
siness during the season of Threshing, as any Eight Horse
Lever Power now in use.

OVER TWELVE HUNDRED DOLLARS!
have been earned with one during the season of threshing,
with less than one dollar repair on the machine.

I will also keep on hand and for sale, the most improved
kinds of Lever powers, with **SEPARATORS** that cannot
be beat!

My largest sized Separator with three feet cylinder, I will
warrant to clean grain fit for market without waste for any
eight horse lever power now in use.

Any person wishing a good article of any of the above
kinds of Machines, can be accommodated by calling on the
subscriber, who will

WARRANT HIS MACHINES
TO SUIT, OR NO SALE.

Racine, January, 1850.

J. I. CASE.

J. I. CASE'S FULL PAGE ADVERTISEMENT IN THE FIRST RACINE DIRECTORY.
PUBLISHED IN 1850. EXACT SIZE OF ORIGINAL.

a greatly improved design to do more and better work than any then on the market. The writer has been credibly informed that Mr. Case wished to locate his factory at Rochester, Racine County, at this time and made an effort to get the use of the water power there, but was given no encouragement, and he then rented the Racine building.

THE FIRST FACTORY

These six machines were disposed of without difficulty and in 1847 he put up his first factory, a three story brick structure 30x90 feet between the river and Bridge Street, on land still owned by the Company. This was a larger building than Mr. Case saw any immediate

need for, but he was looking ahead for an increase in business in a few years that would justify the outlay. And he was not disappointed, for it was not many years before he found it necessary to erect a quadrangle of buildings, facing Bridge street and was fairly launched on his career as a threshing machine manufacturer on a large scale,—for those days at least.

HIGH QUALITY ALWAYS

The business increased in extent and broadened in scope under the personal supervision of Mr. Case, whose chief and continuous concern was for the quality of his out-put, which was maintained always at the highest possible standard of perfection. It may be stated here that his successors in the management of the business have continued that jealous care for the high standard of excellence of its product, which was the first article of the business creed of Mr. Case.

PARTNERSHIP FORMED

In 1863 Mr. Case associated with himself in the business as partners, Stephen Bull, Massena B. Erskine and Robert H. Baker, and the firm name which had previously been "J. I. Case," became "J. I. Case & Company." In 1880 the company was incorporated under the name J. I. Case Threshing Machine Company, which name it bears today.

PRESENT PLANT AND PRODUCT

The product of the factory originally was threshing machines alone, but now, it includes also steam and oil tractors, attachments, road machinery, plows and automobiles. The main plant is in Racine, but it has a factory also at Dixon, Illinois, both covering a total of 160 acres of ground. It maintains branch houses for distribution of its product in sixty of the principal cities of the United States, Canada, and other important grain growing districts of the world.

Some idea of the distance traveled since the late forties when J. I. Case undertook the tremendous job of making six small threshers, with the first separator attachments, may be gathered from the statement that the value of the company's sales in 1919 reached the enormous total of \$32,000,000.

The authorized capital of the company is \$40,000,000, of which \$22,100,000, is issued and fully paid; and it has no funded debt.

The number of people necessary to carry forward the work of the organization varies from month to month but in the beginning of the season of 1920 it was in excess of 5500, including those in the branches throughout the country. About 4000 are employed in the Racine plant.

The present officers of the company are as follows:—

Chairman of the Board—Frank K. Bull.

President and Treasurer—Warren J. Davis.

Vice Presidents—E. J. Gittins, M. H. Pettit, D. P. Davies, M. E. Russell, W. B. Brinton.

Secretary—W. F. Sawyer.

Assistant Secretaries—Stephen Bull, C. E. Sawyer.

Assistant Treasurers—R. P. Howell, Theodore Johnson.

Concerning the history of the J. I. Case Threshing Machine Company, and the story of its founder Jerome I. Case, in their relation to the business development of the city of Racine, the limits of this narrative will not permit adequate treatment.

A DESERVED TRIBUTE

This much may be said truly, however: the J. I. Case Threshing Machine Company, a practical co-temporary of the city itself, was at the beginning, has continued to be, and is today the foundation industry of the city: it is the one industry which the city could most ill afford to lose. And Jerome I Case, more than any other man, because of his optimism and foresight, his tremendous energy, his unflagging industry, his business conservatism and sanity, his unfailing judgment of men, and his loyalty to Racine is responsible for what is commendable and pridesworthy in the wonderful development of the manufacturing and other industries of the city.

Mr. Case died December 22, 1891.



HORLICK'S MALTED MILK COMPANY

The name of Racine, Wisconsin, U.S.A. is carried to every city in the civilized parts of the globe, by a product which endears itself to the user, and helps to build up the good name of our city. Horlick's, the Original Malted Milk which was discovered in Racine is advertised the world round, not only in the usual way, but by the cordial goodwill of many thousands of families who have found it a necessary adjunct in the nutrition of growing children and invalids. For instance, families in Kansas years ago used it because it was recommended to them by a lady who had served it in the English Embassy at Peking, China, during the Boxer Rebellion.

Its world-wide distribution is, therefore, a general beneficence, promoting the physical welfare of both old and young, and so often proving a valuable dietetic adjunct, especially in invalid and infant feeding, that it has earned the approval of physicians and mothers in every clime. All of this is, of course, the result of its composition of rich, pure milk and the extract of malted grains. One of the proofs of its nutritive value is the many thousands of photographs received from our own country and every part of the globe, from grateful parents, whose children have been materially aided in the struggle for existence in the first years of their life.

On account of its nutritive properties and great convenience it proved valuable to Admiral Peary and Captain Amundsen, who carried it with their supplies to the North and South Poles: Admiral Peary said, "It was always on the firing line and never failed to make good;" Captain Amundsen said "Our way to the South Pole was littered with boxes stamped Horlick's, giving evidence of the liberal use made of your splendid Malted Milk." In fact, all the

famous world explorers of the last quarter of a century, have used and highly commended Horlick's Malted Milk as a healthful nutrient extremely valuable to those whose system was undergoing a severe physical strain. Many thousands in every city "ask for Horlick's" the Original Malted Milk as their food-drink at Soda Fountains, the year round.

Contributed by R. C. Hindley, Ph. D.



HORLICK'S DAM

J. I. CASE PLOW WORKS COMPANY AND JEROME I. CASE



JEROME I. CASE

The J. I. Case Plow Works Company is a fitting monument to the foresight and business sagacity of Jerome I. Case, who with E. G. Whiting, invented the first plow made by the company, and established the business in 1876. And this may be said without prejudice to the recognition that is due to president H. M. Wallis for this success in developing the organization to the pre-eminent place it now occupies in the manufacturing world.

QUALITY AND SERVICE

To the establishment of the plow-making industry in Racine, Mr. Case brought the experience of many years of very great success as a manufacturer and business man, and the making of plows and other tillage tools was begun, has been continued, and is now carried on by the J. I. Case Plow Works Company in conformity with his invariable rule demanding high quality and maximum of service in every manufactured product bearing his name.

H. M. WALLIS

Mr. H. M. Wallis, president of the company, was placed in charge of its affairs many years ago by Mr. Case himself, and it is a tribute to his success in the promotion of its interests, as well as evidence of his high standing with his associates in the business world, that he has been made president of the National Implement and Vehicle Association.



H. M. WALLIS

Although not born here Mr. Wallis is himself a Racine product, having received all of his schooling and business training in this city. He is a grandson of Henry Mitchell, founder of the Mitchell Motors Company, Inc., and son-in-law of Jerome I. Case, who established this as one of Racine's foundation industries. In the J. I. Case Plow Works Company, Mr. Wallis is carrying forward the best traditions of both pioneer factories with distinguished credit to himself and to the city that has been his home since early childhood. At his right hand today is his son H. M. Wallis, Jr., grandson of Jerome I. Case.

ORGANIZATION

The J. I. Case Plow Works Company was organized in 1876 under the firm name of Case, Whiting & Company.

Within two years Mr. Whiting severed his connection with the firm, and the name was changed to J. I. Case Plow Company, under which

it continued to do business until 1884, when it was again changed—to J. I. Case Plow Works. Jerome I. Case remained as president of the company until 1890, when he was succeeded by his son, Jackson I. Case, who retained the office for two years. H. M. Wallis was made General Manager of the business in 1885, and in 1892 president of the company, which position he has held continuously.

REMARKABLE GROWTH

The capital stock of the company has been increased several times in its history. On July 1, 1919, a merger with the Wallis Tractor Company was effected, to form the new J. I. Case Plow Works Company, with a capital stock of \$10,000,000. The recent astonishing growth of the company may be fairly gauged from the fact that its annual sales during the last ten years have increased approximately 1000 per cent.

ITS OUTPUT

Its output consists of farm tractors, plows, and other farm implements and tillage tools; also threshing machines, which it is just this year beginning to put in the field. The company is putting into operation at this time extensive building and other plans that will result in larger economy in manufacture and increased output in all lines. Over 2500 are employed, including office and sales forces. The officers of the company are as follows:

H. M. Wallis—President and General Manager.
H. M. Wallis, Jr.—Assistant to the President.
G. C. Weyland—Vice President.
R. O. Hendrickson—Vice President.
W. M. LaVenture—Treasurer.
M. E. Erskine—Secretary.

STEPHEN FREEMAN—S. FREEMAN & SONS
MANUFACTURING COMPANY



STEPHEN FREEMAN

Another of the foundation industries of Racine is the S. Freeman & Sons Manufacturing Company, which was established in 1867 by Stephen Freeman.

Mr. Freeman was a master boiler maker who learned his trade in Laird's ship yards at Liverpool, England, before coming to America in 1856, and had held positions of responsibility in large boiler shops before coming to Racine in 1867. During the Civil War he had charge of the boilers of the fleet of Admiral Porter for two years.

FIRMLY ESTABLISHED

His first ventures in business for himself in Racine were not successful, but in 1869 he established himself on Bridge street near the river, where he began the manufacture of boilers, making grey iron castings also. When, in 1871, J. I. Case & Company began the manufacture of steam power machinery to run their threshing machines, Mr. Freeman contracted to build the boilers, and he continued to make boilers for that company until his death 28 years later, on September 10, 1889.

THE PRODUCT

While boilers have always been the basic product of the Freeman factory, there has been developed also the manufacture of an extensive line of farm implements and machinery, including fanning mills, corn shellers, broadcast seeders, ensilage cutters, and earriers, steel windmills and towers, beside all kinds of steel pipe and smoke stacks.

The company manufacture the tubular type of boiler for both power and heating; also the water tube type and those internally fired. During the world war the company made for the U. S. Shipping Board, 50 water tube marine boilers and 6 scotch marine boilers, for use in ships built by the board.

SOME FIGURES

The present plant of the company represents an investment of \$500,000; the value of the output in 1919 approximated \$1,000,000.

Two hundred and fifty people are employed in the organization. The officers of the company are as follows:

Charles Freeman—President and Treasurer.

Michael Freeman—Vice President.

Stephen H. Freeman—Secretary.

S. C. JOHNSON & SON

S. C. JOHNSON, FOUNDER

On December 21, 1919, there was held in the First Methodist Church, Racine, a memorial service for S. C. Johnson, (who died December 6,) which was attended by all of the employees of S. C. Johnson & Son. They were there to pay a last tribute of respect to the man who had not only built up a big business enterprise, but while doing it had established in that organization an esprit du corps, based on a spirit of brotherhood and fair dealing, which is very unusual in manufacturing establishments, though happily it is not the only example among the factories of Racine.

NATIONAL ADVERTISERS

It is a matter worthy of note that one of the most extensively, intensively and intelligently advertised industries of this country is a Racine concern—S. C. Johnson & Son. That it is justified in its advertising is graphically shown in the statement that its output for 1919 approximated two millions of dollars in value, which is the high point of sales which have been steadily increasing since the establishment of the business in 1882.

ITS PRODUCT

The firm sells hardwood flooring—in trade parlance, parquetry—with a household line of goods consisting of prepared wax, filler and dye, for floors, furniture, and woodwork. It also manufactures auto and industrial lines of goods, in which a fine trade is being built up, for the products of this firm prove and advertise themselves on trial.

HISTORICAL

Mr. S. C. Johnson went into business in Racine on a very small scale in 1882, selling parquet flooring, which he bought from the Racine Hardware Mfg. Co., as fast as he sold it, and no faster. His business grew, and when the Hardware Company failed in 1894, he bought the parquetry business and began manufacturing on his own account, since which time there has been a consistent and continuous increase in the

business, until now the plant represents an investment of \$750,000. There are 250 employees, including office, agency and sales forces.

H. F. JOHNSON

Mr. H. F. Johnson has been associated with his father in the business from almost the beginning. Since 1902 he has been a partner, and on the death of his father became its controlling head. He has been managing partner for many years.



TYPICAL VIEW OF RACINE WORKINGMEN'S HOMES

GOLD MEDAL CAMP FURNITURE MANUFACTURING COMPANY

ARMY SUPPLIES

Very few people are aware of the extent to which one of our home factories contributed to the comfort of our soldiers in camp and hospital and to their mobility in the field, during the world war but just ended. It may surprise you to know that the Gold Medal Camp Furniture Manufacturing Company furnished more than a million cots and several hundred thousand army stretchers to our own and foreign governments during that strenuous time, beside taking care of their regular trade.

UNITED STATES STANDARD

It is of very great interest to know also that Miss Helen Gould purchased a large number of army cots and other products of this company during the Spanish-American War, and presented them to the Government, since which time they have been standard in the United States army.

ESTABLISHED 1892

The Gold Medal Camp Furniture Manufacturing Company was established in 1892 by W. G. Gittings, R. B. Lang and Geo. Teal. It was not long before the two latter sold their interest to W. G. and C. C. Gittings, and a few years later W. B. Gittings, E. E. Bailey and C. H. Peck were taken into the organization. Mr. W. G. Gittings died in 1918, and in the latter part of that year, his son W. L. Gittings, who had served his country with honor as an officer in the great war, became associated with the company.

It has had from the start a large and steadily increasing trade, export as well as domestic, in consequence of which, it has been found necessary to treble the capacity of the plant during the last five years.

The present officers are as follows:

C. C. Gittings—President.

E. E. Bailey—Vice President.

C. H. Peck—Secretary.

W. R. Gittings—Treasurer and Manager.

W. L. Gittings—Superintendent.

THE AJAX RUBBER COMPANY, INC.

The extraordinary growth of the manufacture of vehicles and of farm and other machinery in the past 25 years, has developed immense industries which specialize in the making of vital parts of these machines and vehicles, to the advantage of all concerned. Racine has a number of such establishments with more than nation wide demand for their products, mention of which may not be omitted from any comprehensive review of the city's industries, if a proper regard for the primacy of the city itself as a manufacturing center is to be shown.

STORY OF COMPANY

A notable instance is the Ajax Rubber Company, maker of rubber tires. Organized in 1910 as the Racine Rubber Company, with C. F. U. Kelley, president, Wm. Seward, superintendent, J. W. Dwight, secretary, and Stewart Webster, treasurer, it has had a really phenomenal growth. In 1917 a merger of the Racine Rubber Company and the Ajax Rubber Company was accomplished, by the purchase of the stock of the former by the latter company. The Ajax Rubber Company is now in sixth place in the rubber tire industry. The full significance of this fact will be understood by those only who are aware of the mammoth proportions of that industry.

BUILDS 102 HOUSES FOR EMPLOYEES

The Ajax Rubber Company is now engaged in a memorable enterprise outside its regular line of business.

In common with other Racine concerns, it has had trouble in keeping its employees because of lack of housing facilities in the city. Last fall the company, through its energetic Vice President, L. T. Vance, purchased 60 acres of land within walking distance of the factory, and let a contract for one hundred and two high grade dwelling houses, which will be sold to employees on a monthly payment plan. They will be completed by summer of 1920.

ASTONISHING FIGURES

The plant of the company occupies four acres of land, and represents an investment of \$1,750,000. In 1919 its output was 740,000 auto casings; 600,000 tubes, and 170,000 pairs of bicycle tires, the aggregate value of which was \$15,000,000.

1500 men are employed.

The present officers of the company are as follows:

Horace DeLisser—President.

L. T. Vance—Vice President.

William Jackson—Secretary.

Stuart Webster—Treasurer.



