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ROCKFORD
1912

OUR PURPOSE--The presentation in pictorial form of the Story of Rockford; a story of progress and achievement, which we believe demonstrates the proof of the assertion that Rockford's Really Right. This story, of necessity, can be presented only in abbreviated form. The record of past achievement cannot fail to suggest future possibilities and must, we believe, demonstrate to the reader that there are reasons for Rockford's wonderful development and growth. In the writing of this volume, it has been our purpose to record honestly and present only facts. The story of Rockford needs no embellishment, and it is herewith presented in the belief that it will lead to a better appreciation of what Rockford is and of what Rockford is to be.



Published by

THE ROCKFORD MORNING STAR



KENT'S CREEK



THE builders of Rockford builded better than they knew. Nestling in one of Nature's beauty spots, and spreading out on either bank of famous old Rock River, the city of Rockford has grown and developed until it has become one of the principal municipalities, not only of the State of Illinois, but of the central west. It enjoys, and rightly so, not only the distinction of being one of the most beautiful inland cities in America, but one of its leading industrial cities. Its less than a century of history has been epoch-making. Its progress and the development of its marvelous resources have kept pace, however, with its wonderful growth in population. From a mere trading post of frontier days, it has developed into a magnificent city; a city of beautiful homes and a city of marvelous industrial activity; a city which extends an alluring invitation to the home-seeker and a promise, sure of fulfillment, of successful business opportunity to the investor. The chief metropolis of northern Illinois and the Rock River Valley, the city of Rockford is situated 85 miles northwest of Chicago. In population, it has steadily forged its way past other aggressive Illinois municipalities, until today it stands fifth among the cities of the state. Industrially, it is the greatest city in Illinois outside Chicago. Famed for its beautiful streets, its magnificent homes, its extensive park and play-ground system, its drives and its boulevards, and blessed by a magnificent foliage, which has earned for it the title of "Forest City," Rockford offers to its people and to the visitor within the gates an enchantment never to be forgotten. The wonderful development of its industrial life has not dwarfed its municipal progress, and the Rockford of today stands unique among American municipalities, as not only a great commercial center, but a city in which the American fireside receives the emphasis which is its due. Rockford's history goes back to the year 1834. The story of the passing years is a marvelous story of shifting scenes and wonderful development. The log cabin of yester-year has given way to the wonderful Rockford of today. From the pioneer settlement of a few isolated huts, the city has grown to a municipality of over 50,000 people. The government census of 1900 placed its population at 31,051. The enumeration of 1910 fixed the figures at 45,401. The annexation of numerous suburbs and the natural growth of the city gives the Rockford of today a population of over 50,000. Investigation of government census reports develops the fact that between the years 1900 and 1910 Rockford's increase in population was over 46 per cent, or the second greatest percentage of growth developed by any city in the state of Illinois. Industrially, Rockford grew in almost the same ratio as its population, until today the Illinois State Department of Factory Inspection registers and inspects 456 manufacturing concerns. This growth, phenomenal though it is, has been conservative, healthful, and natural, and indicates in no way the story of a "boom town." There must be a cause for every result; there is a *Reason*





PANORAMA—VIEW FROM ROCK RIVER

for Rockford. It is this story—the story of Rockford and the “reasons why”—that this volume is to tell. In illustrated form it is our hope to give in striking manner some slight conception of the Rockford of today. It is our desire, through the medium of fact only, to make the world at large better acquainted with the story of what one of the Central West’s great municipalities is and to convey some impression, supported by reasonable deduction, of what the Rockford of the future is to be.

Rockford a Beautiful City

ROCKFORD is not a show place of magnificent residences. It is a city of beautiful homes, and the distinction in the phraseology emphasizes a distinctive trait of Rockford people. Despite its wealth, despite the phenomenal prosperity which has blessed the community, sordid commercialism has not crowded out the more subtle and far more essential spirit of the American home in the city of Rockford. But still, and rightly so, the city of Rockford is famed for the beauty of its homes. Sheltered under the splendid foliage of elm, maple and oak, and surrounded by well kept lawns, these homes never fail to draw the attention of the stranger within Rockford’s gates. It is a frequent remark of visitors that even the humble cottage has apparently been designed by an artist with a view to symmetry and beauty. Rockford is not compelled to apologize for its tenement districts—there are none. The laborer lives in a neat and attractive home of his own, side by side with that of his employer. Building operations in the city of Rockford year after year establish new records, not only in the city itself, but among the municipalities of Illinois. The building of good, substantial, convenient and beautiful homes is encouraged. Home builders’ associations, seeking only a fair income for the money invested, furnish opportunity to the rank and file of Rockford people to build and own their own homes.

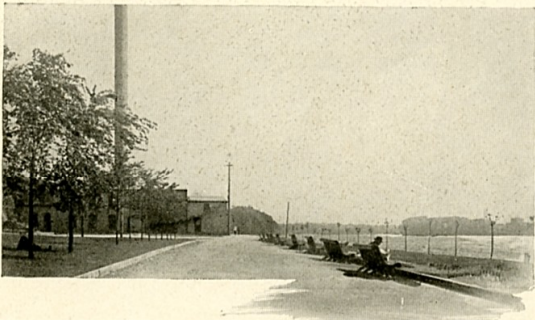




VIEW FROM EAST SIDE OF RIVER

Streets

WITH this magnificent setting, beautiful homes and lawns and magnificent foliage, Rockford people, through their municipal government, have not neglected one of the most important features of city development—their streets and boulevards. Hundreds of thousands of dollars have been expended by the city of Rockford in the improvement of streets and alleys. The temporarily satisfactory macadam road is rapidly giving way to more substantial and permanent pavement. Asphalt and brick now floor the main arteries of Rockford's business and residence sections. For over 90 miles of permanent pavement, the visitor in the city journeys, marveling at the progress being made in this direction and wondering at the public spirit of a community which makes such public improvement possible. When Rockford builds, it builds well, and this statement applies to the character of its permanent road making. The city of Rockford has been fortunate in the choosing of its public officials, and the extension of its pavements has been well directed by a competent engineering department.



City Government

ROCKFORD'S municipal affairs are entrusted to the management of a mayor and fifteen aldermen. In addition, there are the following boards: city assessors, fire and police, education, and local improvements. A city clerk, city treasurer, police magistrate, city attorney, corporation council, fire marshal, superintendent of police, city engineer, commissioner of health, and superintendent of water works go to make up the administrative officials of Rockford's city government. Rockford was incorporated as a city in 1852. Its first election was held April 19th of that year and resulted in the election of Willard Wheeler as mayor. Four aldermen were also chosen. Rockford's city government, fortunately, has been of the people, by the people and for the people. Its affairs, from the day of its incorporation down to the



PANORAMA—DURING REGATTA

present time, have been administrated well and wisely, the progressive Rockford of today bearing evidence of that fact. The marvelous and phenomenal growth of the city has presented unusual problems to the men in control of municipal affairs. Building for the future, however, these problems have been faced wisely by the general public, and the Rockford of today, as a result, finds itself in the first rank of Illinois municipalities. Its water supply, drawn from the St. Peter's and Pottsdam artesian stratum, is not only pure, but inexhaustible. Danger from holocaust has been reduced to a minimum, a fact which has been made necessary by Rockford's large industrial interests. Its fire department takes rank among the first in the state of Illinois and is unusually well managed and well equipped. It has six fire stations and its fire apparatus will soon be entirely of the automobile type. Law abiding in its temperament, Rockford is well policed with a force of 32 patrolmen, five merchant police and a number of probationary officers. The city of Rockford boasts numerous distinctive features which are at the same time in reality a part of the municipality. It is proud of its extensive park system, covering nearly 300 acres and consisting of 30 large and smaller parks scattered throughout every section of the city. Its projected boulevards will link this system into one great paradise of pleasure where Rockford people may spend their leisure hours. Instead of a soldiers' monument, Rockford dedicated to the memory of its soldier heroes a far more substantial tribute, a memorial building, which cost \$65,000. In 1905 the municipality built a modern city hall at a cost of \$125,000. It is fortunate in the possession of two hospitals, with 56 nurses and an aggregate capacity of over 175 patients. Among other semi-public institutions should be mentioned a library costing \$100,000, two homes for the aged, an orphanage, and a boys' farm school. The story of Rockford's progress and of its resources is suggested, at least, by the statement that, despite the fact, it is a city of but 50,000 people, its assessed valuation for 1910





SHOWING WATER POWER PLANTS

was \$17,849,380, which places the real valuation at \$53,548,140. The total city taxation fund for 1910 was \$508,131.49; the general expense, \$344,231.13, and the estimated general expense for 1911, \$459,146.13. The outstanding bonded indebtedness in only \$359,800, the last date of maturity being February first, 1929. This bonded indebtedness is divided as follows: sinking fund, \$279,800; schools, \$60,000; permanent improvement, \$20,000.

A City Healthful



HERE is a familiar adage among Rockford people that "Rockford's health is its chief wealth." As a matter of fact, there is a great deal of truth in the saying. Two great factors form the health equation of any community—water supply and sanitation. No city in the state of Illinois; no city in the great United States—broad as this assertion may seem—has a better or purer water supply than the

city of Rockford. Statistics, gathered by the state and national government, declare Rockford's artesian water supply to be absolutely pure, the equal of any in the country and superior to most. Taken from the Pottsdam and St. Peter's stratum, which are easily reached in the locality of Rockford, the city supply analyses practically the same as the famous Waukesha water. Dread typhoid is an unknown scourge, and in its isolated existence, comes always from other conditions than infected water supply or improper sanitary methods. The sanitary condition of the city is all that could be asked. Inspection is rigid and frequent. There are no tenement or congested districts in the municipality and the disposal of the sewage is cared for in an admirable manner. With Rock River passing through the heart of the city, the question of sewage disposal has been comparatively easy of solution. Rockford has 65 miles of sewers.



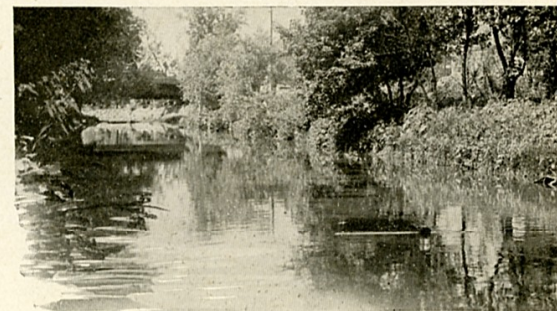


BIRD'S EYE VIEW FROM COURT HOUSE

Rockford people have always taken pride in the appearance of their city and vie with each other in the effort to make their homes, their yards, their alleys and their streets beautiful and, as a result, their city and clean healthful. The city maintains an inspector of milk and meat supplies and an energetic, watchful and active board of health, which maintains rigid supervision over this work. Blessed, as it is, in having its supply of water furnished by artesian wells, Rockford avoids the scourge which so often blights communities obtaining their supply from contaminated lakes and rivers. This supply comes from artesian wells, some of which are 1996 feet deep. There are 97 miles of water main, six and one-half miles being added in the last two years. Twenty years ago the water supply consumed was 716,000 gallons. There has been a steady increase until the present consumption ranges from 3,500,000 to 4,200,000 gallons per day. The water works system has a capacity of 8,000,000 gallons per day of 24 hours. The present water works system has been completed at a cost of \$1,125,000.00.

Music, Art, Drama

ROCKFORD people possess the culture that counts—not the “caste” that “cuts.” The city as a unit is a lover of the best in music, art and the drama, and numerous organizations promote these very desirable environments. The city of Rockford has two successful conservatories of music, well equipped for advantageous work and presided over by able instructors. The merit of these institutions is testified to by the noted musical artists who are numbered among their graduates. Among the leading musical organizations of the city are the Rockford Military Band, the High School Band, Mendelsohn Club, Schumann Club, University Glee Club, Germania Gesang Verein, Syran Singing Society, Svea Soner Singing Society, Six Orchestras, and numerous quartets and church choirs. The artistic temperament is everywhere evident in Rockford. Its fame as a city of beautiful homes and of



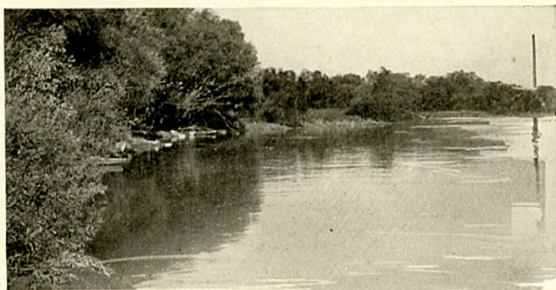


PANORAMA—SOUTH MAIN STREET

beautiful architecture, its parks and its drives, emphasize Rockford's artistic development. The drama and its more recent offspring, the musical comedy and vaudeville, find substantial support in Rockford. Fortunately, the city is so situated as to draw the best entertainers. Few cities of like population can boast more attractive or more commodious amusement places. In addition to the Grand Opera House, the city enjoys vaudeville, as it is presented at the Orpheum and Majestic theatres. These attract the very best vaudeville productions to be found anywhere outside the larger cities of the country.

Clubs, Secret, Fraternal and Benevolent Societies

Culture, art and refinement are typical of Rockford as a community, and these elements enter largely into the literary and social life of the city. The spirit of fraternalism is rife, as is evidenced by nearly half a hundred fraternal organizations, divided into 92 lodges. Great interest is manifested by Rockford people in some twenty literary, scientific and social organizations, among which might be mentioned the Rockford Country Club, owning its own clubhouse and golf links, famed the state over as one of the most beautiful country clubs in the Central West; the Rockford Athletic Club; Illinois Club; Rockford Boat Club; Good Fellowship Club; Horseshoe Club; John Erickson Club; Bonne Curve Club; Gridiron Club; Beefsteak Club; Idler's Club, and the Wate-a-Wyle Club. Other organizations are the Rockford Chamber of Commerce, Rockford Merchants and Business Men's Association, Manufacturers' and Shippers' Association, Rockford Pharmaceutical Association, the Odontological Society of Rockford, Winnebago County Medical Society, Illinois Humane Society, Ladies' Union Aid Society, Daughters of the American Revolution, Rockford





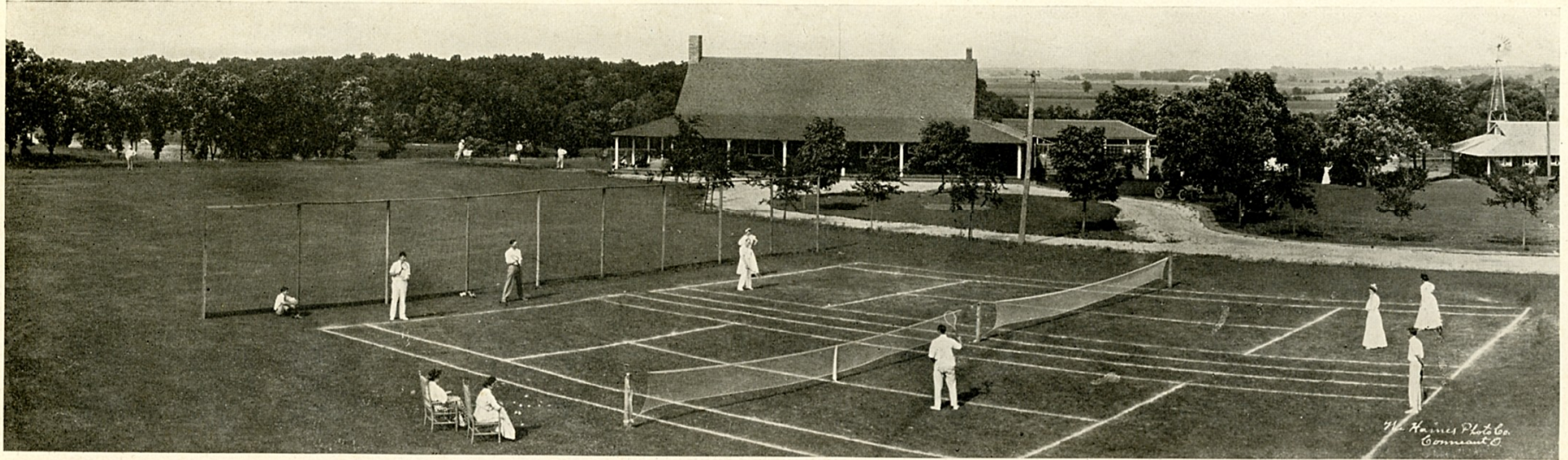
NIGHT SCENE ON NORTH AND SOUTH MAIN STREET

Central Woman's Christian Temperance Union, Anti-Tuberculosis League. Among the different fraternal orders are the following: Masonic, 10; Knights of Pythias, 3; Elks, 1; Order of Moose, 1; Odd Fellows, 9; Royal Arcanum, 1; A. O. U. W., 3; I. O. O. Forresters, 3; Knights of Maccabees, 1; Ladies of the Modern Maccabees, 1; Woodmen of the World, 1; Tribe of Ben Hur, 2; North American, 2; Archaean Union, 2; Modern Brotherhood of America, 2; M. W. of A., 3; Royal Neighbors of America, 3; Court of Honor, 3; Loyal Americans, 1; F. O. Eagles, 1; Improved Order of Red Men, 1; American Stars of Equity, 1; Royal League, 1; National Protective Union, 1; Order of Owls, 1; Sons of St. George, 1; Select Knights of America, 1; North Star Benefit Association, 1; Danish Sisterhood, 1; Ind. Order of Good Templars, 3; U. C. T. of America, 1; Knights of the Globe, 1; Ind. Order of Svithoid, 1; Mystic Workers of the World, 1; Home Fraternal League, 2; the Fraternal Tribunes, 1; Danish Brotherhood, 1; Ladies and Knights of Honor, 1; Yeomen of America, 2; I. O. M. A., 1; Brotherhood of American Yoemen, 1; Knights of Columbus, 1; Catholic Order of Forresters, 3; Grand Army of the Republic, 5 posts; Sons of Veterans, 3.