RACINE, LOOKING NORTH FROM COURT HOUSE ROOF

MITCHELL MOTORS COMPANY, INC.

WAGON MAKING IN RACINE

The development of the horseless carriage has made havoe of what was once a large and prosperous industry in Racine,—that of wagon



Photo furnished by Billings

HENRY MITCHELL

making. There was a time—thirty years ago—when three large factories were turning out more than two hundred wagons every working day in the year, and now there are none being made. The Mitchell & Lewis Company, Limited is the only organization that

survives. It has had a re-birth,—a re-incarnation—and is now making automobiles under the firm name of Mitchell Motors Company, which discontinued the manufacture of wagons in March, 1917.

EXIT HORSE AND WAGON

The time will probably never come when there will not be some wagons in use, and horses to draw them, but it is safe to predict that the date of their practically complete displacement by motor driven vehicles is not far in the future. In so far as it depends on wagon making in Racine, it has already arrived.

HENRY MITCHELL

Henry Mitchell founder of the industry bearing his name, was born March 10, 1810, in Fifeshire, Scotland. He came to America and to Chicago, in 1834, bringing a complete kit of wagon maker's tools with him. He worked in Chicago and vicinity until 1838, when he moved to Southport, or Kenosha, which was then in Racine county, where he opened a wagon shop, and with a partner continued the business until 1853 when he sold out to Edward Bain. In 1855 he came to Racine and founded the establishment known now as the Mitchell Motors Company, Inc., with a reputation for its product second to none in the country.

ITS DEVELOPMENT

In 1864, Wm. T. Lewis, his son-in-law, became a partner in the business, which was then known as H. Mitchell & Co. In 1866 the name was changed to Mitchell, Lewis & Co.

In 1880 the business suffered a disastrous fire, but its shops were immediately rebuilt, better and larger than ever. In 1884 it was incorporated under the firm name Mitchell & Lewis Company, Limited, under which it continued in business until January, 1910, when it was merged with the Mitchell Motor Company to form the Mitchell Lewis Motors Company.

The Mitchell Motor Car Company was organized in 1903, by William T. Lewis and William Mitchell Lewis, his son, for the manufacture of automobiles, and 26 machines were completed in that year. The company prospered and its output grew tremendously, and in 1910 its business and that of the Mitchell & Lewis Company, Limited, were merged under the name Mitchell Lewis Motors Company, which

in July 1916 was changed to Mitchell Motors Company, Inc., by which name it is now known.

A MAMMOTH INDUSTRY

The Mitchell Motors Company, Inc., is now one of the largest manufacturing plants in the city. It covers 45 acres of ground, and has 1,500,000 square feet of floor space in its buildings. It is a fact worthy of note that 95 per cent of the car parts, including bodies, comes into the factory in the form of raw material, which is transformed by its expert mechanics, with the use of more than 2500 machines, into the finished product known the world around as the "Mitchell."

This big plant represents an investment of \$4,330,000 exclusive of the very large sum of money continuously invested in raw materials. There are 2800 employees, including the office and sales forces. In 1919 its output was 10,500 cars, valued at \$18,000,000. A production program for 1920 involving an increase of 65 per cent over 1919, or more than 17,000 machines for this year, is now under way and certain of accomplishment.



WHEN THE CITY WAS YOUNG
VIEW LOOKING EAST FROM THE CORNER OF MARQUETTE AND LIBERTY STREETS

WESTERN PRINTING & LITHOGRAPHING COMPANY

THE ART PRESERVATIVE

"Printing is commonly referred to as 'the art preservative of all arts,' since it furnishes the means of recording knowledge for the use of all future generations." It provides the means also for the wide distribution of that knowledge, putting it within the reach of all who are in search of it. The business of printing is closely allied to literature and the fine arts, for it has come to pass that the reproduction of the works of artists and of scholars has become a fine art in itself; beside which it is the vehicle by means of which their productions are given unlimited circulation, and become the property of all. It is an interesting business and no city in the west can boast an institution illustrating so well the farthest limits of its development up to date, as can Racine in the industry whose name heads this chapter.

NEWSPAPER JOB OFFICES

Until quite recent years, all, or nearly all, of the printing in Racine was done by the newspapers, each of which had a "job office" attachment or department, and competition for business was intensely keen among them. The amount of business to be had was limited, and as the newspapers were required to have a more or less complete equipment, an independent print shop had little chance for a living business in competition with them.

INDEPENDENT JOB OFFICES

As the manufacturing and commercial industries grew, however, and the city with them, independent printing offices began to appear, and the job work of the newspaper offices shrunk proportionately. At the same time the legitimate newspaper work more and more absorbed the facilities and time of their plants, until every newspaper in Racine had discontinued job printing by the year 1914.

THE "WESTERN" IS ESTABLISHED

The Western Printing & Lithographing Company was established in 1908, when E. H. Wadewitz bought the West Side Printing Com-

pany. Two moves were made, and in 1910 it landed in the Shoop building, using but a small portion of it during the first year. In 1920 it is using the entire six stories; has purchased and is using the old Driver & Sons Factory; has options on other nearby property, and still has not room enough in sight to handle the business it expects to do in the next two or three years. It is now occupying 130,000 square feet of floor room.

REMARKABLE GROWTH

Since 1910 the growth of the business has been little short of phenomenal; in that year it was \$26,000; in 1915 it was \$196,000; for 1920, the aggregate sales — book publishing and job printing — are estimated at over one million dollars. This business involves some very large contracts, many of which are with firms beyond the borders of this city and state.

A COMPLETE SHOP

The company has the latest machinery in every department, and employs the best workmen, many of whom are artists in their lines. The most complicated jobs of printing and publishing are begun and finished under its roof, including art work, halftones, typesetting, linotyping, monotyping, electrotyping, color work of the highest grade, lithographing, press work, embossing, commercial binding and book binding.

The plant represents an investment of approximately \$500,000. Two hundred people are employed. The present officers are: R. A. Spencer, president; John Wiechers, vice president; E. H. Wadewitz, secretary and general manager.

OTHER MANUFACTURES

It is a matter for regret that the space available in this narrative for use in covering the manufactures of the city is not sufficient to permit attention in detail to each of them. In the following incomplete catalog of additional representative firms doing a manufacturing business in Racine, a perspective is presented that may convey some idea of the great variety of articles produced by them. They are all of them well established business organizations, in many cases with a nation wide reputation for their goods. A complete list would carry the names of more than 150 firms.

Ajax Auto Parts Co.
Arnold Electric Co.
Alshuler Mfg. Co.
Amer. Skein & Fndy. Co.

Badger Fndy. Co.
Belle City Basket Co.
Belle City Incubator Co.
Belle City Mall. Iron Co.
Belle City Mfg. Co.
Broecker Paper Box Co.

J. B. Christenson Silo Co.
Commercial Press Co.
Chicago Rubber Clothing Co.

Davies Shoe Mfg. Co.

Eagle Pattern Co.
B. D. Eisendrath Tanning Co.

Fiebrich-Fox-Hilker Shoe Co.

George Gorton Machine Company
Greene Engineering Co.
F. W. Gunther Co.

E. B. Halberstadt
Hamilton-Beach Mfg. Co.
Hartmann Trunk Co.
Harvey Spring & Forging Co.
Higgins Spring & Axle Co.
Hilker-Wiechers Mfg. Co.
Holbrook-Armstrong Co.

Imperial Bit & Snap Co.

Lakeside Mall. Castings Co.
Lang Mfg. Co.
LaVine Gear Co.

Modine Mfg. Co.
Maibohm Motors Co.

Perfex Radiator Co.

Racine Aluminum & Brass Foundry Co.
Racine Auto Tire Co.

Electric Specialties
Shirts and Overalls
Wagon Skeins, Jack Screws,
Anvils, Steel Castings
Grey Iron Castings

Farm Machinery and Imple-
ments

Printers

Canners

Ice Cream
Electric Specialties

Shirts and Overalls
Gasoline Engines—Castings

Hardware Specialties

Automobile Supplies

Automobiles, Etc.

Racine Boat Co.
 Racine Brass & Iron Co.
 Racine Electric Co.
 Racine General Mfg. Co.
 Racine Iron & Wire Works
 Racine Hosiery Co.
 Racine Mall. & Wrought Iron Co.
 Racine Mfg. Co.
 Racine Paper Goods Co.
 Racine Pure Milk Co.
 Racine Woodworking Co.
 Racine Shoe Mfg. Co.
 Racine Steel Castings Co.
 Racine Tool & Machine Co.
 Racine Trunk Co.

Simms Foundry Co.
 Standard Foundry Co.
 Silver Iron & Steel Co.

Teckonius Mfg. Co.
 Thor Machine Works

Walker Mfg. Co.
 Webster Electric Co.
 Western Pattern Works
 Wisconsin Auto Top Co.
 Wisconsin Electric Co.
 Wisconsin Machinery Co.
 Wisconsin Pattern Works

Castings.

Wagon Specialties
 Wire Cloth, Fences, Gates,
 Etc.

Auto Parts

Hack Saws

Scrap Iron

Silo Hardware, Etc.

Auto Jacks, Tank Lugs, Etc.
 Electric Specialties

Electric Specialties
 Metal Sawing Machinery



U. S. LIFE SAVING STATION

RACINE, THE CITY

There are a great number, and as great a variety, of things to be considered in determining the desirability of the city as a place to live and labor; to conduct business; to establish a home and bring up a family of children. Without going into details it is enough to say here that the city which offers many helps and few hindrances to the proper conduct and highest development of the business, social, and home life of its citizens is a good place to live.

A GOOD PLACE TO LIVE

There are few cities in the country that offer so many attractive, and so few undesirable features as a place of business and of residence, as does Racine. In the following pages we are putting on record some account of what may be found here to warrant the above statement.

A GREAT FUTURE

With its fine harbor; with its most excellent railroad facilities; with its back-ground of the best farming and dairy country in the world; and with unlimited room for expansion of its manufacturing district, all that it requires now to assure its future as a great manufacturing and commercial center is leadership—of men of vision, of resource and of courage, to put her on the road to success and keep her there by planning big things for big future needs. And the men are in sight.



CONGRESS HALL—SOUTHWEST CORNER OF THIRD AND LAKE AVENUE



NO. 5 TRIPLE-COMBINATION HOSE, CHEMICAL AND PUMP

On the machine, left to right—William Hanson, Driver; Clarence Gillen, Captain; Joseph Dood, Lieutenant; Percival Ortell, Pipeman; Cornelius Hille, Pipeman; beside the machine, James Cape, Chief.

FIRE PROTECTION

OF PRIMARY IMPORTANCE

For very obvious reasons protection from fire is a matter of primary importance in a manufacturing city. Racine has grown fast and its industrial plants have enlarged with it and increased in number, but the efficiency of the city fire department has more than kept pace with that growth, and today it is not excelled in effectiveness by the department of any city in the country.

MARVELOUS DEVELOPMENT

When the story of Racine's fire department is written, it should read like a romance. From 1840 to 1920 is a "far cry" measured in years, but the methods in practice then and now in preventing and extinguishing fires, are farther apart. The development of apparatus is in itself a marvel.

Only a few years back, conditions were such that if a building took fire, it was expected that it would be consumed; if there was some salvage of its contents, and if adjoining buildings were protected, the fire was considered to have been successfully handled. The result

was that the life of the average frame building was comparatively short, and room was made for newer and more modern structures.

DEPARTMENT TOO GOOD!

Conditions are different now. The alarm system is so good; the apparatus is so fast and so effective; the men are so well trained, and the water supply so plentiful, that it is practically impossible to burn down even a small frame building in the city.

Evidence of this is seen in the numerous structures of this description, fifty or more years old, occupying valuable ground in the business district. We have heard intelligent men say that "on some occasions the fire department is too good." Make your own comment.

It is a demonstration of speed and efficiency worth seeing to observe the crew of one of the pumps respond to an alarm of fire, and would be in the nature of a revelation to the average citizen. In the majority of cases during the last year, the fire was out and the apparatus back in the station within 10 or 12 minutes from the time the alarm came in.



This picture represents the old number four hand pump fire engine, and company. In the early days the city's protection from fire depended upon three or four of these hand machines, manned by volunteer firemen. Number four was the Fourth ward engine company, and it was hard to beat when it came to getting to a fire early, and putting a stream of water on it. In those days the water supply consisted of large cisterns built underground in the streets, at strategic points about the town; they were filled by the fire companies, from the lake and the river.

ALL APPARATUS MOTOR DRIVEN

It was in 1910 that the city began replacing its horsedrawn apparatus with motor driven machinery; a combination chemical and hose wagon was bought that year, and as it proved its value others were purchased, until on November 1, 1918, the last horse drawn piece was discarded and the department became fully motorized. It is now equipped with the following apparatus, which is housed in six stations:

- 5 pumps, including one recently purchased.
- 2 hook and ladder trucks.
- 1 combination chemical and hose wagon.
- 1 electrician's car.
- 1 Chief's car.

SMALL UPKEEP EXPENSE

It is a surprising fact that the average monthly expense for upkeep of the above apparatus is but \$3.00 to \$8.00 each. Its total cost was \$60,800.

The department has 13000 feet—almost $2\frac{1}{2}$ miles—of $2\frac{1}{2}$ -in. hose.

RECORD FOR 1919

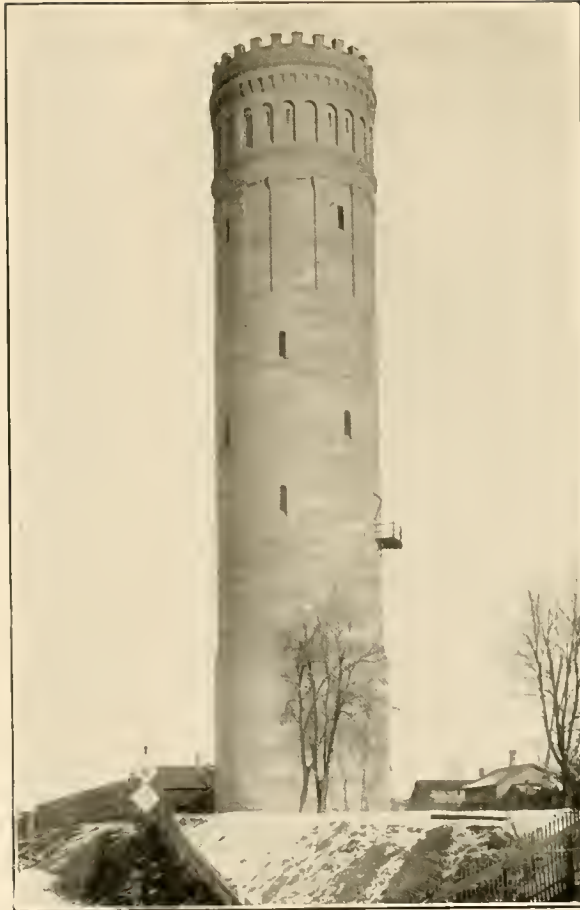
The record of the department for 1919 is as follows:

Fire alarms responded to	- - - - -	287
Property jeopardized	- - - - -	\$1,200,000
Property loss by fire	- - - - -	60,000
Buildings inspected	- - - - -	3,540
Percentage of loss to property jeopardized	-	5%
Average loss per fire	- - - - -	\$210

The chief of the fire department is James Cape, who in June, 1920 rounds out twenty years of service in that position.

WATER SUPPLY

MUNICIPAL OWNERSHIP



Racine's present system of water supply was established as a private enterprise in 1886, and has served the city well for a third of a century, during which the population has more than tripled. The city acquired possession of the plant by purchase on May 1, 1919, and for one year now has been operating it as a department of the city government. Should the city make the same ratio of growth in the next ten years that it has made in the last ten, it will have a population of 100,000 in 1930. The plant is now running at nearly its

full capacity, and it is a practical certainty that within a few years it will be necessary to rebuild, enlarge and improve it to meet the largely increased demands that will surely be made upon it.

PRESENT CAPACITY

The present capacity of the pumps is 14,250,000 gallons daily; the water—from lake Michigan—is received through an intake pipe 24 inches in diameter, $1\frac{1}{4}$ miles long. 92 miles of service pipe, from 4 to 24 inches in diameter, underlie the streets of the city and deliver the water to consumers. The standpipe has a capacity of 330,000 gallons.

METERS

There are at present 9762 meters in use, of which 84 are public meters; 229 industrial, and 9449 domestic and commercial. 500 of the latter were installed in 1919, and a larger number will be required in 1920. Before the close of this year all of the water will be metered.

WATER DEPARTMENT OFFICIALS

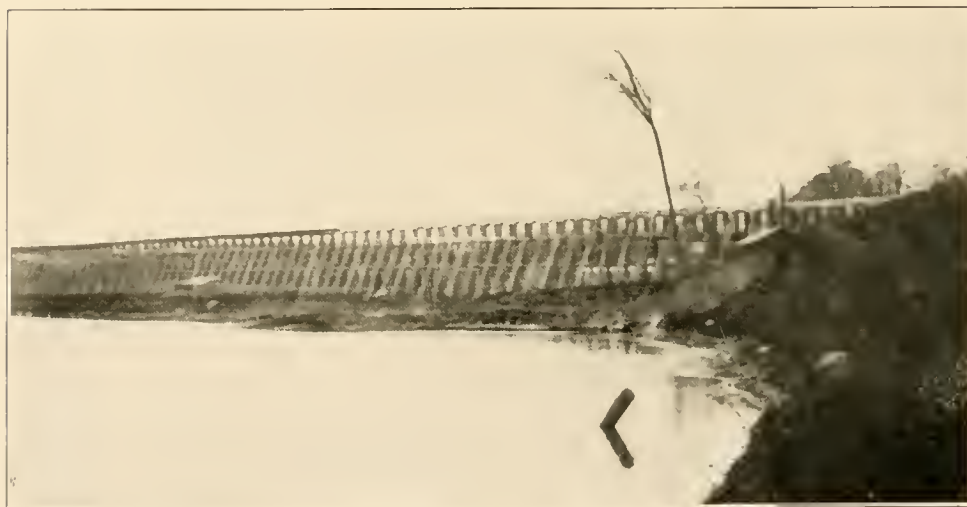
The city water works department is in charge of a water works commission composed as follows:

W. S. Goodland—President.

Robert Anderson—Vice-President.

F. M. McElroy—Sec'y. and Supt.

Wm. H. Armstrong, W. J. Jandl, John L. Seib.



THE LAKE SHORE (C. & N. W.) RAILWAY TRESTLE—BUILT IN 1854—FILLED IN IN 1876

POLICE PROTECTION

The peace, good order and general well-being of a city depend to a large extent on its police. The moral effect of an efficient and well organized police force under competent and intelligent direction is altogether wholesome; its deterrent effect on evil-disposed persons is considerable and makes for obedience to law. Racine has that kind of smooth-working organization in its police department under the leadership of chief Henry C. Baker, who has been at its head for 13 years.

THE PENSION FUND

The nature of the work of the police department of a large city makes it peculiarly subject to criticism, and no department that does its duty will entirely escape it. The duties of a police officer are disagreeable and often dangerous, the pay is not large and its other compensations are not numerous. One of the latter, of which it should be a satisfaction to every good citizen to know, is the establishment of a police pension fund in Racine, which has been built up within the last ten or twelve years, and amounts now to \$82,013.20; its purpose is to provide generously for the officers when they become disabled, and for their dependents when they die, in service. It is of interest to know that five beneficiaries are now receiving an aggregate of \$240.00 per month from this fund. The credit for the creation and maintenance of the fund is due largely to H. C. Baker, who esteems it his greatest accomplishment as Racine's police chief.

ORGANIZATION

Racine's police force is organized as follows:

- 1 Chief.
- 1 Captain.
- 3 Detectives.
- 3 Sergeants.
- 3 Patrol wagon drivers.
- 1 Electrician.
- 1 Police woman.
- 30 Patrolmen.

EQUIPMENT

Its equipment consists of a patrol wagon, a Ford, four motor cycles and an ambulance. Its automatic signaling device makes it possible for headquarters to communicate with any officer on duty in any part of the city within a few minutes.

AMBULANCE SERVICE

Probably the average citizen does not understand and appreciate the very great service the police, with the ambulance, perform in carrying sick and injured people to and from the hospitals and their homes. During the recent Flu epidemic the men were often on continuous duty with the ambulance for twenty-four hours or more, without time or opportunity for meals or sleep. During 1919 there were 891 calls for the ambulance, and 704 for the patrol wagon. The work of the ambulance is a free public service.

A GOOD RECORD

A striking example of police effectiveness is its record in the matter of automobile thefts in 1919; seventy-four autos were stolen and all but one were recovered.



ST. LUKE'S HOSPITAL

THE PUBLIC SCHOOLS



JOHN G. McMYNN IN 1853. FIRST PRINCIPAL OF HIGH SCHOOL.

ELEANOR WILEY McMYNN, wife of John G. McMyNN, was preceptress of Racine High School, during the first five years of its history, 1853 to 1858. She died in 1858.

Racine is prond of its public schools, its school management and supervision, and its teaching force, and has good reason to be. It has thirteen large grade schools, and one high school, with an enrollment of 8725 pupils, and 280 teachers. They are maintained at an annual expense of \$450,000. F. M. Longanecker is Superintendent.

VOCATIONAL AND EXCEPTIONAL

Racine also maintains a Vocational school, in which 1230 students are enrolled, with 18 teachers, under the supervision of Thomas S. Rees, director. The city council has voted \$200,000 for a new vocational school building to be erected this year. The city has also an open air school for physically subnormal children, attended by 26 pupils; one for the blind with seven pupils; one for the deaf with 15, and a school for the mentally sub-normal, with 45 pupils.

NEW HIGH SCHOOL

Architects are now engaged on sketches, plans, and estimates of cost of a new high school building, to be erected on the beautiful twelfth street location as soon as the city council approves the plans, and the voters endorse the bond issue, which will not be later than June or July 1920, it is believed.



LOOKING EASTWARD



WELSH PRESBYTERIAN CHURCH



MONUMENT SQUARE



RACINE COUNTRY CLUB



JANES SCHOOL



LINCOLN SCHOOL

JUNIOR HIGH SCHOOLS

In addition to the Central High School, three new Junior High Schools are planned, and work on two of them is already under way,—the McKinley and the Franklin,—the west side and the south side highs; the contract for the latter has been awarded at \$232,087.00. A Junior High School will also be erected on the north side. These four new school buildings, when finished, will represent an aggregate expenditure of more than one and one-half millions of dollars. It is certain that any shortage of school facilities now existing will be more than met and remedied within two or three years.



Y. M. C. A. BUILDING



PUBLIC LIBRARY, RACINE

THE PUBLIC LIBRARY

A well-stocked, well-managed public library is a valuable asset to any town. Among cities of its class Racine has as good as the best in both particulars.

ITS GENESIS IN RACINE

For the purpose of promoting the establishment of a free public library in Racine, a library association, with a membership of 218 was formed in January, 1896, of which Charles H. Miner was president, Mrs. J. C. McMurphy, vice president, Charles R. Carpenter, treasurer and Mrs. C. S. Beebe, secretary.

LIBRARY FIRST OPENED

During the same year Mayor David G. Janes appointed a library board, which held its first meeting on July 24, 1896, and elected Charles H. Lee, president; Charles Gieseler, treasurer, and Mrs. C. S. Beebe, secretary. A collection of 3439 volumes was gathered, and the library opened its doors on September 9, 1897, in the main room on the ground floor of the Secor building, at the northeast corner of Main and Third streets.

THE BUILDING

In the fall of 1901, through the good offices of Congressman H. A. Cooper and others, Andrew Carnegie offered to give Racine \$50,000 for a library building, on condition that it furnish a site and guarantee support to the institution to the extent of not less than \$5,000 per annum. These terms were accepted, the site was secured, and on May 3, 1903, the corner-stone was laid with appropriate ceremony, Charles E. Dyer making the address. On March 8, 1904, the building was turned over to the city; on March 12, 1904, it was thrown open for public inspection, and on the 16th, the circulation of books was begun.

THE LIBRARIANS

Elizabeth Clarke was the first librarian, (in the Secor building) but she remained a few weeks only, and was succeeded in the fall of 1897 by Mary Calkins, who continued in charge until August, 1917, when she resigned. Since December, 1917, Frances A. Hammel has been librarian. She has eleven assistants, including those in the branches. The work has never had more intelligent supervision than at the time of this writing.

THE BRANCHES

There are three branch libraries;—one on the south side, at the corner of Washington and Hamilton avenues, which was opened May 30, 1914, in a beautiful building of its own, the work of which requires the attention of three full-time assistants. One on the north side at 419 High street, and the Central Branch, at the Central Association on Milwaukee avenue.

The library now contains approximately 42,000 volumes, and there was a circulation in 1919 of 216,000.

The present library board is composed as follows:

John B. Simmons—President.

Sarah Morrison—Secretary.

Susan M. Porter.

Arthur Simonson.

Adolph Janecy.

J. S. Keech.

Theodore G. Stelzer.

Henry Keefe.



LEWIS FIELD—PLAYGROUND

THE PARKS

A city without parks and playgrounds is at a distinct disadvantage, as a place of residence, in competition with those that have them. Although Racine began the development of its park system late in its history, gratifying progress has now been made. In an address to the City Council in January 1905, Mayor P. B. Nelson first advocated its establishment, and at the April election of that year, the matter of a \$50,000 bond issue for that purpose was submitted to the people and turned down flat.

FIRST PARK BOARD

Mayor Nelson appointed a park board on January 25, 1905, composed as follows:

C. R. Carpenter,
Michael Higgins.
A. C. Hanson.
F. Lee Norton.
Andrew Simonsen.

During that year this board secured an appropriation of \$1000 from the city on its agreement to raise \$4,000 by subscription: Wm. Horlick purchased "The Island" for \$5,000 and gave it to the city: in October the city secured from Chas. Erskine a three years option on the Washington party property, and the establishment of Racine's park system was begun. The city appropriated \$5,000 in 1906, \$15,000 in 1907, and has continued to support it with increasing en-

thusiasm and generosity. Last year the appropriation was \$70,000 which was divided equally between payroll and maintenance. This appropriation was exclusive of money spent for land and for permanent improvements.

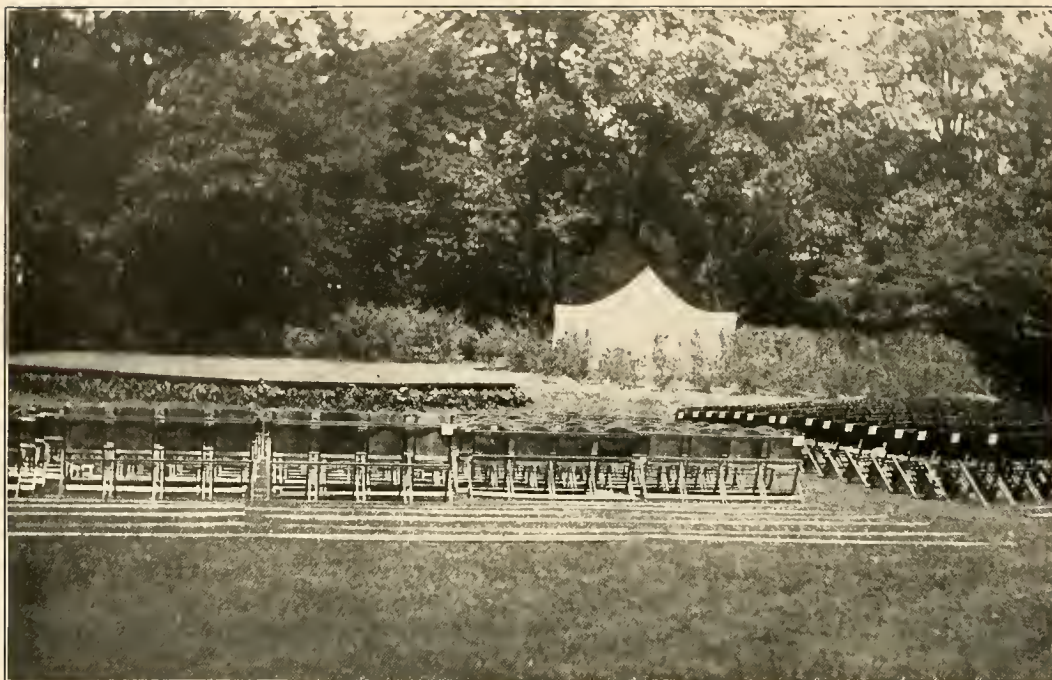
The system now comprises 200 acres of land, in which there is a lake frontage of 4660 feet, exclusive of the frontage of the 52 acre Shoop tract at Wind Point.



A VIEW OF ISLAND PARK
This Park was Donated to the City by Wm. Horlick, Sr.

A LAKE FRONT PARK

The city has decided to build a rubble mound breakwater the full length of the city front, 500 feet from shore, which intervening space will eventually be filled to form a lake-front park, which when completed will prove an asset of inestimable value to the city. The first half mile stretch will be built this year—from Fifth to Tenth street.



WASHINGTON PARK OPEN AIR THEATRE



RIVERSIDE DRIVE



A PLAYGROUND VIEW

at a cost of about \$100 per lineal foot. When this public work is completed, Racine's park system will be second to none.

The park board has under its supervision nine playgrounds, all equipped with apparatus, which was used by 67,000 children in 1919.

The first bathing beach was established in 1908 when the city purchased the North Shore property of Jas. Cape & Sons for \$10,000. Since then other beach property has been secured, bath houses erected, and the beaches have become a very popular resort during the sultry months of the summer season.

J. B. Farmer is the present Superintendent of Parks.



RIVER AT CEDAR BEND

THE POPULATION

MANY NEWCOMERS

The writer has lived in Racine for sixty years. On a Sunday afternoon recently, between three and four o'clock, he was taking a constitutional, and walked on Main street from Eighth to Second street and back; among the several hundred people he met and into whose faces he looked, there was not one whom he knew so much as the name of. It was a startling revelation of the fact that thousands of the residents of Racine in 1920 are comparatively new-comers; and they are coming so fast just now that no person can keep tab on more than a small fraction of them. It need hardly be said, of course, that that experience would have been impossible on a week day; the Sunday crowd is an exceptional one.

A CONTINUOUS GROWTH

From the beginning the population of Racine has had a continuous annual increase. It could hardly have been otherwise, founded as the city was upon solidly built and sanely managed manufacturing enterprises; backed as it has always been by a rich farming community, and served for the most part by an intelligent, enterprising, and loyal body of retail and wholesale merchants.

100,000 IN 1930

Racine is the second city in the state, and is going to remain so until it exchanges rank with Milwaukee.

In 1890 the population was	-	-	-	-	-	-	-	21,014
In 1900 it was	-	-	-	-	-	-	-	29,102
In 1910 it was	-	-	-	-	-	-	-	38,002
In 1920 it is (including Lakeside)	-	-	-	-	-	-	-	60,000

which is a gain of more than 22,000, or 60 per cent in the last decade. If the same ratio of increase is maintained during the next ten years, in 1930 Racine will have a population of approximately 100,000.



VIEW OF RACINE HOMES

THE STREETS OF RACINE

NONE BETTER THAN SOUTH MAIN

One day in mid-summer of 1919 the writer had the pleasure of entertaining a friend from California, who was in Racine for the first time, with an auto ride about the city. As we passed through South Main street he remarked that "you will not see anywhere a pleasanter or more beautiful residence street than this." I thought him extravagant and flattering and so expressed myself, but he said "I have been all over this country and much of the world beside, and have seen most of the fine streets, and what I have said is the truth." You may take his judgment for what it may be thought worth, but the gentleman's sincerity was unquestioned, and there is cause for home appreciation of and self-gratulation in the beauty of our streets, with their generous endowment of shade and shrubbery and flowers, the full and free enjoyment of which is the privilege of all.

SOME FIGURES

Racine has 130 miles of streets, of which 46 miles are paved,—with asphalt and brick mostly. There is no section of the city that cannot be closely approached on a pavement. They are well lighted by electricity, and are underlaid by 96 miles of sewers, which form a perfect system of drainage. There are 324 streets, the main highways being traversed by 21 miles of street car lines, serving all sections of the city and making them easily and cheaply accessible.