Labor Conditions Ideal

THE city of Rockford is proud of its industries and of the labor which is employed therein. Labor plays a most important part in any city's welfare, and this is peculiarly true of Rockford, with its over 400 manufacturing establishments and 20,000 employes. Labor troubles are unknown in Rockford and there is a reason why. Rockford artisans are the best paid for like labor of any in the country, and the truth of this statement is proved by statistics. The great majority of them own their own homes, giving Rockford the proud distinction of having the largest percentage of home owning working men in the United States. Paid good



ROCKFORD COUNTRY CLUB

wages and living in their own homes, they take up the burden of every day work in shops, where every comfort and every convenience possible is given them. No wonder that they are a happy and contented lot and, as a result, it is easy to understand why the great majority of Rockford employes have come to this city at the earnest solicitation of fellow workers, who realize that in Rockford, more than any other industrial community, is the welfare of labor given consideration. The manufacturing industries of Rockford are so diversified that almost any mechanic in any line of work can find employment here. Rockford's prosperity, in a large measure, is due to the efficient and conscientious labor with which it has been blessed, and the city of Rockford will be glad at all times to welcome additions of the same character to its ranks.

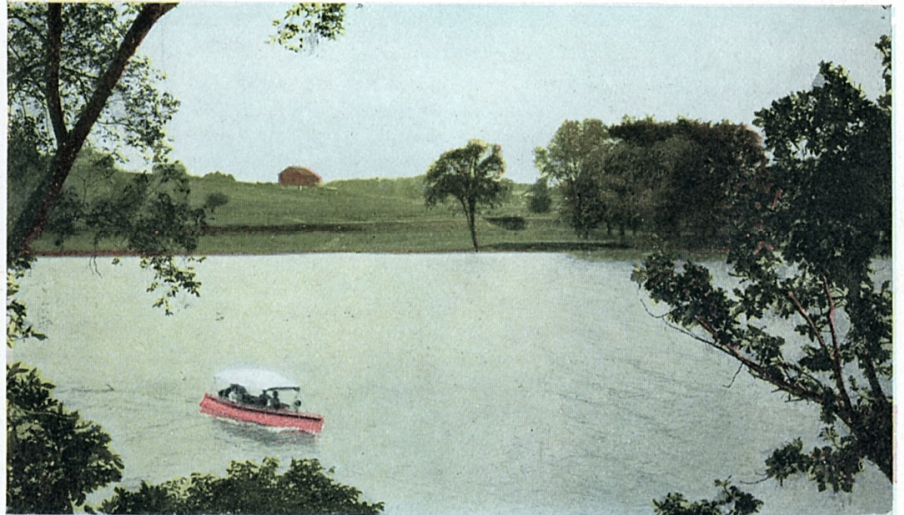
Religious

ROCKFORD has two score churches, representing sixteen different denominations as follows: Four Baptist, 2 Catholic, 1 Christian, 2 Con-



gregational, 1 Episcopal, 1 Independent, 5 Lutheran, 2 Evangelical, 1 Free Methodist, 7 Methodist Episcopal, 2 Presbyterian, 1 Scientist, 1 United Evangelical, 1 Adventist, 1 Free Swedish Church, and 6 miscellaneous denominational organizations. The First Congregational Church has the distinction of being Rockford's oldest denominational organization, dating back to the year 1837. Since then, the religious activity of the city has increased rapidly until today Rockford is one of the religious centers of the state; its church organizations are housed in magnificent edifices, and the spirit which has been born by these organizations has contributed much to the welfare of the Forest City.





Some Rockford Beauty Spots

WATER FRONT AT LOVE'S PARK
ONE VIEW IN BLACK HAWK PARK

LAUNCH PLEASURES ON ROCK RIVER
TINKER'S SWISS COTTAGE ON KENT'S CREEK



SCENE ON BEAUTIFUL ROCK RIVER

Rockford's Public Library

ROCKFORD'S library equipment has kept pace with the wonderful development of the city along all educational lines, and it is today the home of one of the finest library buildings and one of the finest equipped libraries in the Central West. On March 6th, 1901, Andrew Carnegie, that prince of philanthropists, notified the people of this city that he would give \$60,000 for a library building, provided the city of Rockford furnished the site and raised a fund for maintenance of the project to the extent of \$8,000 per year. This offer was accepted by the City Council a few days later, and in March, 1903, Mr. Carnegie contributed \$10,000 more to the fund, thus enabling the city of Rockford to complete its magnificent library building at a total cost of \$70,000. The ground upon which the building stands was originally owned by the Rockford Gas Company and valued on a very low estimate at \$11,000. The people of Rockford, on petition of George D. Roper, contributed \$9,000 towards the purchase price, the Gas Company generously donating the balance of \$2,000. Today the value of the property on which the library stands is, at a conservative estimate, worth \$25,000. That the library has proven a popular institution is evidenced by the fact that the increase in circulation of books in the past ten years is over 60 per cent, while the increase in the numbers is 120 per cent. The circulation of books, including the East Side Library, for the past year was 166,421, a large increase over the preceding year. The total number of volumes in the library is 55,082 and the value approximately \$40,000. The total registration the past year was 10,330, while ten years ago it was but a little over 4,000.





FOURTEENTH AVENUE AND SEVENTH STREET

Hospitals

FOR its works of charity and mercy, Rockford is noted. It has two splendidly equipped hospitals which in an unostentatious way are doing much to relieve suffering and safe-guard the lives of Rockford people. The St. Anthony is controlled by the Franciscan Sisters of the Third Order of St. Francis. It is a modern institution, ably managed and equipped as the most advanced development of science will permit. This statement is especially true of the operating room. The City Hospital is under the control of a board of management, composed of Rockford men and women and it, too, is well equipped and modern in every respect. The City Hospital has an incorporated training school for nurses. During the past year it has had about 1,075 patients. It has thirty nurses and numerous other employes, and a house staff of twenty-five physicians and two internes. The capacity of the City Hospital is seventy-five patients, while that of St. Anthony is one hundred fifteen. Besides these hospitals there are three modern sanitariums, each one well equipped and managed for its special line of work.



Bank Statements

THE bank clearings of the Rockford banks for 1911 were \$40,867,113.26. The statements made in December, 1911, by these banks, on capital stock, surplus and undivided profits are as follows: Rockford National Bank—Capital Stock, \$100,000.00; Surplus Fund, \$100,000.00; Undivided Profits, \$71,779.76. Forest City National Bank—Capital Stock, \$100,000.00; Surplus Fund, \$100,000.00; Undivided Profits, \$57,803.32. Winnebago National Bank—Capital Stock, \$250,000.00; Surplus Fund, \$150,000.00; Undivided Profits, \$125,085.27. Third National Bank—Capital Stock, \$250,000.00; Surplus Fund, \$150,000.00; Undivided



ROCKFORD CITY MARKET

Profits, \$45,543.96. Manufacturers' National Bank—Capital Stock, \$200,000.00; Surplus Fund, \$50,000.00; Undivided Profits, \$11,306.41. People's Bank and Trust Company—Capital Stock, \$125,000.00; Surplus Fund, \$50,000.00; Undivided Profits, \$106,816.78. Swedish-American National Bank—Capital Stock, \$125,000.00; Surplus Fund, \$3,500.00; Undivided Profits, \$229.06.

Postal Business

IT is frequently said that the postal business of any community is a true barometer of its commercial life. Rockford is proud of the record established by the Rockford Post Office. The business of this office has increased rapidly. During the past year the number of pieces of first-class mail handled was 14,706,612; second-class, 3,201,780; miscellaneous, 3,260,580. The postal receipts were \$188,566.90. The total financial transactions in money order division were approximately \$189,736. During the past twelve months over 1,000 tons of mail was handled. The office employs 114 people divided as follows: city carriers, 39; rural carriers, 12; clerks, 34; substitute clerks, 4; substitute carriers, 6; special delivery messengers, 2; screen wagon train men, 3; custodian force, 2; Salaries paid these assistants amount to \$93,679.74. Rockford's federal building, a beautiful structure, was erected at a cost of \$125,000, value of the ground on which it is located being \$40,000.