VIEW OF RACINE HOMES



VIEW OF RACINE HOMES

RACINE BANKS

RESOURCES

Racine's financial needs are served by six banks and one trust company, with aggregate resources, as shown by their statements of February 28, 1920, of \$20,691,352.65, as follows:

First National - - - - -	\$7,970,352.65
Manufacturers National - -	6,737,364.00
American Trades and Savings	2,441,266.46
Racine City - - - - -	1,406,486.02
American National - - - -	1,147,350.90
Farmers and Merchants - -	739,850.36
Security Trust Company -	248,506.25

INCREASE OF DEPOSITS

An interesting comparative statement of deposits in the Racine banks as of June 1914 and June 1919, recently compiled and published by the Manufacturers National Bank, is presented herewith. It is a graphic index of the recent rapid increase of Racine business.

DEPOSITS

Racine City Banks	June 30, 1919	Oct. 31, 1914	Gain or Loss
Savings	5,498,880.98	3,126,157.93	2,372,723.05
Cert. of Deposit	1,507,309.41	1,502,661.54	4,647.87
Individual	5,687,360.17	2,586,592.54	3,100,767.63
Postal Savings	129,325.10	31,746.22	97,578.88
Time Cert. of Deposit	579,960.40		579,960.40
Bank Deposits	95,614.73	49,636.21	45,978.52
	<u>13,498,450.79—77%</u>	<u>7,296,794.44—74%</u>	<u>6,201,656.35—80%</u>

Showing Increase in Savings of..	75 %	Of This Gain in Deposits, Sav-	
In Certificates of Deposit of	3/10%	ings Amounted to	38.2%
In Individual Deposits of.....	119 %	Cert. of Deposit to1
In Postal Savings of.....	307 %	Individuals to	50.1
In Time Ctf. of Deposit of	100 %	Postal Savings to	1.6
In Bank Deposits of.....	93 %	Time Ctf. of Deposit to	9.3
A Total Gain in all Deposits of..	83 %	Bank Deposits to.....	.7
		Total	100%

RACINE POSTOFFICE

BUSINESS IN 1919



LOOKING NORTH ON MAIN STREET, FROM SEVENTH, SHOWING THE POSTOFFICE
AT THE RIGHT, AND HOTEL RACINE

The business of Racine Post Office is keeping a little more than abreast of the growth of the city's population. This may be accounted for possibly, by the very great increase in manufacturing and mercantile business in the past ten years, which make larger use of the mails than the average citizen.

The postal receipts during		
1919 were	- - - - -	\$ 356,535.87
Money orders issued	- - - - -	1,108,017.74
Pieces of registered mail		
handled	- - - - -	38,391
C. O. D. pieces handled	- - - - -	67,932
Insured pieces handled	- - - - -	60,070

THE PERSONNEL

The personnel of the Racine Post Office is as follows:

- 1 Postmaster.
- 1 Assistant Postmaster.
- 1 Superintendent of Mails.
- 2 Station Superintendents.
- 36 Carriers.
- 36 Clerks.
- 2 Special Delivery Messengers.
- 4 in Motor Vehicle Service.

MISCELLANEOUS

There are four sub-stations in Racine for the sale of stamps, etc., and four rural routes out of it.

A fleet of seven motor vehicles conveys the mail to and from the railroad stations.



INDIAN MOUND IN MOUND CEMETERY

RELIGIOUS

THE CHURCHES

A city without churches is not conceivable as a fit place for Americans to live, however tolerable it might be for any other peoples. Racine is an American city, and is well supplied with places of worship and always has been. A few recently organized religious societies have temporary places of assembly only, but 58 have erected houses of worship, as follows:

Baptist	- - - - -	3
Catholic	- - - - -	6
Congregational	- - - - -	2
Dutch Reformed	- - - - -	1
Episcopal	- - - - -	4
Evangelical Association	- - - - -	1
Jewish	- - - - -	1
Lutheran	- - - - -	13
Methodist	- - - - -	8
Miscellaneous	- - - - -	15
Presbyterian	- - - - -	3
Universalist	- - - - -	1

YOUNG MEN'S CHRISTIAN ASSOCIATION

The Young Men's Christian Association in Racine was organized in 1875, and its work has fairly kept pace with the growth of the city. A modern building of four stories and basement was dedicated in 1916, and its newness is not yet worn off. It is fully equipped with a first class gymnasium, swimming tank, bowling alleys, billiard room, hand-ball courts, etc. The association is equipped also with a full staff of officers and workers, and a progressive program of the three-fold work of the organization. It has a present membership of 1000. The building contains 110 dormitory rooms which are rented to young men without homes. Judge E. B. Belden is president, and Paul C. Foster general secretary of the Association.



Trinity English Lutheran
German Lutheran Immanuel

Immanuel Baptist
Park Avenue Evangelical
CHURCHES OF RACINE

German Lutheran
St. Luke's Episcopal

YOUNG WOMEN'S CHRISTIAN ASSOCIATION

A thriving Young Women's Christian Association has been in operation in Racine for many years. In spite of the fact that it is occupying rented rooms, it has a present membership of 700; an average of about 200 daily make use of the gymnasium, class and club privileges.

Racine has many factories employing girls by the hundreds, many of whom have no home here. It is important that these, and other young women be assured of an opportunity for wholesome social life and the touch of religious influences, and the Young Women's Christian Association, in a large, effective and very real way supplies that need.

To make it completely effective it should have a large building, erected to suit its needs, to meet the rapidly increasing demands caused by the fast-growing population of the city. A building fund of \$110,000 is already in hand, or subscribed, but it will require more than twice that sum to secure an adequate home for the work. Harriet Harvey is president of the Association, and Adeline Perkins general secretary.



VIEW OF MONUMENT SQUARE

WISCONSIN

THE DOMAIN—AN HISTORICAL RESUMÉ

By virtue of the discoveries of Juan Ponce De Leon in 1512, the territory included in the present state of Wisconsin, with all of that from the Great Lakes to the Gulf of Mexico, came under the dominion of Ferdinand, king of Spain, and was called Florida. France secured jurisdiction in 1627 however, and held it for one hundred and thirty-five years. It was during this period that the French jesuits began their explorations, and in 1634 M. Nicollet reached Green Bay and penetrated the interior as far as the Wisconsin river. He was doubtless the first white man whose feet trod Wisconsin soil.

In 1763 England, by treaty stipulations, obtained civil jurisdiction over all this territory, and occupied it until the Revolutionary War brought it under American rule.

The Northwest Territory was organized in 1787 and included all the country north of the Ohio river and west of Pennsylvania as far as the "great river," the Mississippi. Within this territory the domain of Wisconsin continued until 1800, when it became part of the territory of Indiana, formed that year, and so remained for nine years. For nine years more it was part of the territory of Illinois, and for eighteen years of the territory of Michigan, which included also what is now the state of Iowa. Wisconsin became a territory on July 3, 1836, and in 1848 was admitted into the Union as the thirtieth star in the galaxy on the banner of the Republic.

The space available here for the story of Wisconsin will permit only the record of what may be learned by a glance backward, one look around, and a brief prophetic venture into the future.

ITS POLYGLOT POPULATION

Wisconsin became a state seventy-two years ago, about which time—1848—began its invasion by German people in revolt against autocracy in the home land. They were followed soon by Scandinavians, Danes, Norwegians and Swedes, and they in turn by Slavs, Russians, Finns, Hungarians, etc., and more recently by Poles, and by Italians and other southern Europeans in large numbers. These people have

come here by the hundreds of thousands, until at this time our state presents, within its own boundaries, all of the factors and conditions of a real melting pot still in flux.

ITS BASIC AMERICANISM

Few states of the Union have had so large a problem of this kind, and in some quarters eyebrows have been lifted in questioning of Wisconsin's patriotism. Let it be known that though the state has many citizens still in the making, some of whom are not a credit to it, Wisconsin will yield to none in its record for basic, sturdy Americanism. Its record in the Civil War, when nearly 92,000 men, or more than one in nine of its entire population, served the cause of the Union; and in the recent World War, when more than 140,000 including volunteers, were sent into different branches of the service, is evidence that it has been and still is one of the states to be depended upon in emergency. During the recent war no state had higher praise from the Provost Marshal General at Washington, for its speedy and efficient conduct of the "draft" than Wisconsin.

Wisconsin has served the world lavishly in the last half century, by pouring out in wholesale fashion its natural resources, chief among which are lumber, iron ore, lead and zinc; almost to the point of impoverishment in the case of lumber. There are still 8,000,000 acres of farm lands in the state awaiting settlement, which is enough to allow more than 80 acres to every other soldier and sailor from Wisconsin in the world war.

There are more lakes in Wisconsin than in any other state, and more available water power near large markets. The 7,000 country schools through the state will prove a stabilizing influence in quieting the general unrest that is disturbing Wisconsin in common with all other states and countries.

FIRST DAIRY STATE

In many important industries Wisconsin now leads the country; our state produces more butter, milk and cheese than any other. The cheese is made in 2,000 factories, 40 per cent of which are owned by the farmers themselves, and one of which is the largest in the world. More than half of the cheese made in the United States is made in Wisconsin.

There are 2,000,000 milch cows in the state, nearly all of them pure-bred stock; the young cattle and miscellaneous live stock would aggregate as many more; enough farm animals to fill both sides of a dairy barn a thousand miles long. 5,000,000 tons of silage is stored annually in 60,000 silos, to provide winter feed for these cows; no other state has so many silos. The value of the annual milk production in the state is \$225,000,000.

Wisconsin is the home of pure bred grains, more of which are produced than in all the rest of the country. One half of the cranberry crop, and half of the peas canned in the United States are produced in Wisconsin. 20,000,000 bushels of barley, 40,000,000 bushels of potatoes and 100,000,000 bushels of oats are part of the annual harvest of the state.

A PROPHECY

While Wisconsin has developed some large and live manufacturing and commercial centers, concerning which a chapter of very great interest might be written, we will content ourselves at this time with the prediction that within the next twenty-five years the cities and the country within 150 miles of the west shore of Lake Michigan in Wisconsin and Illinois, will experience such a wave of prosperous development as has perhaps never before been known in any section of our country.

The manufacturing center of the United States is moving toward the region of the great lakes, and the certainty that in the near future every harbored city on Lake Michigan will be a practical seaport, in direct waterway connection with the Atlantic, in addition to the further facts that iron ore and other vital raw materials are close at hand, and the best farming and dairy country in the world is at our back door, seems to put the prediction in the realm of probability. Shall we plan for it.

U, rah, rah, Wis—con—sin,
U, rah, rah, Wis—con—sin,
U, rah, rah, Wis—con—sin,
Tiger.

ON WISCONSIN

CALL TO BATTLE

On, Wisconsin! On, Wisconsin!
Plunge right through that line—
Run the ball clear round Chicago,*
A touch down sure this time.
On, Wisconsin! On, Wisconsin!
Fight on for her fame—
Fight! fellows! fight! and we
Will win this game.

*Or any other old team

CALL TO SERVICE

On, Wisconsin! On, Wisconsin!
In the cause for right,
We thy children all uphold thee
In thy glorious might:
On, Wisconsin! On, Wisconsin!
Honored is they name;
Serve, Badgers, serve, and so
Add to her fame.



E. L. PHILIPP
Governor of Wisconsin

THE BIRTH OF OUR ORDER

It Was the Desire for the Social and Moral Uplift of the
Profession That Gave It Birth

Cincinnati Times-Star, June, 1910

BACK in 1887, two men sat side by side in a hotel office in their own home town of Columbus, silent in the presence of the ribald tattle of two or three Eastern drummers. When the bibulous, after profane parting shots at absent rivals had departed, one of the men turned to the other, asking: "Why can't we stop this?"

From that question sprang the Order of the United Commercial Travelers of America. L. C. Pease, who is one of the most revered men among all the commercial travelers gathered in Cincinnati today, was the one who asked the question. He was traveling for a collar and cuff house those days and frequently came in contact with J. C. Fenimore, who was on the road for a New York Tea firm. Both men were familiar with the temptations that beset the men of their profession, and when Mr. Pease asked his question both learned that for years their thoughts had been running along similar lines. They opened their conversation in the latter part of December, went home for the Christmas holidays and on January 18th, following, there was incorporated the first council of the United Commercial Travelers. The purpose—the moral uplift of the "drummer."

"We invited some twelve or fifteen men to attend the meeting that preceded the incorporation," said Mr. Pease, as he sat in the corridor of the Emery Hotel Saturday. "Only eight responded to the invitation, but that didn't discourage us. Prior to the meeting, Mr. Fenimore, who was a member of several secret orders, had drawn up a ritual and listed the necessary officers and prescribed their duties, while my part of the work was the preparation of a Constitution and By-Laws for what we named Columbus Council, No. 1. Small as was the beginning, the Order grew rapidly. Within a few months we invaded Cincinnati, and there was formed Cincinnati Council, No. 2, with W. A. Johnson, late Mayor of Covington, as Senior Counselor. Invitations had been sent to a number of Dayton men to attend the meeting. They came, and after the formation of Cincinnati Council, in which they took part, they went into a corner by themselves and a few minutes later announced the organization of Gem City Council No. 3. That was the real beginning. The movement spread to Indianapolis and Cleveland and then flashed out all over the country, until today we have a membership of more than 60,000. It was the desire for the social and moral uplift of the profession that gave birth to our Order. The standing of the drummer in those days, as you may recall, was very low. They used to be called 'bums.' They drank and quarreled among themselves. Look at them today. There is no class of men in the country who are more highly respected or are more deservingly so."



A Ray of Hope Across a Cheerless Prospect"



IN WISDOM, mercy and true sympathy there has been wrought into the fabric of the Order of The United Commercial Travelers of America, a form of beneficence that guarantees from want the helpless ones of our fraternal household so long as this order itself shall endure. ¶ Merciless Poverty sometimes over-takes the loved ones, though left in affluence, and "when that dark day arrives the Order of The United Commercial Travelers of America comes to them like a ray of hope across a cheerless prospect," and the burden of existence is lifted from their frail shoulders to those of the brethren of the Grand Commercial Army. ¶ Such is the meaning of the widows' and orphans' fund of the U. C. T., and while "the world knows nothing of these benefactions," yet nightly, heart to heart with God, prayers of grateful thanksgiving are breathed by scores upon whom these blessings have fallen, "like manna from Heaven." ¶ And this is the feature that is the soul of the U. C. T., the beautiful unselfishness that welds its membership into one great inseparable fraternity.



FLAGG MONUMENT
In Memory of the Founder of the Order

HISTORY

of

Racine Council No. 337 U. C. T.

It began in a humble way, like so many prominent Americans who sprang from "poor but honest parents." The founders were practical men of affairs. Some of them were already members of the fraternity and regretted that, as circumstances made it necessary for them to live in Racine, they could not here enjoy the U. C. T. affiliation and fellowship they had formerly known. Their numbers were few—possibly half a dozen men, but they knew just what they wanted and that the only way to get it was to go after it aggressively.

The first definite steps were taken in August, 1906, when this little group of traveling men who made Racine their headquarters decided to apply for permission to institute a Council of the Order of United Commercial Travelers in Racine. Thomas Addison and William Reals were among the more active workers. They were already members of the Order, and through their influence and efforts Chas. C. Rice, Supreme Organizer, was brought to Racine. With his assistance and under his direction a campaign for members was conducted among the traveling men of the city. This campaign was not affected by Union hours nor daylight saving schedules, nor did Sunday bring a halt. In fact, some of their most active and successful work was done on one certain Sunday when these three brethren, Rice, Addison and Reals, hired a livery rig and drove up and down the streets of Racine carrying the campaign into the homes of their prospective members. The following named persons agreed to and did become charter members of the new Council:

W. E. Bain
Peter C. Beek
James E. Bush
W. T. Billings
C. H. Bradley
E. Blaisdell

I. L. Easson
W. T. Griffith
H. C. Maibohm
E. E. Scott
W. W. Scott
B. E. Stockmeyer
J. G. Taylor
W. H. Gebhardt
E. W. Marcher

September 15, 1906 the organization was instituted at Castle Hall, in the Baker Block, and became Racine Council No. 337.

In addition to Chas. C. Rice, the Supreme Organizer, there was also present at the institution of the new Council Grand Junior Counselor M. J. Sullivan, who presided, and the following members of Milwaukee Council No. 54, who for the evening occupied the official positions indicated:

E. D. Richards, Junior Counselor.
F. L. Wright, Past Senior Counselor.
Jos. H. Dassing, Secretary-Treasurer.
H. B. Richards, Chaplain.
T. A. Wensink, Conductor.
W. J. Daehling, Page.
F. H. Paeske, Sentinel.

Fifteen candidates were initiated, following which a regular election of officers took place. Those honored with official positions and their titles were as follows:

Jas. E. Bush, Senior Counselor.
E. E. Scott, Junior Counselor.
W. H. Gebhardt, Secretary-Treasurer.
C. H. Bradley, Conductor.
J. G. Taylor, Page.
P. C. Beck, Sentinel.
I. L. Easson, Executive Committee two years.
Thos. Addison, Executive Committee two years.
J. F. Johnson, Executive Committee one year.
W. E. Bain, Executive Committee one year.

These officers were then installed by Grand Junior Counselor, M. J. Sullivan, and entered immediately on the active discharge of their official duties. Thus was the Council born. It was decided to hold the regular meetings on the first and third Saturday evenings of each month, and the first place of meeting was in the Odd Fellows Hall, at 307 Sixth Street.

On October 13, 1906, Brother James E. Bush resigned as Senior Counselor and Brother E. E. Scott was advanced to that position. Gradually additions were made to the membership, and as the halls occupied became unsuitable on account of their size and for other reasons, the Council moved first to the old Eagles Hall at 330 on the west side of Main Street, then to the new Eagles Hall at 319 on the east side of Main Street, and later to Winters Hall at 412 on the north side of Sixth Street, which continues to be the home of the Council at the present time. The number of members now is over two hundred.

It is a circumstance worthy of notice that the Council has had only one Secretary-Treasurer, W. H. Gebhardt, who was installed into that position the night the Council was instituted, and who has not only occupied but has filled the position ever since with credit and honor to himself and the Council.

The names of those who have served as Senior Counselor and the year of their election is as follows:

James E. Bush, 1906.
E. E. Scott, 1906 and 1911.
C. H. Bradley, 1907.
Marcus Nelson, 1908.
W. W. Scott, 1909.
O. C. Parker, 1910.
O. J. Hueffner, 1912.
Jos. Wilke, 1913.
E. D. Osborne, 1914.
J. O. Kennedy, 1915.
H. M. Thomas, 1916.
W. L. Williams, 1917.
O. G. Peil, 1918.
C. E. Skow, 1919.
J. A. Jacobson, the present incumbent.

It will be noted that Brother E. E. Scott is the only one who has served twice as Senior Counselor.

Four members have earned and have had bestowed upon them, under the provisions of the Constitution, the rank and title of Past Counselors for long and faithful service on the Executive Committee. These names are as follows:

Thomas Addison.

I. L. Easson.

W. E. Bain.

J. T. Rowlands.

The same rank and honor has also been conferred on the Secretary-Treasurer, W. H. Gebhardt. Surely all these brethren have earned this recognition.

During the great World War twelve of our members entered the military service of their country, and one member enlisted as a Y. M. C. A. Secretary. This is our

HONOR ROLL

Lester F. Bowman.

C. T. Brose.

Richard G. Bryant.

J. A. Foreman.

Emil Hansen.

W. W. Kradwell.

Lawrence Nelson.

Claudius Pendill.

A. A. Schneider.

Charles Skewes.

H. A. Smollen.

Earl Wood.

Julius Krenske, Y. M. C. A.



J. A. FOREMAN

Of this list of heroes all returned home but one,—Brother J. A. Foreman, who gave his brilliant young life for his country.

The annals of our Council are indeed short and simple. Nothing particularly spectacular or thrilling has occurred in its history. The Council is simply a group of earnest, clean minded, optimistic business men, who believe in God, their country, the goods they sell and

themselves, who try to lighten each others burdens and always share each others joys. The fellowship is splendid and wholehearted. For several years this Council has seen to it that the children of the Taylor Orphans' Home have a picnic each summer, and a Christmas Party each winter. The Council also provides frequent social diversions for the members and their families.

A rather unusual feature of this as compared with many other Councils of its size is the fact that it has accumulated a very creditable amount of money, and has a really helpful income from the interest on its loans and investments.

On such a foundation of faith, fellowship and business sagacity we face the future with confidence and serenity.

—H.M.T.



MUNICIPAL GOLF LINKS



ISLAND PARK REFECTORY



W. R. TATE
*Supreme Counselor of
The United Commercial Travelers of America*



WALTER D. MURPHY

*Supreme Secretary of
The United Commercial Travelers of America*

OFFICIAL ROSTER—1919-1920



E. O. KOEHLER
Grand Counselor
Milwaukee



JOHN G. ZESIGER
Grand Junior Counselor
Chippewa Falls



GEO. B. CAMPBELL
Grand Past Counselor
Marshfield

OFFICIAL ROSTER—1919-1920—Continued



L. G. EVERSON
Grand Secretary
Milwaukee



E. A. TRAVIS
Grand Treasurer
Waukesha



WM. H. SCHNELL
Grand Conductor
Milwaukee

OFFICIAL ROSTER—1919-1920—Continued



CHAS. H. COLLINS
Grand Page
La Crosse



J. T. DOLAN
Grand Sentinel
Superior



B. A. HONEYCOMB
Grand Chaplain
Madison

OFFICIAL ROSTER—1919-1920—Continued

GRAND EXECUTIVE COMMITTEE



L. L. IMIG
Sheboygan
2 years



C. L. HANSON
Janesville
2 years



THOS. ADDISON
Racine
1 year



J. P. DUSKEY
Wausau
1 year

OFFICIAL ROSTER—1919-1920—Continued
GRAND LEGISLATIVE COMMITTEE



WM. KELLEY
Chairman
Madison



H. H. MIEDING
Milwaukee



THOS. CRAIG
Green Bay

OFFICIAL ROSTER—1919-1920—Continued

GRAND AUDITING COMMITTEE



E. A. SEELMAN
Milwaukee



H. R. CADY
Ashland



E. D. OSBORNE
Racine

GENERAL COMMITTEE



CARL E. SKOW
Chairman General Committee



E. D. OSBORNE
Program



OTTO HUEFFNER
Finance



HAROLD SMITH
Publicity

GENERAL COMMITTEE—Continued



J. J. WILKE
Parade



J. A. JACOBSON
Autos



CHAS. A. MYERS
Reception



Ed. J. SCHOWALTER
Hotels and Information

GENERAL COMMITTEE—Continued



H. M. THOMAS
General Arrangements



W. H. GEBHARDT
Secretary



E. R. SELLS
Registration



E. J. HARVEY
Treasurer

OFFICERS



J. A. JACOBSEN
Senior Counselor



HAROLD SMITH
Junior Counselor



CARL E. SKOW
Past Counselor

OFFICERS—Continued



W. H. GEBHARDT
Sec'y.-Treas.



CHAS. GUNDLACH
Conductor



E. R. SELLS
Page



H. J. KNOPKE
Sentinel

OFFICERS—Continued
EXECUTIVE COMMITTEE



CHAS. E. MYERS



R. E. BROWN



J. H. SCHOWALTER



I. H. ASDAHL

COMMITTEES

GENERAL CONVENTION COMMITTEE

Carl E. Skow—Chairman
E. D. Osborne
Otto J. Hueffner
Harold Smith
J. J. Wilke
J. A. Jacobson

Chas. A. Myers
Ed. J. Schowalter
H. M. Thomas
W. H. Gebhardt
M. L. Blodgett
E. R. Sells

FINANCE COMMITTEE

Otto J. Hueffner—Chairman
E. D. Osborne
A. J. Horlick

R. E. Brown
Geo. H. Wheary
E. J. Harvey—Treasurer

PROGRAM COMMITTEE

E. D. Osborne—Chairman
Harold Smith
S. W. Blandin
Chas. Bradley

John T. Rowlands
H. E. Wilson
H. M. Thomas
H. J. Knopke

PUBLICITY COMMITTEE

Harold Smith—Chairman
Harry Wilson

E. D. Osborne
S. W. Blandin

AUTO RIDE

J. A. Jacobson—Chairman
I. H. Asdahl
J. R. Foster
H. C. Kousek
Geo. Goepfert

F. C. Henningfelt
L. T. Vance
H. Henriksen
Chas. McAvoy

HOTEL AND INFORMATION

Ed. Schowalter—Chairman
H. Parmenter
Ward E. Bain

Chas. Wells
John Addison
Harry Hegeman

DANCE COMMITTEE

M. L. Blodgett—Chairman
Chas. Davies
W. Tanking
John Trumbull
Lester Bowman

Al. Sorenson
J. Svoboda
John F. Keitzrow
Frank Lintner
Roy Braid

PARADE COMMITTEE

J. J. Wilke—Chairman
Joe Kennedy
C. Peterson
H. E. Smollen

Art Hockings
F. H. Lane
Lester Bowman
John Pfeiffer

COMMITTEES—Continued

RECEPTION COMMITTEE

Chas. Myers—Chairman
Al. Druce
P. Beck
J. F. Johnson
Ward Gittings
A. A. Schneider
C. V. Carter
F. J. Osius
Tom Addison
I. L. Easson
L. J. Elliott

H. M. Thomas
R. E. Brown
A. B. Clifford
Leo Scheuss
Ed. Hilker
Geo. L. Buck
W. E. Fancher
Carl E. Larsen
W. T. Schmerler
H. Murphy
John Kitzrow

REGISTRATION AND BADGES

E. R. Sells
Chas. Gundlach
Chas. Kannenberg, Jr.

Jessie Porter
Joe Kupsh

LADIES RECEPTION COMMITTEE

Mrs. Chas. E. Myers—Chairman
Mrs. Thomas Addison
Mrs. J. H. Asdahl
Mrs. John Addison
Mrs. W. E. Bain
Mrs. P. C. Beck
Mrs. Chas. Bradley
Mrs. E. A. Bishop
Mrs. Jens A. Beck
Mrs. G. L. Buck
Mrs. R. E. Browne
Mrs. S. W. Blandin
Mrs. M. L. Blodgett
Mrs. C. W. Carter
Mrs. A. J. Druce
Mrs. C. H. Dilday
Mrs. J. L. Easson
Mrs. W. H. Gebhardt
Mrs. Chas. Gundlach
Mrs. H. J. Hegeman
Mrs. L. P. Hansche
Mrs. E. J. Harvey
Mrs. H. B. Hall
Mrs. Henry Henriksen
Mrs. J. F. Johnson
Mrs. J. A. Jacobson

Mrs. Jacob Jacobson
Mrs. Harry Knopke
Mrs. J. O. Kennedy
Mrs. Chas. A. Lassen
Mrs. Frank Lane
Mrs. C. C. Mortensen
Mrs. Marcus Nelson
Mrs. E. D. Osborne
Mrs. Andy Olsen
Mrs. Oscar Peil
Mrs. Jesse Porter
Mrs. H. A. Parmenter
Mrs. E. J. Schowalter
Mrs. A. G. Stoffel
Mrs. C. E. Skow
Mrs. E. R. Sells
Mrs. Harold Smith
Mrs. J. H. Svoboda
Mrs. H. M. Thomas
Mrs. J. W. Trumbull
Mrs. W. J. Tanking, Jr.
Mrs. E. H. Wadewitz
Mrs. L. T. Vance
Mrs. J. J. Wilke
Mrs. C. R. Wells

GENERAL COMMITTEE

Mrs. Carl E. Skow—Chairman
Mrs. J. A. Jacobson
Mrs. Chas. A. Myers
Mrs. E. D. Osborne
Mrs. Harold Smith
Mrs. H. M. Thomas

Mrs. Ed. Schowalter
Mrs. J. J. Wilke
Mrs. W. H. Gebhardt
Mrs. E. R. Sells
Mrs. M. L. Blodgett

PROGRAM OF CONVENTION

THURSDAY, JUNE 3rd

- 7:45 A. M. to 12:30 A. M.—Reception Committee, accompanied by local Bands, receiving Members and Ladies from incoming trains.
- 9:00 A. M. to 9:30 A. M.—Band Concert on Monument Square.
- 9:30 A. M. to 10:30 A. M.—Public reception for Grand Officers, delegates and visitors to be held at Rialto Theatre.
Selection by Orchestra.
Session called to order by Senior Counselor, J. A. Jacobson.
Solo by Hugh Rowlands.
Address of Welcome by Mayor Wm. Armstrong.
Response by Grand Counselor E. O. Koehler.
Solo by Miss Ellen Christofferson.
Address by Supreme Secretary Walter D. Murphy.
Song—Badger State Quartette.
- 10:30 A. M.—Adjournment to Convention Hall at Commercial Club—registration.
- 1:30 P. M.—Meeting of Grand Council in Commercial Club Assembly room.
Invocation by Grand Chaplain.
- 2:00 P. M. to 4 P. M.—Auto Ride for visiting ladies starting from Elk's Club.
- 4:30 P. M. to 6:00 P. M.—Auto Ride for Grand Officers and Delegates starting from Convention Hall.
- 7:15 P. M.—Meeting of Ladies' Auxiliary: Ritualistic work by Ladies' of Milwaukee Auxiliary.
- 7:30 P. M.—Initiation of Candidates by contesting teams in Ritualistic work at U. C. T. Lodge Rooms.
- 9:00 P. M.—Entertainment for Ladies at Rialto Theatre.
- 9:30 P. M.—Malted Milk Stag Party at Elk's Club.
Band Music all day.

FRIDAY, JUNE 4th

- 7:45 A. M. to 12:30 A. M.—Reception Committee, accompanied by local bands, receiving visiting Members and Ladies from incoming trains.
- 8:00 A. M. to 9:00 A. M.—Meeting of Secretaries for Instructions.
- 9:00 A. M.—Meeting of Grand Council—Business Session.
- 9:30 A. M.—Auto Ride and inspection trip through various factories for Brothers and Ladies starting from Hotel Racine.
- 1:30 P. M.—Session of Grand Council at Convention Hall.
- 1:00 P. M. to 3:30 P. M.—Reception to Ladies at Elk's Club.
- 4:00 P. M.—Parade.
- 7:00 P. M. to 8:00 P. M.—Band Concert—Reception to Gov. Philipp at Elk's Club.
- 8:00 P. M.—Fire Run.
- 9:00 P. M.—Grand Ball and Reception at Eagles Hall.

SATURDAY, JUNE 5th

- 9:00 A. M.—Final Meeting of Grand Council at Convention Hall.
- 11:15 A. M.—Aeroplane ride over the City and Bay for the members having secured the largest number of members during the last fiscal year, in the Wisconsin Grand Council jurisdiction.