Transportation Facilities

TO be a great city, a community must have excellent railroad facilities, and in this respect Rockford is peculiarly favored, both as regards freight and passenger service. Five great railway systems and interurban lines enter the city, making it one of the great railroad centers of the state of Illinois. These roads are the Illinois Central, Chicago &





WINNEBAGO COUNTY COURT HOUSE



CITY HALL

Northwestern; Chicago, Burlington & Quincy; Chicago, Milwaukee & St Paul, and the Chicago, Milwaukee & Gary, the latter road being the great outer belt circumventing the city of Chicago and its great markets. Half a hundred passenger and nearly the same number of freight trains enter and leave the city of Rockford daily. No industrial center in the state of Illinois is so favorably situated as regards switching facilities, thus insuring the immediate handling of incoming and outgoing freight. All of the roads entering the city maintain belt lines around the industrial district, together with a net work of switching tracks. These roads are now handling in the city of Rockford approximately 1,750,000 tons of freight, a statement which goes to indicate Rockford's great development in an industrial way.

Building and Construction

DESPITE its phenomenal growth in population, the city of Rockford is taking care of its people, furnishing for them comfortable homes and for their business suitable store houses. As a result of this fact, building operations in the city of Rockford have established new records year after year and records which are perhaps not approached by any other city in the state of Illinois. Building in Rockford is modern building—is home building. Tenement districts are unknown, a fact of which the city of Rockford is justly proud. To this fact, too, is undoubtedly due a portion of Rockford's great growth in population. People move to cities where desirable homes can be had. Rockford



POST OFFICE



ROCKFORD PUBLIC LIBRARY

is far from a city of empty houses and yet she tries to keep pace with her development and provide homes for the stranger within her gates. The following statistics will show the wonderful increase in building and construction work since the year 1904. New homes in 1904, 404; cost, \$1,166,575; remodeling, \$92,700; manufacturing and mercantile, \$119,300; municipal, \$188,173. In 1905, 442 new homes, cost, \$1,301,725; remodeling \$105,850; manufacturing and mercantile, \$897,500; municipal, \$346,693. In 1906, 504 new homes, cost, \$1,258,100; remodeling, \$98,300; manufacturing and mercantile, \$1,045,900; municipal, \$812,150. In 1907, 547 new homes, cost, \$1,311,230; remodeling, \$192,700; manufacturing and mercantile, \$956,900; municipal, \$418,644. In 1909, 390 new homes, cost, \$1,126,300; remodeling, \$58,850; manufacturing and mercantile, \$730,700; municipal, \$184,758; grand total \$2,393,858. In 1910, 355 new homes, cost, \$1,042,236; manufacturing and mercantile, \$824,600; remodeling, \$58,197; miscellaneous, \$789,085; grand total, \$2,642,078.

Public Service Utilities

THE customary antagonistic relationship between the public and its utility serving corporations is an unknown thing in the Forest City and the development is a very much appreciated one, not only by the people of Rockford, but by the public service companies as well. This amicable relationship is due to a realization on the part of both the public and the serving corporations that the best interests of each will be conserved by



ROCKFORD ELK'S NEW CLUB HOUSE



NEW EAST SIDE INN

a successful get-together spirit. The result is that a better service is given by the corporations and better terms obtained by them from the people. The city is well served by five public service utility corporations. The Rockford Gas Light & Coke Co., the Rockford Electric Co., Rockford & Interurban Railway, and two telephone companies. The Rockford Electric Co. does an extensive lighting and power business, supplying as well steam heat in the central portions of the city. Through the completion, during the past year at a cost of one million dollars, it has today the best equipped and most modern central station plant in the state of Illinois. The company has 77 miles of poles erected in the city, carrying approximately 400 miles of wire and employs 92 people, with a salary list of \$74,000 per year. It has over 3,900 meters in use, supplying something like 30,000 people with light, power and heat, probably the most comprehensive service given by any similar utility concern in the state. The company is controlled by the American Gas & Electric Company of New York, which also operates modern plants in other large cities of the United States. The Rockford company operates a main plant and one reserve power plant in Rockford and one in Beloit, each serving a large number of heavy power consumers. It also supplies all the power used by the Rockford & Interurban Railway in its extensive system. Through the high efficiency obtained by this company, it has been able to give to the city of Rockford the cheapest electric power in the Central West, not excepting the city of Chicago and the drainage district, and the power rates now in force compare very favorably

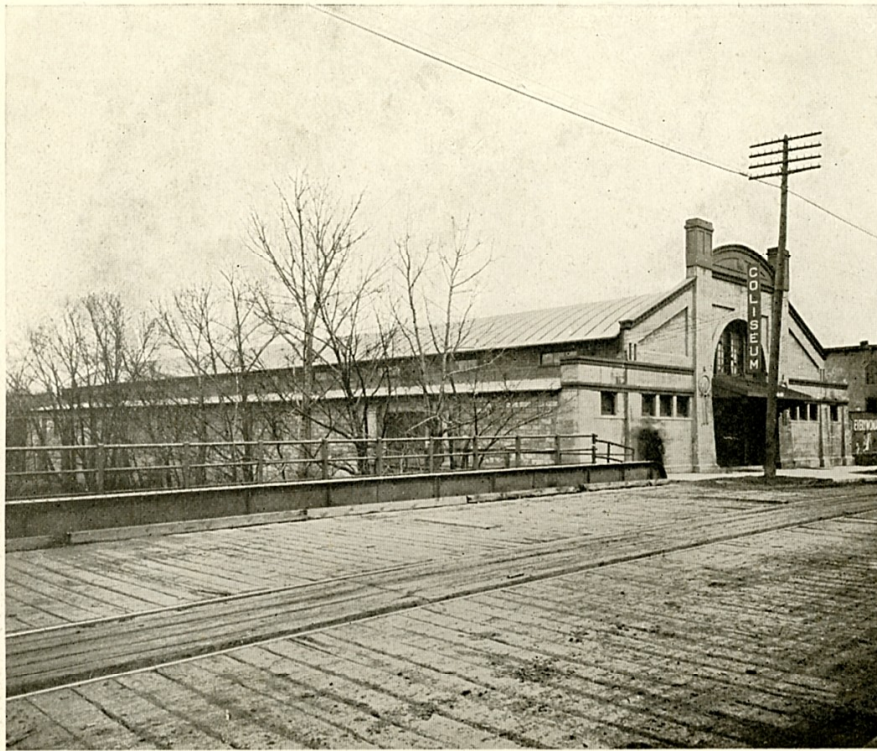


G. A. R. MEMORIAL HALL



YOUNG WOMEN'S CHRISTIAN ASSOCIATION

with those offered by the great water power plants of the country. The service furnished by this company is not only excellent, but the lighting rates, as well as the power rates, most reasonable. It is now supplying service for 6,000 H. P. in meters, not including the railway, and the power capacity is 15,500 H. P. The completeness of the service furnished by the Rockford Electric Company and the low power rate which it is able to give to its consumers are among the very essential things which have tended to make Rockford the greatest industrial center in the state of Illinois. Cheap power is absolutely necessary to successful manufacturing and the city of Rockford has this, among a great number of other advantages, to offer. Through the efforts of this company also Rockford has earned the distinction of being one of the best lighted cities in the country. The Rockford Gas Light & Coke Company is another one of Rockford's public service corporations which believe in giving the city the best possible product at a low cost. It gives employment to 100 people and its wages paid in 1911 approximated \$100,000. The company has over 10,000 meters in use in the city, consuming approximately 240,000,000 cubic feet of gas annually, and producing a revenue of \$240,000. Its mains extend over 115 miles throughout the city, while the acreage occupied by the plant itself is about five. The capital stock of the Rockford Gas Light & Coke Company is \$300,000. Besides gas and coke making, the company finds a large sale for its byproducts—tar and ammonia, the tar being shipped to makers of roofs and to makers of conduits and creosote. The rate for gas furnished by this company



THE COLISEUM



SVEA SONER SOCIETY AND EAST SIDE LIBRARY

is \$1.00 per thousand cubic feet. The Rockford & Interurban Railway Company operates a city service which is superior to that of any other found in a city of its size in the United States, and, in addition, one of the most extensive interurban systems in the Central West; a system which radiates from the city of Rockford in every direction and makes of the Forest City one of the great retail trade centers of Illinois. The Rockford lines are controlled by the Hodenpiel-Hardy Company interests, who own and operate a number of railway, lighting and power companies in the middle west. Since acquiring these lines three years ago, this company has spent a vast sum of money in improvements, which together with further contemplated expenditures will vastly improve the service given to the city of Rockford and its surrounding territory. Nothing is more essential in the development of a wonderful city like that of Rockford than the bringing in close touch with it all of its trading territory. And nothing can accomplish this desired end so well as a comprehensive interurban system. The Rockford lines bring a large territory to the very gates of this city and afford easy interurban connection with the more distant cities of Aurora, Joliet, Elgin, and Chicago. Over 300 men are employed by this company with a pay roll amounting to over \$200,000 annually. Rockford's telephone service is furnished by two companies, the Central Union Telephone Company and the Rockford Home Telephone Company. Combined these serve between six and seven thousand subscribers with long distance connections. The Rockford Home Telephone Company, as its name signifies, is



LUNDBERG BUILDING



THE COLUMBIA BUILDING

a local institution, with much of the stock held by Rockford business men, and the company furnishes excellent service, with a rapidly increasing demand for 'phone connections.

Retail Trade Center

ROCKFORD, a city of homes and industries, the metropolis of northern Illinois, is the natural trading center for a wide area of Rock River Valley. With its population of over 50,000 and the natural center of an additional trading population of over 100,000 people, it can be easily seen why Rockford is one of the great retail trading centers of Illinois. With its interurban lines radiating in every direction, Rockford is able and does draw its trade from an unusually large tributary territory. Few cities in the central west can boast the trading facilities which the Forest City has to offer. Its retail stores are modern and their proprietors men of successful business ability, who give to their trade the very best merchandise, which the great markets of the world have to offer, at the lowest possible price. Rockford's retail world has developed fast and grown phenomenally. It has kept pace with the wonderful growth in population. In appearance the retail district is metropolitan and its stores will compare favorably with those found in most American cities of twice its size. And there is an air of aggressiveness and an

air of prosperity noticeable throughout the retail district which is characteristic of the city of Rockford. Streets are well lighted and store windows are attractively decorated and well trimmed. Interior decorations and interior furnishings parallel in progressiveness the development of the city in every other respect. Fine new business blocks are supplanting the structures of the Rockford of yesterday and the wonders of Rockford's retail stores give rise to frequent comment on the part of visitors in the city. The progressiveness of Rockford merchants has solved the problem of the mail order house and "out of town" buying by Rockford people. Rockford people trade at home. There is a reason. Rockford merchants have solved the problem of successful buying and, as a result, Rockford retail trade receives the benefit. Many of the local merchants maintain offices in both Chicago and New York, with buyers always on the ground in these great central markets.



ROCKFORD TRUST BUILDING

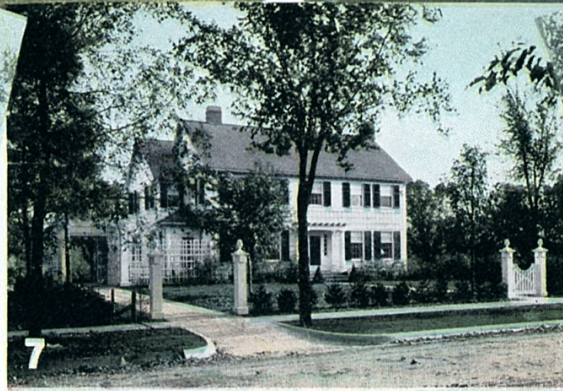
The high cost of living has not left its blight on the city of Rockford, a fact which proves a magnet in the drawing to the Forest City of people looking for an ideal place in which to live. The city market, opened in 1911, under the supervision of the city government, and well regulated by it, has proven successful.



ASHTON BUILDING

Real Estate

REAL estate prices are generally considered and rightly so, a true barometer of the financial condition of any community and the always steadily increasing valuation of business and residential property indicates in direct proportion the substantial growth of the city of Rockford. Rockford is in no sense of the word a "boom" town and the successful real estate man will at once grasp the significance of this statement. In fear of it being misunderstood, however, a word on the point may prove of value. Many years ago, when the furniture making industry began to get a strong hold, real estate men—who are the out-riders of progress in any city—began laying out subdivisions and selling



Some Homes of Prominent Rockford Business Men

1. GEO. D. ROPER.

2. CHAS. S. BRANTINGHAM.

3. CHANDLER STARR.

4. FRED G. SHOUDY.

5. CHRISTIAN F. HENRY.

6. EDWIN H. KEELER.

7. BURRELL B. TREAT.

8. AUBREY T. BARNES.

(A.S. Woods.)

them at speculative prices. A reaction came with the panic of 1893 and since that time, the rise in values has been due to actual growth. The best proof of the value of Rockford realty was found in the aftermath of the financial flurry of 1907. After that period, many shrewd investors sought faithfully for breaks in established prices without success. The property valuations which the market had made, stood up firmly. Few, if any, sacrifices were made. This was due to the equal distribution of property and because very few investors were overloaded with speculative holdings. In the past five years, approximately eighteen millions have been spent in this city for buildings of all kinds. A schedule of four years' building shows that the average cost of the residences was near to \$2,700. The figures indicate what every discerning one knows, that Rockford is a home-owning town. A trip through the center will surprise a visitor both as to the number and quality of the dwellings. On account of the beauty of Rockford suburbs,



WILLIAM BROWN BUILDING

and the advantages of transportation, outlying tracts and lots are being sold at good prices. A marked improvement is to be noted in the artistic as well as the substantial features of Rockford's new homes. Cement and brick have predominated over wood for exteriors and the modern conveniences are much more universal than ever before.

A new sense of pride is being manifested in the business district where the demand is increasing. Choice corners are being filled with office buildings of the modern type and the atmosphere everywhere radiates progress along safe and sane lines.



MASONIC TEMPLE BUILDING

Rockford Manufacturers' & Shippers' Association

ONE of Rockford's greatest assets in its appeal to the manufacturer, seeking a desirable location for the manufacture of his product, is the organization in this city of the Manufacturers' & Shippers' Association. Created in 1903, with its object the promotion of all legitimate interests of Rockford manufacturers and shippers, it was wisely determined by its promoters that a unity of interests working in complete harmony would be beneficial to all and the operation of the association has emphasized the wisdom of this belief. The Rockford Manufacturers'

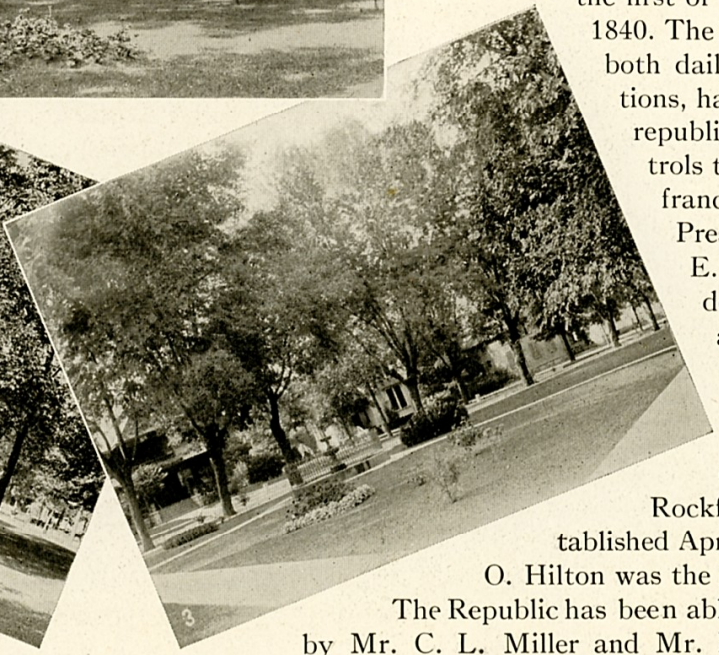
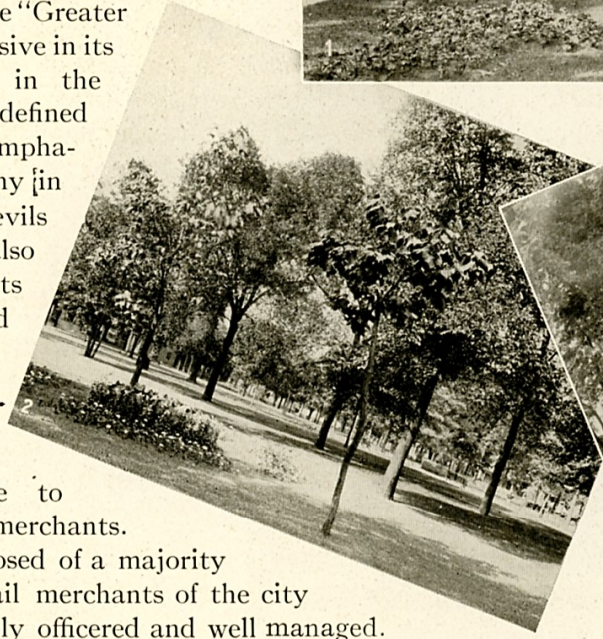
& Shippers' Association, one of the very few organizations of its kind and one of the most successful, most active and best known organizations of its character in the central west, employs an expert rate man and is represented at all rate hearings which affect the classification of tariffs in the Rockford district. The fact that Rockford is unusually favored in freight tariff classifications is one of the first things that appeals to the manufacturer seeking a location and one of the chief reasons that the city of Rockford has become the great industrial center which it is.