“BOOST”

*Boost your city, boost your friend,
Boost the lodge that you attend,
Boost the street on which you're dwelling,
Boost the goods that you are selling.
Boost the people round about you
They can get along without you.
But success will quicker find them,
If they know that you're behind them.*

*Boost for every forward movement,
Boost for every new improvement,
Boost the man for whom you labor,
Boost the stranger and the neighbor,
Cease to be a chronic knocker,
Cease to be a progress blocker,
If you'd make your city better
Boost it to the final letter.*

The Railsplitter's Philosophy

*I do the very best I know how—the very best I can;
and I mean to keep doing so until the end—If the
end brings me out all right what is said against me
won't amount to anything; if the end brings me out wrong
ten angels swearing I was right would make no difference.*

Abraham Lincoln

*“Things move along so swiftly nowadays that people who
say ‘it can't be done’ are surprised by some one's doing it.”*

Commerce

*I come no more in gray disguise,
With grasping hands and greedy eyes,
Living on larceny and lies.*

*No longer does my mighty host
Of ministers and servants boast
Of giving least and getting most.*

*But now, with eyes greed cannot blind,
With open hands and willing mind,
I live in service to mankind.*

*And hold him first among the rest
Who bears this motto on his breast—
He profits most who serveth best?*

—C. Henry



HOME OF RACINE ELKS
Racine Lodge No. 252
A Bunch of Boosters

*We are appreciative and thankful
to them for the use of their Home
during the U. C. T. Convention.*

*Program Committee
E. D. OSBORNE, Chairman*

A Reminder Along the Way

FAMILIAR TO EVERY COMMERCIAL TRAVELER



The Original-Genuine

THE DAILY FOOD-DRINK EVERYWHERE

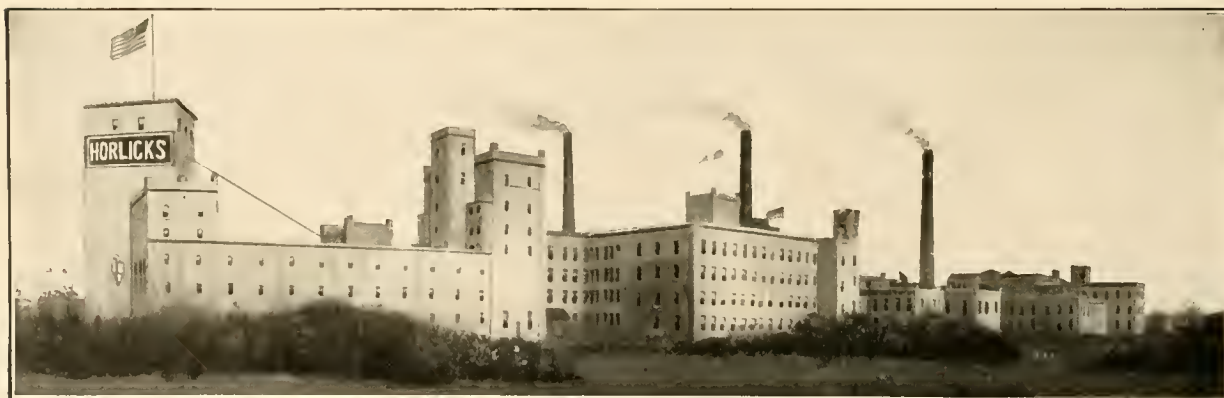
Always Delicious, Healthful and
Invigorating

A favorite on dining cars, at home, hotels, restaurants and fountains. Concentrated nutrition, properly balanced and exceptionally digestible. Enjoys extensive favor as a satisfying noon-time luncheon, and whenever tired or hungry throughout the day. Invigorates, sustains, convenient, economical. A cupful hot at bed time brings refreshing sleep.

CARRY A PACKAGE IN YOUR GRIP

Handy and quickly prepared. Also in Tablet form ready-to-eat, pocket flasks, tins and jars.

Be sure it is "Horlick's the Original"
—costs no more and has the
QUALITY that imitations lack.



The Home of Horlick's the ORIGINAL Malted Milk

HE KNEW WHY

THERE was an old geezer, and he had a lot of sense; he started up a business on a dollar-eighty cents—the dollar for stock and eight cents for an ad brought him two five dollars a day, by dad!

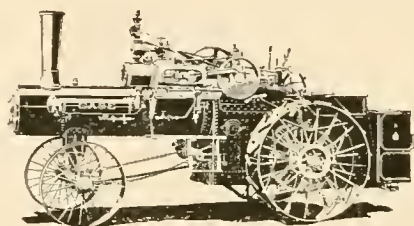
Well, he bought more goods and a little more space, and he played that system with a smile on his face. The customers flocked to his two-by-four and so he had to hustle for a regular store.

Upon the square where people pass, he gobbled up a corner that was all plate glass. He fixed up the windows with the best that he had, and he told them all about it in a half-page ad. He soon had them coming and never quit, and he wouldn't cut down his ads one bit.

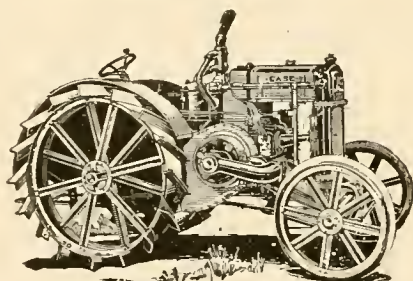
Well, he's kept things humping in the little town ever since, and everybody calls him the merchant prince. Some say it's luck, but that's all bunk—why he was doing business when times were punk. People have to purchase, and the geezer was wise, for he knew the way to get them was to advertise.—McIntyre.

CASE

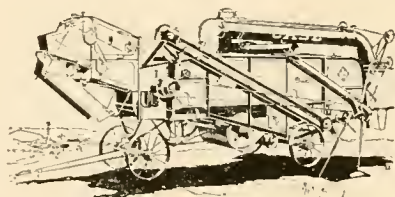
The Prestige of the J. I. Case Threshing Machine Company's Line Rests on a Broad Foundation



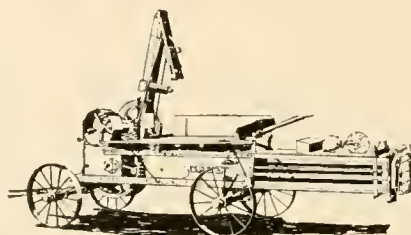
Steamer—8 Sizes



Kerosene Tractor—4 Sizes



Threshers—6 Sizes



Balers—2 Sizes

Included in the line are Tractors, ranging in power from the 10-18 Case Kerosene Tractor to the great 110 h. p. Case Steam Tractor.

Included in the line is also tractor drawn or driven machinery for keeping any size of Case tractor profitably employed throughout the year.

Write for interesting booklets on any of the products of the J. I. Case Threshing Machine Company listed below:

Threshing Machines—six sizes.

Hay Balers—two sizes.

Silo Fillers—four sizes.

Road Graders—three sizes.

Steam Tractors—eight sizes.

Kerosene Tractors—four sizes.

Rock Crushers—two sizes.

Steam Road Rollers—two sizes.

Grand Detour Plows—all sizes and for all soils and conditions — also Grub Breakers.

Grand Detour Tandem Disc Harrows—three sizes.

9,000 dealers and 31 Branch Houses throughout the country care for Case sales, service and supplies.



J. I. Case T. M. Co.
RACINE, WISCONSIN

Established 1842

CASE

Every Machine Built by the J. I. Case Threshing Machine Company has its Properly Related Working Mate

When you think of any Case Machine, think also of the great line of other Case Machines, correctly proportioned to each other and to the requirements of the purchaser.

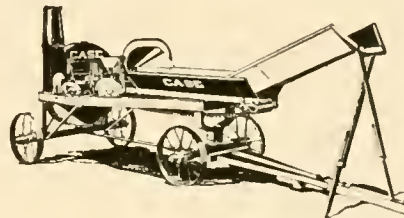
For instance, the Case 10-18 Kerosene Tractor is right in design and power to drive a 20x28 Case Thresher with wind-stacker and feeder; a 17x22 Case Baling Press; a Case No. 12 Silo Filler with 40 feet of blower pipe attached. To draw a 2-bottom, 14-in. Grand Detour Plow; a Case 8-ft. Tandem Disc Harrow; a Case No. 3 Road Grader, or any other machinery requiring similar power.

Likewise with the Case 15-27 Kerosene Tractor and the Case 22-40 Kerosene Tractor. The Company's Line includes Grand Detour Plows, Threshing Machines, Hay Balers, Silo Fillers, Road Graders, and Rock Crushers in sizes to be most successfully and economically drawn or driven by these Case Kerosene or Case Steam Tractors.

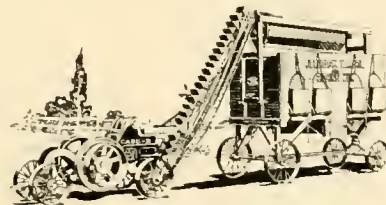
Booklets, with illustrations and detailed descriptions of any Case Machinery above mentioned, sent on request.

J. I. Case T. M. Co.
RACINE, WISCONSIN

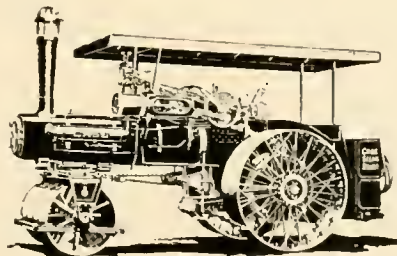
Established 1842



Silo Fillers—4 Sizes



Rock Crushers—2 Sizes



Steam Road Rollers—2 Sizes

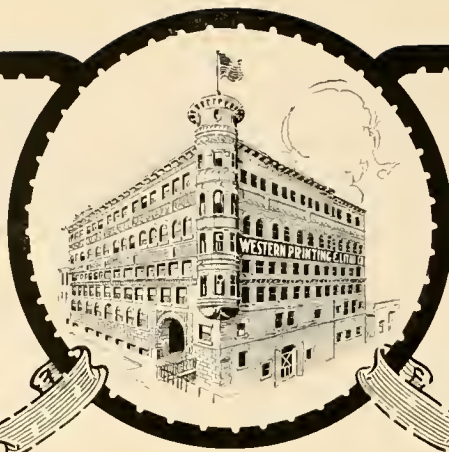


Grand Detour Plows—2, 3, 4, 5 and 6 Furrow Bottoms for Any Soil

NOTICE:
want the pub-
o know that
plows and
ows are NOT
Case plows
t harrows
le by the J. I.
e Plow Works

WE MAKE

Booklets
Folders
Catalogs
Letter Heads
Labels
Books
Binders



WE DO

Copy Writing
Lithographing
Offset Printing
Embossing
Die Cutting
Hard Binding
Retouching
Photo-Engraving
Electrotyping



YOU are judged by the printed matter you send out —

Character printing means more than the mere setting of type or making of plates.

We employ—

A staff of trained men to advise on copy and layout.

Expert artists to make drawings and sketches suitable to your individual needs.

Salesmen who are more than order takers; they are experts on what is correct in printed matter.

Add to this the latest improved machinery for printing and lithographing and you have a combination which will put into your printed matter that indefinable something which is characteristic of the artist and makes you proud every time you send out a piece of mail.

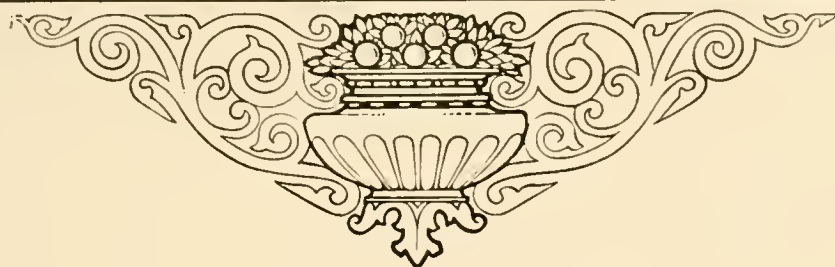
Try us on a job. We will merit your confidence.

Estimates and layouts gladly furnished.

WESTERN
PRINTING & LITHOGRAPHING CO.
RACINE ---- WISCONSIN

WHITMAN PUBLISHING Co.

Publishers of Juvenile Books and Stationery



We
will
manufacture
Six
Million
Toy
Books
in 1920
and
over a
million
boxes
of
Juvenile
Picture
Stationery



The
Whitman
Line may be
had wherever
books are sold
in United
States and
Canada,
also sold in
Great Britain,
Australia,
New Zealand,
China,
Philippine
Islands
and Alaska

Ideal Books for the Children

RACINE, WISCONSIN

THE PIONEER

IN THE year 1845 there was established in the city of Racine its first banking institution. On February 1, 1853 the bank of Racine was chartered by the State of Wisconsin, as a successor to McCrae, Bell & Ullman. Later on the Bank of B. B. Northrop & Company and the Bank of Racine were merged in the Manufacturers National Bank, thus becoming, through the continuing of the first banking business of Racine, the oldest bank in the city.

On the 16th day of March, 1871, the Manufacturers National Bank was chartered by the Comptroller of the Currency and numbered 1802, and on the 20th day of March it opened for business in the building which is originally known as the Baker House, later the Huggins House, and now known as the Merchants Hotel. Its growth was rapid, and on November 20, 1872, it leased its present location of Vaughan and Williams. In 1876 the building was purchased. During the winter of 1906-7 it was remodeled and rebuilt, and in 1919 the present commodious and handsome structure speaks for itself of the continuous and rapid growth of the institution.

The Articles of Association of this Bank and all the papers necessary to complete and perfect its organization were drawn by the late Mr. Charles H. Lee. Of the original signers of the articles and subscribers to the capital stock but three are living at the present time; they being James Bolton, E. J. Hueffner, and Henry Smieding.

At the time the bank was organized Racine's population was 10,000. At the time this book goes to press the official figures for Racine's population for the 1920 census are 58,593; a remarkable growth and a substantial one.

The original capital of the Bank was \$100,000. In 1873 it was increased \$50,000, in 1875 increased \$100,000 and in 1909, \$50,000, bringing the capital up to \$300,000. The surplus has grown from \$5,000 to \$150,000. Its undivided profits on February 28, 1920, were \$94,537.43. The reserve set-up at this time for all other contingencies amounts to \$81,601.42.

The Bank has had an unbroken record in the payment of dividends to stockholders and has paid dividends from 1871 to the present time.

In the 49 years of its life this Bank has safely passed through the disastrous panics of 1873, 1884, 1893, and 1907.

The relative work and merit of any banking institution is measured by its relations with its customers. The Manufacturers National Bank stands ready to give advice and aid regarding any business matter whether the bank is concerned in it or not. If your standing is good, the bank is ready to loan you money whenever you need it. The Bank and its Officers are as anxious to have you succeed as you are yourself, and are ready to help you along as best they can.

In the 49 years of service, the Bank has played no small part in the development of this community. The power of its credit to loan to tradesmen, farmers and manufacturers has energized the County's actual business and wealth. The weight of its influence thrown against dishonesty, fraud and speculation has undoubtedly been of benefit. Its services as a depository for the community's idle funds have been valuable.

A commercial bank, seasoned by long experience, directed with an eye to the greatest possible public service no less than to the most prudent, efficient and economical management, the Manufacturers National Bank of Racine is equipped and anxious to handle as much of the banking business of the community as may come to it.



1845

75 Years of Continual Service

The first banking business in Racine was started about 1845. The Bank of Racine, chartered by the State of Wisconsin, February 1, 1853, was successor to McCrea, Bell & Ullmann. The business of the Bank of Racine, and of the Bank of B. B. Northrop & Company, established in 1859, was merged into the Manufacturers National Bank of Racine.

Manufacturers National Bank

RACINE, WISCONSIN

Capital, Surplus and Undivided Profits

February 28, 1920—\$544,437.43

As
Solid As The
Pyramids



1920

The Value of a Constructive Policy

ON THE morning of September 17, 1914, the Commercial & Savings Bank of this city closed its doors, unable to meet its obligations, with depositors, totaling two and one-half millions. The State Department of Banking carried on the work of liquidating, covering a period of 22 months after the closure, in which time dividends of 50 per cent were paid to depositors. Following the closure and during the process of liquidation carried on by the State Banking Department, various efforts were made on the part of individuals to re-organize the bank with the view of preventing an assessment of 100 per cent on the stockholders of record at the time of failure. Their efforts met with no success and no tangible headway could be made, and apparently nothing could be done but make the assessment.

While this effort on the part of various individuals to re-organize the bank was hopeless, nevertheless, it was instrumental in bringing in and interesting Mr. Henry J. Rogers, a practical banker and a man well known to the public. And to him and the group of business men, consisting of George L. Buck, E. J. Harvey, W. J. Jandl, H. F. Mueller, Frank Miller, W. A. Walker, Boyd Adams, and George Hanson, is due the credit for the re-organization. These men in conference with the Banking Commission of the State submitted a plan whereby the balance of the liabilities could be taken care of in full and the depositors losing only the interest on their balances. The balance of the existing indebtedness at the time this proposal was made amounted to \$1,167,503.23, and it was proposed that payment of the full amount be extended over a period of seven years on all deposits of \$7 and over. Any deposits under \$7 to be paid in full, and each depositor to receive a certificate of deposit covering the amount due him. All creditors of the old bank were notified of this proposal and were advised that the court would entertain any objections to the plan submitted, should there be such objections. None were raised and this group of men entered into a contract with the Commissioner of Banking for the State, which contract was confirmed by the court.

These men were all busy and had interests of their own to conserve, and realizing that to successfully conserve the interests of the depositors as well as the new stockholders, they proceeded to find a man who would be capable of bringing through the plan to a successful conclusion. Several names were mentioned, but the committee were unanimous in selecting L. Holden Parker of Beloit and in convincing him that this was an undertaking worth while. He came to Racine highly recommended as an efficient banker and manufacturer, having originally organized the Milwaukee Harvester and successfully carried on its financing through its early inception; finally disposing of his interests to the late Stephen Bull and others of the J. I. Case Threshing Machine Company.