Merchants' and Business Men's Association

THE Rockford Retail Merchants' & Business Men's Association is another of the local organizations which has demonstrated its usefulness in the past towards the building of the "Greater Rockford." It is progressive in its activities and a leader in the propagation of well defined principles of business, emphasizing the need of harmony in its efforts to correct the evils of the credit system. It also encourages improvements in business methods and generally advances the interests of the city. It labors earnestly and successfully in curbing legislation which is hostile to Rockford and Rockford merchants. Its membership is composed of a majority of the representative retail merchants of the city of Rockford and it is ably officered and well managed.

The Press

ROCKFORD'S morning newspaper, "The Star," first shed its benignant rays on the just and unjust March 20th, 1888, being a descendant of the "Journal," "Winnebago Chief," etc., and can trace its ancestors back to 1844. "The Star" has endeavored to champion the cause of the people and those interests that stood for better, greater Rockford. Published from its own building, built for newspaper purposes, "The Star" has an ideal home and its motto is well taken—"It Shines for All." The Rockford Register-Gazette is a result of the consolidation of the Daily Gazette, which was effected in January 1891, The Register having been founded in 1855 and the Gazette in 1866, the former newspaper having absorbed its predecessors, the first of which was published in 1840. The Register-Gazette issues both daily and semi-weekly editions, has always been strongly republican in politics and controls the exclusive afternoon franchise of the Associated Press for Rockford. Edgar E. Bartlett is the president and business manager of The Register-Gazette company and Fred E. Sterling is secretary and editor of the paper. The Rockford Republic was established April 10th, 1890. Howard O. Hilton was the first editor. Since 1896 The Republic has been ably edited and managed by Mr. C. L. Miller and Mr. H. M. Johnson. The



EAST AND WEST SIDE CITY PARK

paper has ever sponsored those interests that seem best for Rockford folk and is regarded by many as one of the best evening newspapers in Illinois. The Republic equipment includes typesetting machines and other requirements of modern newspaper making, having recently installed a great Rotary Stereotype Press direct from the Duplex Press Company factory in Battle Creek.

Schools

THE city of Rockford has just reason to be proud of its public schools; a system which takes front rank among the municipalities of the United States and is easily a leader in the state.

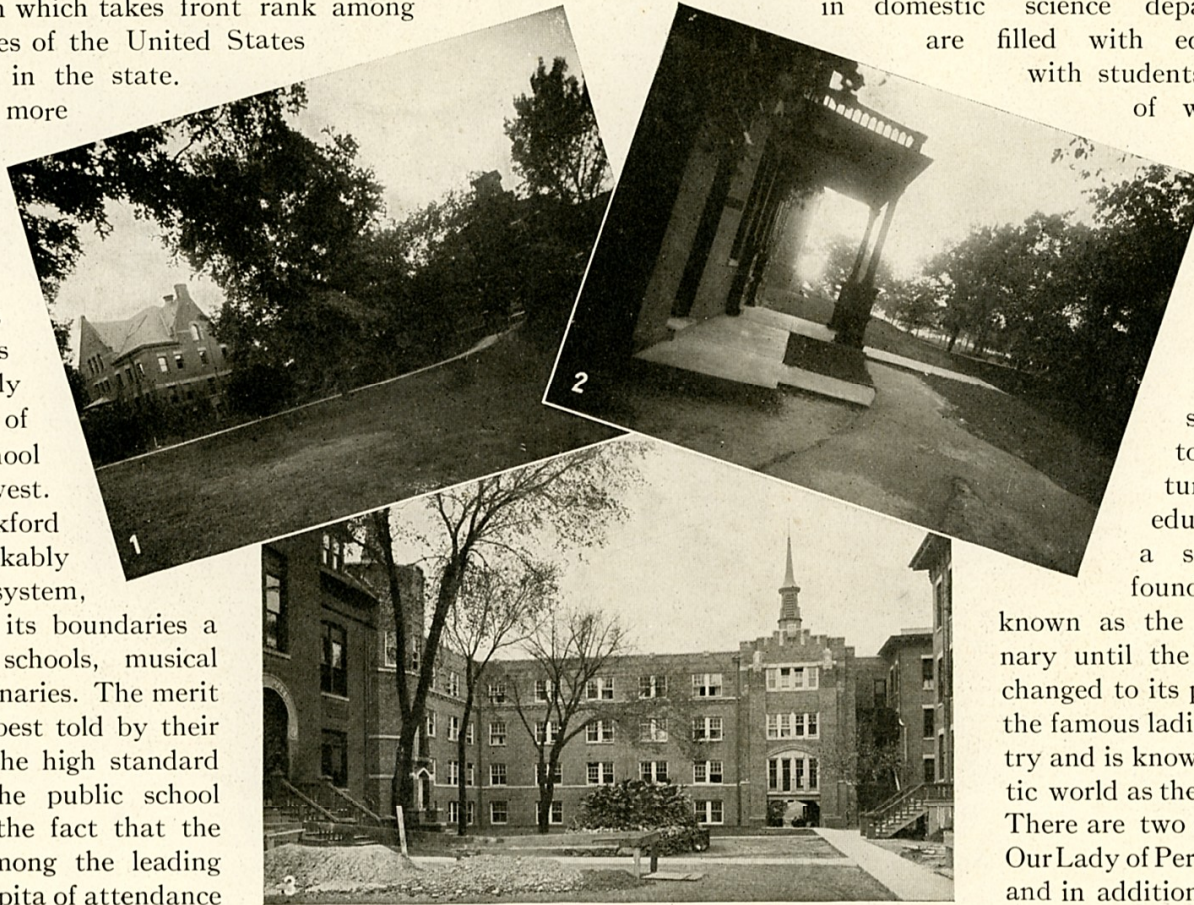
No municipal asset is more valuable, means as much to the public at large and to the future welfare of the community, as a city's public school system. For these reasons Rockford has spent its money liberally but wisely in the upbuilding of one of the strongest public school systems in the central west. And not only is Rockford blessed with a remarkably fine public school system, but it also has within its boundaries a number of parochial schools, musical conservatories and seminaries. The merit of these institutions is best told by their large attendance, and the high standard of efficiency set by the public school system is attested by the fact that the city of Rockford is among the leading cities in Illinois in per capita of attendance

upon its schools. The city school system numbers twenty-one public schools, including one of the best known high schools in the state of Illinois. The builders of this system have endeavored to make the course of study most practical. The classics and the ordinary studies are not neglected, but the present day necessity for the more practical education of the boys and girls of the land is emphasized. A visit to the Rockford High School gives evidence of the truth of this statement. Big, hearty, healthy and enthusiastic boys are busy in well equipped manual training rooms. Girls are at work over sewing tables and

in domestic science departments. Laboratories are filled with equipment and crowded with students. This tells the story of what Rockford believes

to be successful education. There are in attendance this year at these public schools, 8151 pupils, divided as follows: High School pupils, 1087; Public Schools, 6464; Parochial schools, 600. Rockford, too, is blessed with opportunities for so-called higher education. Rockford College, a seminary for girls, was founded in 1851 and was

known as the Rockford Female Seminary until the year 1892 when it was changed to its present name. It is one of the famous ladies' seminaries of the country and is known throughout the scholastic world as the "Wellesley of the West." There are two convents, the Convent of Our Lady of Perpetual Help and St. Mary's and in addition two parochial schools.