At the time of disposing of his interests in the Milwaukee Harvester, Mr. Parker returned to Beloit and organized the Second National Bank of that city, remaining with the bank over a period of eighteen years, and at the time of resigning was President of same. He came to Racine accepting the Presidency of the new re-organized American Trades & Savings Bank.

That the selection was a wise choice on the part of the stockholders has been clearly demonstrated by the fact that the bank re-opened on July 17, 1916, and has shown a rapid and progressive growth, its deposits at the time this book goes to press, which is April 1, being \$1,500,000.

At the time of going to press there have been retired the first three series of the certificates of deposits totaling \$604,637.84, and arrangements are made and ready to take care of the fourth payment amounting to \$140,000 which will leave a balance outstanding of approximately \$425,000.

This alone will stand as one of the greatest financing plans ever proposed and carried out in this vicinity. The men who re-organized the bank performed a public benefit that cannot be reckoned in dollars. To start with, they saved the old stockholders their assessment of 100 per cent. They in turn saved the depositors and are paying them in full. They were instrumental in sustaining several manufacturing institutions and businesses that otherwise would have been compelled to close their doors. Had the bank been liquidated by the Commissioner of Banking, the assets would have been sold at a sacrifice and at a great loss to the depositors. These men had the vision and were confident that the plan could be successfully carried out. Their fondest wishes and hopes have been more than realized up to the present time.

That the bank is constructive has been clearly demonstrated by the facts that have been submitted. Its Board of Directors is practically the same that it was at the time of its organization in 1916. There have been two changes of Directors on account of death. At the death of Mr. Frank Miller his brother, George, was elected to succeed him, and at the time of the death of Mr. W. A. Walker his son Warren, was elected to succeed him.

The directors of the bank are men who are prominent in city affairs and men who are willing to give of their time toward making their bank a success. They have an eye for the future and believe in this city and its institutions.

THE VALUE OF A CONSTRUCTIVE POLICY

Is Being Demonstrated

EVERY DAY

In Satisfied Customers

OUR AIM

Is To Please—Consistent With

GOOD BANKING

The Home Of The

HOME SAVERS' CLUB

A Club That Encourages

THRIFT

We Shall Be Pleased To Give You Full Details

By Calling At Our Bank

American Trades & Savings Bank

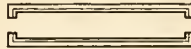
RACINE, WISCONSIN

Established
January 15th
1917

WATCH
US
GROW

DEPOSITS

February 28, 1917 - \$104,197.08
April 2, 1918 - \$388,153.44
February 28, 1919 - \$451,162.91
February 28, 1920 - \$1,019,944.78



The American National Bank

RACINE, WISCONSIN

CAPITAL \$100,000

OFFICERS

W. C. Hood, President.
Wm. H. Armstrong, Vice President.
E. L. Osborn, Cashier.
W. A. Williams, Asst. Cashier.
G. C. Peters, Asst. Cashier.

DIRECTORS

W. H. Armstrong
E. F. Freeman
M. W. Heck
Wm. C. Hood

H. W. Lewis

F. E. Naylor
E. L. Osborn
Carl Scheckler
J. W. Trumbull

VISITING MEMBERS

While at Racine
Make our home
your headquarters

Western Advertising Agency

Room 506-514

BAKER BLOCK

RACINE, WISCONSIN

Henricksen-Jacobson Co.

WHOLESALE GROCERS



SILVER BELL PRODUCTS

Exclusive Distributors of

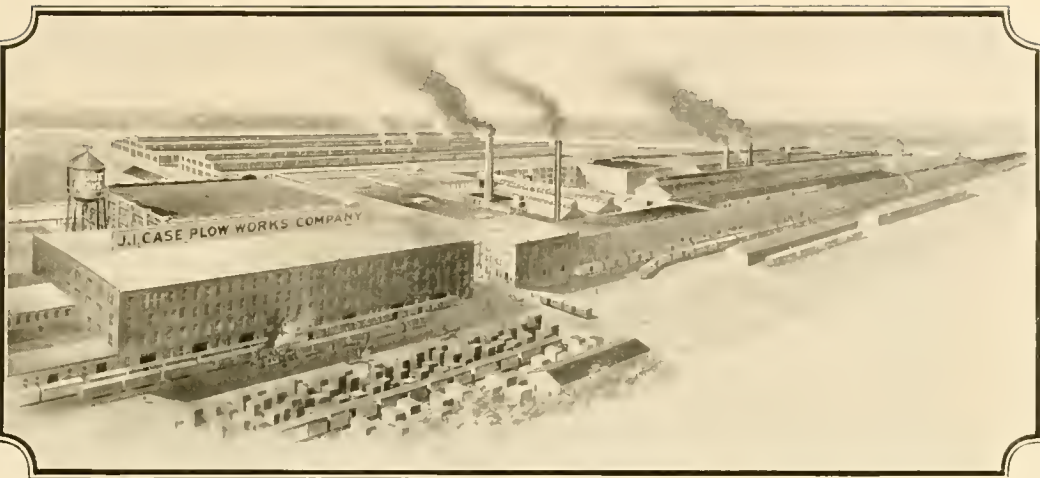
Jelke
Good Luck
Margarine



Oatman's
Evaporated
Milk

CANDIES

Eat BUNTE CANDY While You Are Here



All Over Your Territory The J. I. Case Plow Works Company's Complete Line Is Standard

The original J. I. Case Plows, Tillage Tools, Planters, Cultivators, with Wallis Tractors and Wallis Threshers—all built to perpetuate the honor of the old name—all giving long life of service in the field.

J. I. Case Plows—light, medium, or heavy duty plows—walking, riding and Tractor Plows—all of best materials and construction, assuring lightest draft.

J. I. Case Planters—the world's most accurate corn planter—drops either 2, 3 or 4 kernels with 96 to 99% accuracy.

The Wallis—"America's Foremost Tractor"

—by its superiority of design, of materials used and of its lubricating and cooling system, able to deliver 74% of its motor power right down at the drawbar where it is used.

There is a reason for the wonderful popularity of the J. I. Case Plow Works Company's high quality line in every section. This is the Service that is Rendered by these Implements. Service made possible through adherence to foundational J. I. Case principles by his direct descendants now building the line.

J. I. CASE PLOW WORKS CO. - Racine, Wis.

NOTICE. The Supreme Court of Wisconsin has decided that our plows are the

"ORIGINAL CASE PLOWS"

and that we are entitled to the exclusive use of the word CASE on all plows and tillage implements, and in all catalogs and advertisements of same. Notice by any other concern regarding CASE plows is given because of this Supreme Court order, that our rights, the rights of the dealer and the rights of the public may be protected.



NOTICE. We want the public to know that the

WALLIS TRACTOR

is made by the J. I. CASE PLOW WORKS COMPANY of Racine, Wisconsin, and is NOT the product of any other company with "J. I. CASE" as part of its corporate name.

Mitchell



5-Passenger Touring Car
3-Passenger Roadster

5-Passenger Sedan
4-Passenger Coupe

This New Style Idea Creates a Sensation

First to make radical improvements in the light Six cars, Mitchell again departs from old-time standards. New and original designs now replace former types.

They bring a new development in automobile style progressive ideas that are setting new policies in motor car building.

The first thing a person notes when he sees the new Mitchell is its graceful harmony of lines. Then he analyzes.

He sees that the radiator, instead of its old-time bluntness, is now at a slight angle, corresponding with the windshield, doors, louvers. All this gives a suggestion of action, of motion, of fleetness.

If mechanics is the chief appeal and means more than appearance and beauty, the new Mitchell will delight you.

Lift the hood of this Mitchell Six. Note the accessibility of the engine and all parts. Let us point out all the improvements in the chassis.

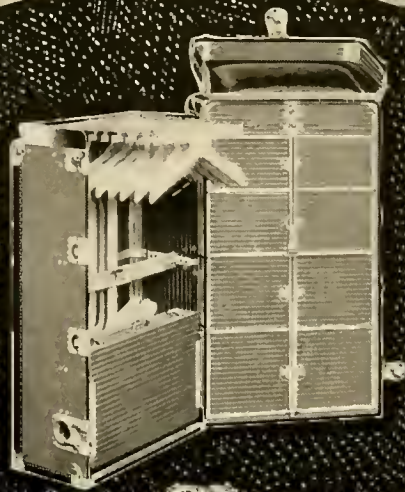
Let us examine the car all over, standing still and on the road. We invite every question, every comparison. We have a case to prove that you'll be glad to have us prove.

For it'll mean a finer car for you at a real saving. You can't duplicate the Mitchell for considerably more. Come in today.

MITCHELL MOTORS COMPANY, Inc.
Racine, Wisconsin

HARTMANN

TRADE-MARK



CRAFTSMAN-LIKE care is what makes the Hartmann Wardrobe Trunk the recognized leader among trunks. Write today for the Hartmann Trunk catalog and the name and address of the nearest Hartmann dealer.

Be sure the Hartmann Red  is on the trunk you buy
HARTMANN TRUNK COMPANY, Racine, Wis.



Extra Miles Prove Quality

Racine Multi-Mile Cord and Country Road Fabric Tires yield extra mileage because of their Extra Tested quality and perfect workmanship.

RACINE ABSORBING SHOCK STRIP

Racine Tires alone have this extra strip of blended rubber, graduated in resiliency, welding tread and carcass perfectly. This is an exclusive Racine development—the industry's supreme mileage achievement.

Racine Tires will prove to you their Extra Tested quality on country roads or city streets.

For your protection look on every tire for name—

RACINE TIRES

MULTI-MILE CORD &
COUNTRY ROAD FABRIC

EXTRA TESTED

THE Racine TRADE MARK

THE individuality of
the Racine is built
in by master shirt mak-
ers.

Thirty-five years of
knowing how have pro-
duced a line of cotton and
woolen shirts for work,
dress and sport that suc-
cessfully meet every shirt
requirement.

The Chas. Alshuler Mfg. Co.

RACINEWIS



"GOLD MEDAL"

(Trade Mark Reg. U. S. Pat. Office)

The Folding Furniture with a Reputation—Known All Over the World

For Home and Camp
For Porch and Summer Cottage

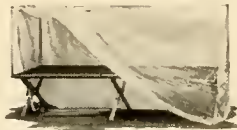


"The Cot of Many Uses"

A comfortable bed in Camp or Summer Cottage. An "emergency" bed in the Home. Folds into small space—4 by 6-in. by 3-ft. 3-in., weight 17 lbs.,—easy to carry or store in closet.



Folding Chairs for Porch, Lawn, Camp and Summer Cottage.



For Summer "Outdoor Sleeping," Mosquito Bar Frames and Nettings attached to Cots.



Folding Table, for Porch and Camp.

A wide range of articles that fold—Cots, Camp Beds, Chairs, Stools, Tables, Mosquito Bar Frames and Nettings. Portable Houses, Etc.

FOR SALE BY SPORTING GOODS—FURNITURE AND HARDWARE DEALERS—
TENT MAKERS AND DEPARTMENT STORES

GOLD MEDAL CAMP FURNITURE MFG. CO.

RACINE, WISCONSIN



LEATHER

HIDES

FURS

E. J. HUEFFNER
RACINE, WIS.

SHOE STORE SUPPLIES

Our Two Silent Salesmen

Perhaps you've met them on your travels? Here are two of our live-wires. Unfortunately they are not eligible for the U. C. T.

But they're traveling day and night—always boosting—just like a “regular” U. C. T. man—“always boosting.”



ANGELUS MARSHMALLOWS

Our little girl makes her talk on ANGELUS Marshmallows — those light, fluffy, mellow squares that come packed in a very attractive, nationally known, waxed sealed package! Inquire for them when making your rounds.

CRACKER JACK

The CRACKER JACK BOY boosts for CRACKER JACK — America's famous popcorn confection, known the world over. You see it everywhere—on the train, at the hotel, and along the streets. The package is as well known as the U. C. T. fob on your grip.



RUECKHEIM BROS. & ECKSTEIN

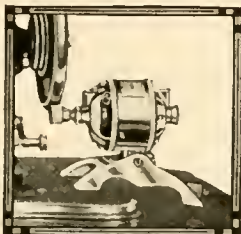
Cracker Jack and Candy Makers

CHICAGO

— — — —

BROOKLYN

Hamilton Beach Electrical Labor Savers

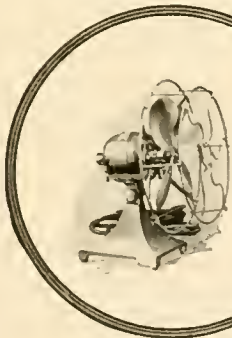


H.-B. Home Motor

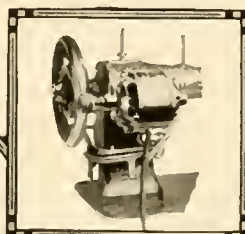
A great home helper! Makes any sewing machine an electric; and sharpens cutlery, polishes silver, fans, and mixes salads.

H.-B. Eight-Inch Fan

A glorious breeze-maker for hot, summer days.



H.-B. Hair Dryer
Gives both hot and cold blast. Dries the hair and closes the pores.

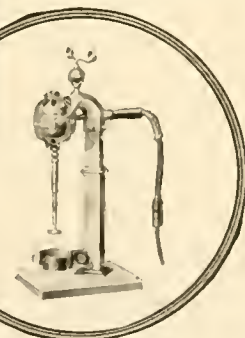


H.-B. Bracket Type Motor

For permanent attachment to the sewing machine. Very convenient and practical. Swings out of way when not in use.

H.-B. Drink Mixer

You see it everywhere; at Soda Fountains, Clubs, and Hotels. Efficient and lasting.



H.-B. Vibrator

For health and beauty; an efficient and durable aid.

Manufactured By

HAMILTON-BEACH MFG. CO., RACINE, WIS.



Phone Your Dealer for a Free Trial

Black Cat Textiles Company
of
Kenosha, Wisconsin

*Announces that its Corporate Title
will hereafter be*

The Allen A Company



THIS new Corporate Title represents the outgrowth of the Black Cat Textiles Company, and its continuation under the name of the owners. It is the logical merging of such famous brands as

**Black Cat Hosiery
Cooper's-Bennington Spring Needle Underwear**

It symbolizes at once the *Maker's* personal pledge of responsibility, and the standing of these famous brands with thousands of merchants and hundreds of thousands of users all over America.

"Allen"—the name of the Makers ; and "A"—the standard mark of first and finest grade.

As in the past, so in the future, Black Cat Hosiery and Cooper's-Bennington Spring Needle Underwear will be produced and marketed under the same labels, by the original family of Knitters and Textile Workers. The family who established the unchanging standards of quality and value, and have designed, produced and marketed these brands for over thirty years.

It means adding to these brands the name of the owners as a personal earnest of uniform quality and dependable value.

HOSIERY &



UNDERWEAR

Greetings

Davies Shoe Manufacturing Company



B. D. Eisendrath Tanning Co.

TANNERS OF THE CELEBRATED

Aristo Kid



*Black and Colors
for Dress Shoes*

*Water Proof Chrome Sides
Black and Colors for Logging,
Fishing and Hunt-
ing Boots*

TANNERY AT RACINE

CHICAGO, ILL.
130 So. Wells St.

BOSTON, MASS.
195 South Street

Fiebrich-Fox-Hilker
Shoe Co.

MANUFACTURERS OF

Gent's
Fine Shoes

RACINE, WIS.

Kradwell Drug Co.

RACINE

and

KENOSHA

Prescription Work
Our Specialty

DRUGS - SODA - KODAKS
CIGARS

Yours to serve for everything
in the drug line

RACINE'S LEADING DRUG STORE

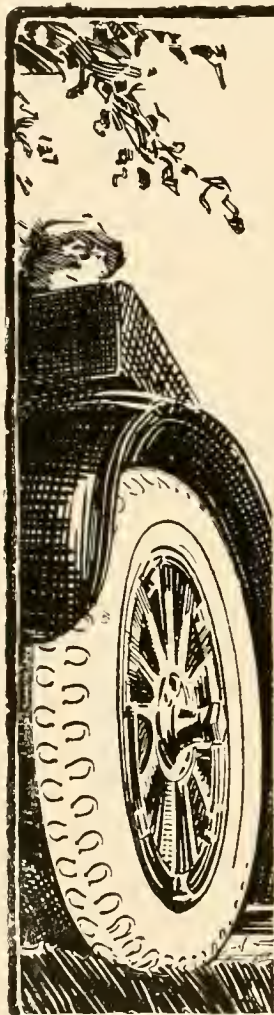
*Greetings U. C. T.
We're With You*

Lockwood Oil Co.