VIEWS OF ROCKFORD COLLEGE

THE number and variety of churches in Rockford is one of its distinguishing characteristics. Nothing is more typical of the city's life than its respect for the church. It is also true that church influence is a considerable factor in securing good government for Rockford. There is a spirit of tolerance toward all engaged in religious work. The denominations having the largest membership are the Lutheran, Methodist, Roman Catholic, Baptist, Congregational and Presbyterian. This city is the seat of the bishopric presided over by Rt. Rev. Peter J. Muldoon, Bishop of Rockford. The edifice recently erected by The First Church of Christ Scientist is a most imposing structure. Near to it is the new home of the Knights of Columbus. There are two convents by the Dominican sisters. The pastors of the city have a strong organization which makes

itself felt in the discussion of public questions. Rockford has felt the guiding hand of the church to the extent of being called a "moral city." While it would be in bad taste for any resident of

Rockford to set up such a claim, the reference is often made by those who study its social and political life. This is a feature which an intending resident would naturally consider very seriously, as respect for church institutions and devotion to home interests, play a most important part in the development of any city. Rockford is now completing plans for a league of Social service. This is to be non-sectarian, will employ a salaried secretary and will take hold of the charitable work of the city in a business-like manner. The work comprehends the employment of visiting nurses as well as other aids to the unfortunate.



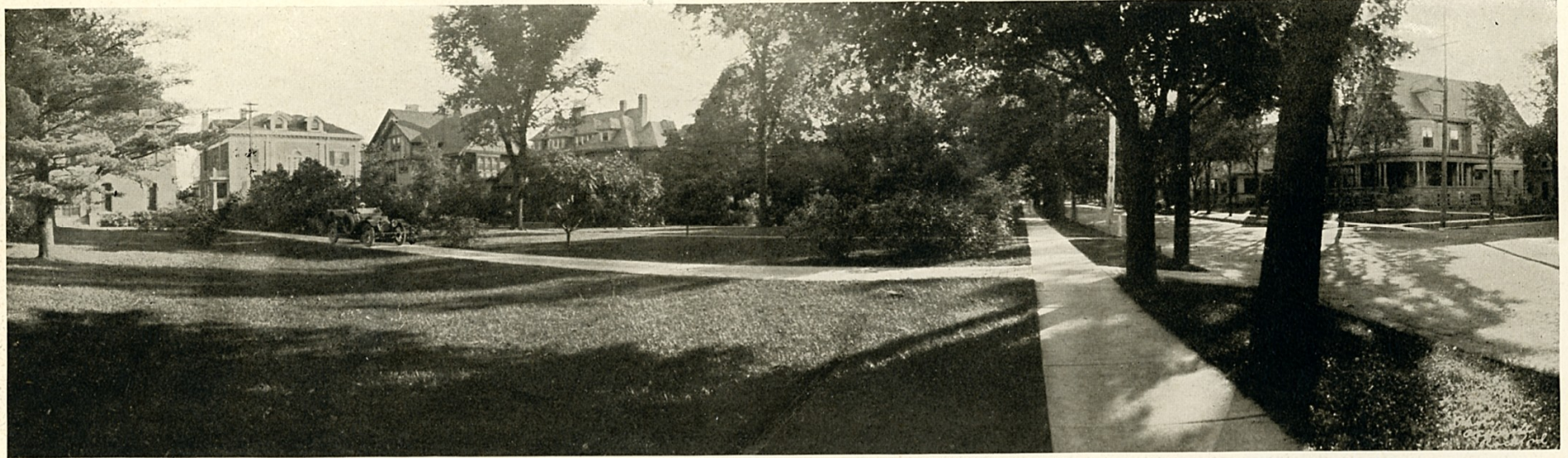
1. BNAI ISRAEL CONGREGATION. 2. FIRST BAPTIST CHURCH. 3. BRETHERN CHURCH. 4. SWEDISH METHODIST. 5. ST. PAUL'S LUTHERAN EVANGELICAL CHURCH. 6. ST. MARY'S CATHOLIC CHURCH.



PANORAMA—EAST STATE, THIRD AND KISHWAUKEE STREETS

Manufacturing

SCATTERED here and there all over this great state of Illinois—one of the greatest manufacturing states in the Union—are scores of live, hustling, wide-awake manufacturing cities whose shops and factories are humming with activity and whose products are known the world around. Among these cities, from the manufacturing standpoint, Rockford takes first rank, with the single city of Chicago removed from the equation. In other words, the city of Rockford is the greatest industrial center in the state, with the exception of Chicago. *There is a reason for Rockford*, and it is the purpose of this chapter, in this “Story of Rockford,” to emphasize the reasons why Rockford leads the industrial cities of this great state. Rockford is a unique city. It is not only one of the most famous and most beautiful inland residence cities in America, but it is one of the great industrial centers in the United States. The building within the limits of Rockford of the greatest industrial center in the state of Illinois has been due to natural advantages to the manufacturer, which are not equalled or even approached by any other industrial center in the central west and this statement is made without fear of successful contradiction. The truth of the statement is proven by the fact itself, that the city shelters more manufacturing institutions than any other municipality, outside of Chicago, in Illinois. There are 456 manufacturing concerns listed in Rockford, by the State Bureau of Factory Inspection, and these have been born and developed in the Forest City or moved from outside points into Rockford because of the wonderful advantages which the city of Rockford has to offer. Among “The Reasons for Rockford” from the standpoint of a manufacturer, may be mentioned the following: There is, perhaps, no one thing so necessary to successful manufacturing endeavor as ideal labor conditions. There is no industrial center in the country where the standard of employes is as high as in the city of Rockford. This labor is paid satisfactory wages and asked to work in shops and factories where conditions are most satisfactory to the labor itself. Comfortable homes are provided for these employes and the best of relations maintained between the men who work in the factories and the men who direct this work from their desks in office buildings. As a result, it is apparent that labor troubles do not disturb Rockford’s manufacturing world. The definition of the word “strike” is unknown to both Rockford employes and Rockford