Racine, Wisconsin
Union Grove
Kenosha

*Ask a Brother Where
to Get Quality, Service
and Courtesy—
"That's Us"*

Look for the Yellow Pump



The Busy Wheel of Your Car

ON most cars, probably yours included, the right rear wheel is by far the hardest on tires. A tire that makes good *there* proves its dependability.

Let us put a HORSE-SHOE Tire on your right rear wheel—and it will show you why so many large corporations buy Horse-Shoes exclusively for their fleets of service cars.

This tire is recommended by a million motorists who use it because they know of no better tire.

Let us show you what wonderful service the Horse-Shoe will give you locally.

DEALERS
EVERYWHERE

RACINE
HORSE-SHOE TIRES

Manufactured by
RACINE AUTO TIRE COMPANY
Racine, Wisconsin



Come In To See Us
While You're Here

We'll give you
the glad hand and
show you how real
shirts and overalls
are made.

Hilker-Wiechers Mfg. Co.

RACINE, WIS.

Between 6th and State on Mound Ave.

Signal
SHIRTS & OVERALLS



Racine's Leading Manufacturer of

Ice Cream, Cones, Pop, Ice

BILLY MAKES EVERY DAY

2,000 Gallons of Ice Cream
12,000 Ice Cream Cones
200 Cases of Pop
20 Tons of Ice

No Matter What the Weather
Billy's "Goodies" are Good

VISITORS WELCOME

Billy's Ice Cream Co., Inc.
RACINE, WISCONSIN

Established 1850

Incorporated 1917

W. H. Kranz Company

WHOLESALE
PAPER AND
STATIONERY



MANUFACTURERS OF
BROOMS AND WHISKS

Compliments of the
F. J. Greene Engineering Works
and
Greene Manufacturing Company
Racine, Wisconsin

How Do You Do!

Glad to know you—
Hope you like our town—

And when you go
back home if you
discover that your car
needs a new top, just
drop in on your garageman
and tell him to save
your time and money and
make satisfaction sure
by getting you a

Badger **SlipRoof**

Made by

WISCONSIN AUTO TOP COMPANY RACINE, WIS.

*Also Makers of the Famous Badger Seat
Covers for Automobiles*

The Swift Year Book is Out

Send for Your Copy



Swift & Company was a favorite topic of conversation last year.

Committees investigated it, commissions attacked it, lawmakers threatened it, many condemned it.

Presently people began to think about it; began to realize that Swift & Company was performing a necessary service in a big, efficient way, began to wonder whether it could be done as well in any other way.

Read what Swift & Company did last year, and what it meant to you, in the Swift & Company Year Book, just issued.

It's a fascinating narrative—simple facts in simple words. There is one ready for you. Send for it.

Address Swift & Company, Union Stock Yards, Chicago

Swift & Company, U. S. A.

Wisconsin Gas & Electric Co.

Serves 32,000 satisfied customers in Racine,
Kenosha, Watertown, Burlington, Whitewater,
South Milwaukee, and thirty other cities and
villages of southern Wisconsin.

GAS SERVICE

LIGHTING

ELECTRIC POWER



RACINE SHOE MFG. CO.

You can always find your
style and fit in our high
standard of value in
Medium Priced Dress
Shoes for Men to retail at
\$9.00 to \$12.00.

**Racine Shoe
Manufacturing
Company**

Automobile Springs *for Replacement*

THIS



TRADE MARK

*Your Assurance of
Satisfaction*

Ask Your Dealer or Garage

HARVEY SPRING & FORGING CO.
RACINE, WISCONSIN

Western & Eagle Manufacturing Co.

INCORPORATED \$50,000.00

FACTORIES:

1218 WASHINGTON AVENUE
(*Arnold Electric Building*)

1509 SIXTEENTH STREET
(*Sattley Building*)

MANUFACTURERS OF WOOD AND
METAL PATTERNS AND
NOVELTIES

MILLER PETERSON
Pres. & Gen'l. Mgr.

EARL J. ABER
Vice-Pres. & Asst. Mgr.

MISS J. L. DIEHL
Sec. & Treas.

Even if you have to travel through roads as bad as this—

A SPIREX radiator will keep your Ford motor cool

Deep mud, sticky mud, gumbo, sand—will not overtax the ability of the SPIREX to keep the motor cool.

Think of what an advantage it would be to no longer be hampered by overheating troubles—no more stopping in the middle of the road to let the motor cool. You can do away with all the annoyance of a steaming and hissing radiator—by equipping your Ford with a SPIREX. The Ford SPIREX is absolutely guaranteed to have 42% more cool-

ing capacity than regular Ford equipment—and there is a special SPIREX that is guaranteed to have 67% more cooling capacity.

And besides—this radiator has greater strength because of the spiral construction and the extra heavy copper stock used throughout, and yet it is lighter in weight.

Make your Ford equal to the hardest road conditions by ordering a SPIREX radiator today. Write us for more detailed information.

MODINE MANUFACTURING COMPANY
Racine, Wisconsin

THE ZINKE COMPANY, General Sales Agents
1322 S. Michigan Ave., Chicago, Ill.



Belle City Malleable Iron Company
Racine Steel Castings Company

R A C I N E
W I S C O N S I N

Racine Brass & Iron Co.
RACINE, WISCONSIN

JOHN OLLE
President

JOHN H. TOOMAN
Sec'y. & Treas.



*"The Stores of Quality
and Price"*

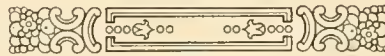


*"The Stores of Quality
and Price"*

When You Come to Racine

SEE THE

"Pride of the Nation" Drug Store



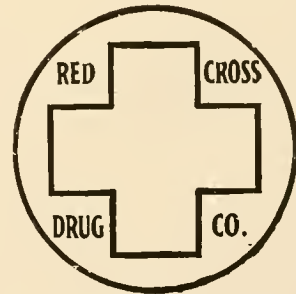
The Red Cross Drug Stores

SIX OF THEM

THIESEN RUNS 'EM



*"The Stores of Quality
and Price"*

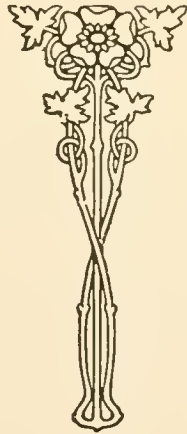


*"The Stores of Quality
and Price"*

Lakeside Malleable Castings Co.

Manufacturers of

Malleable Iron Castings



RACINE, WIS.

THE FREEMAN LINE

Feed Cutters—*"Hand and Power"*

Feed Cutter Carriers—*"Wood"*

Feed Cutter Carriers—*"Steel"*

Silo Fillers

Blower Elevators

Sweep Horse Powers—*"One and Two Horse"*

Horse Power Jacks

Cider Mills

Grinders—*"Hand"*

Fanning Mills

Pump Jacks

Corn Shellers—*"Hand and Power"*

Saw Frames—*"Wood and Pole"*

Endgate Seeders

Steam Boilers

Horizontal Tubular Boilers

Scotch and Water Back Marine Boilers

Water Tube Type Marine Boilers, sizes from
100 H. P. to 600 H. P.

Steel Pressure Tanks

Manufactured by

FREEMAN MANUFACTURING CO.

RACINE, WISCONSIN

Racine's Leading Theatre



*One of the Most Beautiful and Best Equipped
Theatres in the Middle-west*

WITH EVERY FACILITY FOR THE COMFORT AND CON-
VENIENCE OF ITS PATRONS — DAILY PRESENTING

Supreme Vaudeville

THE WORLD'S RECOGNIZED
BIG TIME ACTS

ALSO

HIGH CLASS FEATURE
PHOTO PLAYS

AND

EXCELLENT MUSIC

BY THE

RIALTO ORCHESTRA
AND BARTOLA ORGAN

Hammes

HOTEL *and*
RESTAURANT

335 MAIN STREET



Make our home your home

RESTAURANT OPEN DAY and NIGHT

*We extend a most
cordial invitation
to you and your friends
to visit our restaurant
while here.*

*We pride our-
selves on having
a kitchen second
to none in the city
or state.*

WE CREATE APPETITES IN GOOD THINGS TO EAT



When you are dressing for the day, there is a certain amount of pleasure in pulling on a pair of "Best Knit" hose. It gives you a feeling of satisfaction—a good start for the day.

"Best Knit" Hosiery is a great favorite among men who are particular as to the quality of their hose. Knit from the finest materials. Like tailor made they're knit to fit and fit perfectly.

Obtainable in a full range of colors in popular weights and styles. Silk, silk lisle, silk plaited, cashmere, silk and wool and lisle. All sizes.

For women too. Your store has them. If not, write us direct. Milwaukee Hosiery Co., Milwaukee, Wis.

ARTHUR EHRLICH

Sells Lots Here

RACINE

JOHNSON'S CARBON REMOVER



YOU can keep your motor snappy and full of "pep" by *preventing* the accumulation of carbon. Don't wait until your engine is choked and caked with it. Use Johnson's Carbon Remover every 500 miles, then the carbon is removed while it is soft and powdery, eliminating the frequent grinding of valves and *keeping* the motor *always* clean. No experience or labor required—you can easily do it yourself in ten minutes—and the cost is trifling.

Easy—Clean—Safe—Quick

Johnson's Carbon Remover is the easiest, cleanest, safest and most satisfactory remedy for carbon. It will save you from \$3.00 to \$5.00 over any other method without laying up the car. Johnson's Carbon Remover, the engine laxative, will stop that knock—quiet your motor—save your batteries—and reduce your gas consumption.

JOHNSON'S CAR SAVERS

Johnson's Cleaner and Prepared Wax—make body, hood and fenders look like new.

Johnson's Hastee Patch — can be applied in two minutes.

Johnson's Valve Grinding Compound—gives a velvet seat.

Johnson's Stop-Squeak Oil—a wonderful spring lubricant.

Johnson's Auto-Lak—a splendid one coat body varnish.

Johnson's Black-Lac—the perfect top dressing.

Johnson's Radiator Cement—liquid.

Write for our folder on "Keeping Cars Young"—it's free.
S. C. JOHNSON & SON - Racine, Wisconsin, U. S. A.



Organized Accuracy and High-Grade Motor Vehicles



Organized accuracy, the key to Nash manufacturing practices, has its reflection in the *satisfaction* owners derive from their car or truck and in the *saving* to them of many dollars, not only in first cost but in *maintenance* as well.

For no organization is better fitted than The Nash Motors Company to manufacture *products* of value in large volume.

Thus the quality of the Nash Six is *governed absolutely* by us because it is built—ninety-three per cent *complete*—in our own factory.

The Nash Motors Company
Kenosha, Wisconsin

Manufacturers of High-Grade Motor Vehicles

NASH MOTORS

VALUE CARS AT VOLUME PRICES

Belle City Basket Company

Manufacturers of
Genuine

Racine Baskets

"Baskets That Sell Themselves"

Office and Factory—St. Patrick Street and C. & N. W. Tracks

NATE I. SILVER, Pres. & Treas.—BARNEY SILVER, Vice-Pres.—BEN SILVER, Sec.

Silver Iron & Steel Company

SERVICE

EXPERIENCE

QUICK RETURNS

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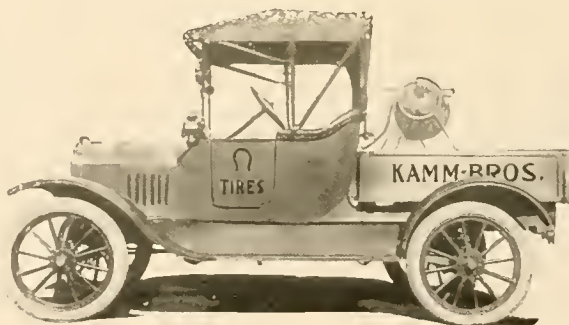
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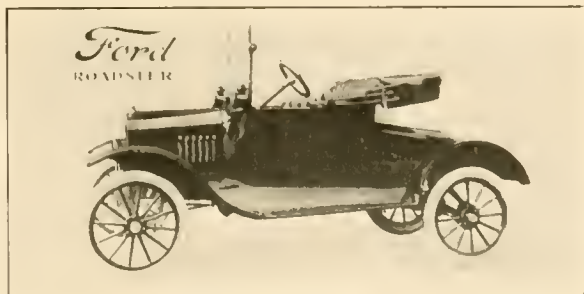
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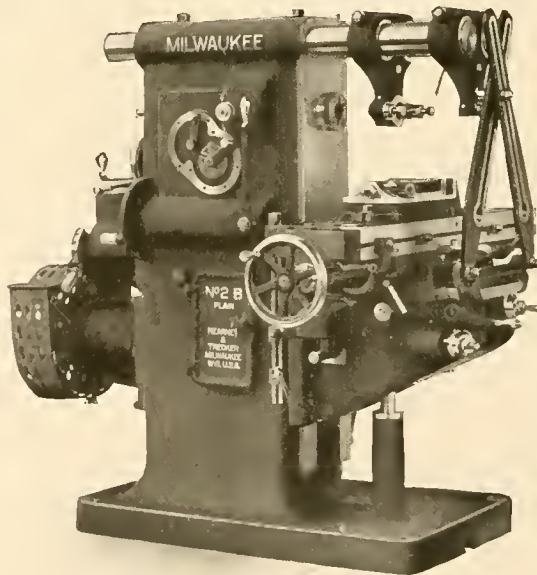
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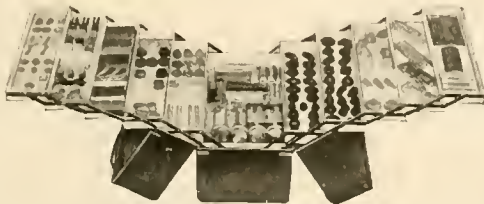


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The design and workmanship of this emblem was laid out and prepared by our good brother N. R. Lindorff of the

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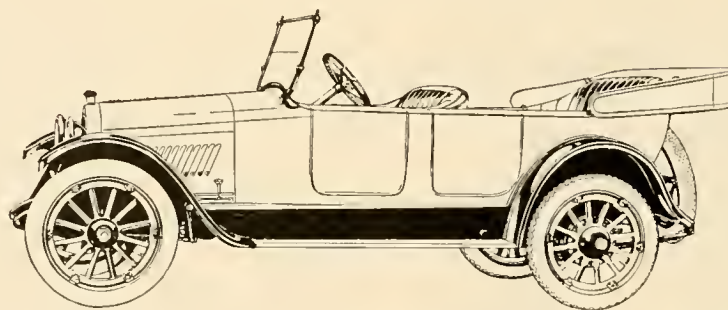
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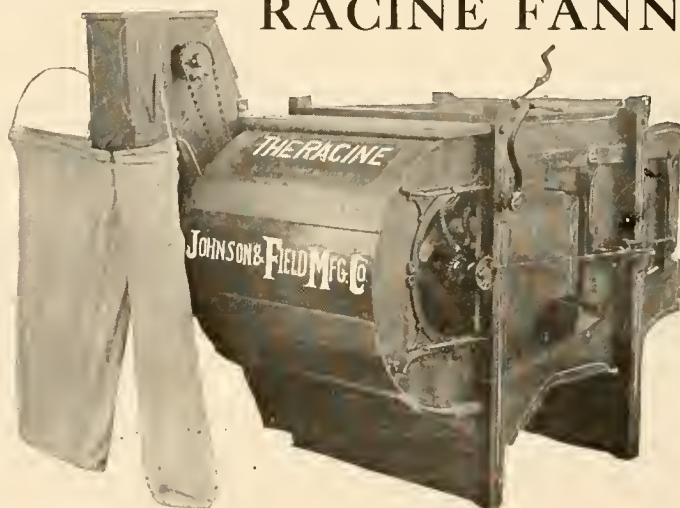
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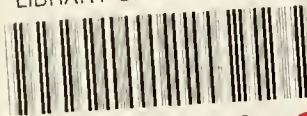
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