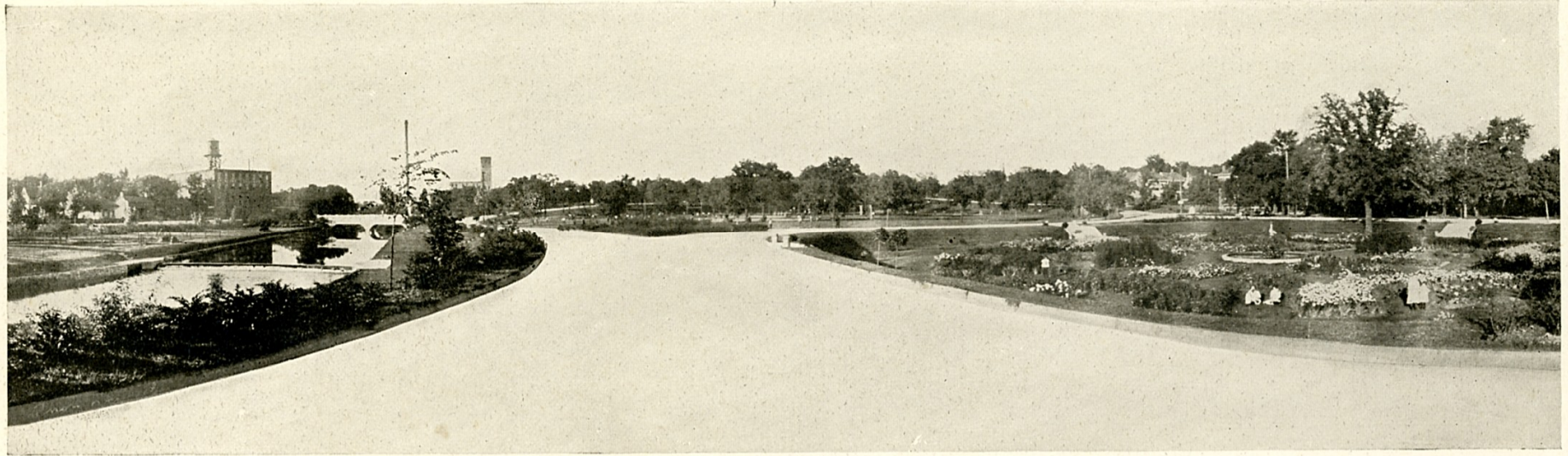
PANORAMA—NORTH MAIN STREET

employers and labor and capital in the city of Rockford live in peace and harmony. "Reason" the Second for Rockford's wonderful industrial development is due to the remarkable shipping facilities enjoyed by the Forest City. Five great railway systems and a net work of interurban lines serve the city of Rockford, giving to it unexcelled facilities for the handling of incoming and outgoing freight. The five railroads entering Rockford are the Illinois Central, the Chicago and Northwestern, the Chicago, Burlington and Quincy, the Chicago, Milwaukee and St. Paul, and the Chicago, Milwaukee and Gary, giving to the manufacturer ready access to every point of the compass. Extensive belt lines permeate the manufacturing districts and all switching charges in the city of Rockford are absorbed. The manufacturer knows what this means. Because of its strategic position geographically and its prestige as a manufacturing center, Rockford has also been blessed with most favorable freight tariffs and this fact alone emphasizes the importance of "Reason Number Two." Another Rockford "Reason" is its cheap power. The Rockford manufacturing district enjoys the *cheapest power*, not only in the state of Illinois but in the Central West. It is fortunate in having its own water power district and in addition one of the greatest electrical power stations in the country. A rate card identical with that in force in the Niagara Falls district regulates the price of power to the manufacturer in this city. These "Reasons" would make any successful industrial center. But there are others too numerous to mention. Ideal industrial sites equipped with switching tracks are open to the manufacturer desiring a new location. Nearly a half score of strong banks furnish ample banking facilities for even a greater industrial center than the present Rockford. The Forest City has the lowest tax rate in the state. Such are some of the *Reasons for Rockford*. They answer the question as to why industrial Rockford is, and, briefly as they have been emphasized, they tell better than anything else could of the great future which the city of Rockford faces. Ever more rapidly, the number of manufacturing plants is increasing and their success becoming more pronounced. The concrete story of Rockford's industrial activity is a tale of unusual interest. With its thirty furniture factories, it is the second greatest furniture producing center in the world. Its knitting mills send out each year more hosiery than is produced by any other city in the world. It has the largest gas range plant and the largest piano action plant in the world. It has the largest leather goods working plant and the



PANORAMA—EAST STATE AND FIRST STREETS

largest independent implement concern in the country, and with its numerous piano factories is one of the great piano producing centers in the United States. In addition to these are the hundreds of other successful manufacturing institutions which produce almost every conceivable kind of article. In variety of its manufactured product, Rockford also stands first in America and to this much to be desired condition is probably due, in a great measure at least, the stability of industrial Rockford. Panics here are unknown. A "slump" in one line and the community is tided over by the stable market afforded its other products. Figures sometimes tell facts which story fails to emphasize. There are approximately 13,000 people employed in the shops and factories of the Forest City, with yearly wage earnings reaching nearly the \$5,000,000.00 mark. The annual value of Rockford's manufactured product is approximately \$36,000,000.00. The capital invested is upwards of \$25,000,000.00. The tonnage received in Rockford the past year will amount upwards of the 1,200,000 tons mark, while the outgoing tonnage will be nearly 900,000 tons. The remarkable growth of Rockford's manufacturing world is demonstrated by the thirteenth United States' census of manufactures record of which was made public during the latter part of 1910, the figures being gathered during the year 1909. Compared with the figures of the preceding census taken in 1904, the summary shows percentages of increase as follows: seventy-one per cent in miscellaneous expenses; sixty-three per cent in the number of salaried officials and clerks; sixty-two per cent in the value added by manufacture; fifty-eight per cent in the capital invested; forty-eight per cent in salaries and wages; forty-six per cent in the value of products; thirty-one per cent in the cost of materials used; twenty-nine per cent in the average number of wage earners and fourteen-per cent in the number of establishments. This record is not approached by any other industrial center in the state of Illinois. It is not difficult to understand after a study of these figures and a review of the advantages which Rockford has to offer the manufacturer why the Forest City has forged to the front rank of the central west's industrial centers. Neither is it a difficult matter to appreciate the Reasons for the present Rockford or to forecast the future of this wonderfully growing city. It must be evident even to the casual observer that here is a city where not only is stagnation of business unknown but where the



PANORAMA—FAIRGROUNDS PARK

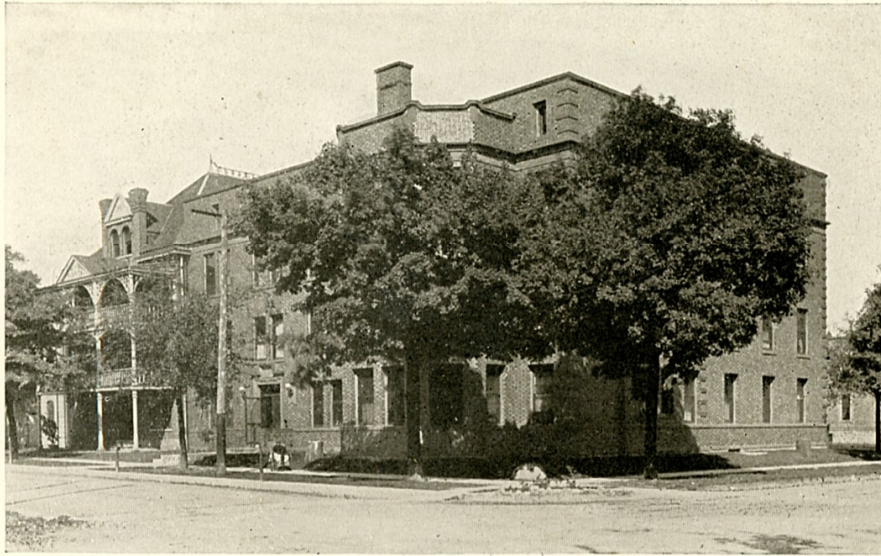
industrial and commercial life of the community is always at high tide. Herewith is briefly presented a list of some of the manufacturing institutions in the city of Rockford and while it is by no means complete, it gives a fairly comprehensive idea of the variety of Rockford made products: Agricultural implements, five; air brush, one; agricultural mill work, one; art glass, two; artificial stone and cement, four; transmission, one; axle grease, one; baby carriages, one; bank, store and office fixtures, one; belting, one; boilers, three; box factories, three; brass founders, one; broom factories, two; butter manufacturers, one; canning factories, one; can and tinware, three; carriage and wagon, three; cigars, ten; cornice work, three; eaves, troughs, one; gas making machines, three; electric signs, one; electro-plating works, one; engraving and electrotyping, one; engines, one; flour mills, two; folding machines, one; foundries, seven; fountain pens, one; furniture manufacturers, twenty-seven, furniture trimmings, two; galvanizing works, two; gas stoves, one; glass and mirror works, three; glove manufacturers, two; governors, one; hammers, one; leather, horse collars, fly nets, one; hog troughs, one; iron works, three; knitting machines, three; knitting companies, six; launches, two; locks, one; machine tools, two; marble and granite works, six; metal specialties, three; miter boxes, two; neck yokes, one; novelties, one; packing plants, two; paper bags, one; piano actions, one; picture frame machines, one; polish, one; pottery, one; pumps, two; railroad motor cars, one; rendering works, two; rugs, four; sand and gravel, six; screens, three; seeds, five; sewing machine attachments, one; sewing machines, one; clothing, two; shoes, three; shoulder braces, one; snuff, one; tannery, one; varnish, one; vise, two; watch, one; watch case, two; windmills and pumps, one; wood novelties, one; woodworking machinery, three; woolen mills, one; auto tops, two; awnings, one; bolt works, one; mantel and fixtures, two; milling machines, two; overalls, three; paper manufacturers, two; school furniture, one; shirts, two; silverware, one; steel tanks, two; and numerous smaller concerns manufacturing countless articles, representing altogether about 450 manufacturing institutions. Such in brief is the story of Rockford from the industrial standpoint. It tells the story of achievement and the story of success, and demonstrates again, we believe, the fact that there are "Reasons for Rockford."



PANORAMA—SINNISSIPPI PARK

Rockford Chamber of Commerce

THE Rockford Chamber of Commerce is one of the developments of progressive Rockford and its mission is the advancement in every way possible of Rockford's interests both at home and abroad. The organization is a youngster but it is strong and sturdy. It was formally organized in January, 1911, and the record of its first year's achievement is one of which every member and every citizen of Rockford is proud. Composed of nearly half a thousand wide-awake, progressive men and women—for the building of Rockford's future is not being entirely done by the sterner sex—the organization has already proven a dominant factor in the laying of the foundation stone for the Rockford of tomorrow. It has brought together in a spirit of harmony every section, every creed and every faction in the city, drawing them together in a unified effort to make Rockford a little bigger and a great deal better in the world of tomorrow than it is in the universe of today. Exploiting to the world at large the "Reasons for Rockford," it has realized the necessity of making the Forest City just as attractive, just as inviting, just as nearly a modern city as is possible to make. It has worked for public improvements and has been successful in its endeavor. It is laboring for an even more beautiful city and its labor is bringing results. It is telling the world day after day, through attractive advertising, the "Story of Rockford", and, as a result, the country from coast to coast and from the Great Lakes to the Gulf is becoming more and more familiar with the city of Rockford. The Chamber of Commerce is not a "boom" organization, but an association which in a sane manner is attempting to make Rockford a better and a bigger city. It extends to the world at large a most cordial and a most hearty invitation to become better acquainted with one of America's most inviting cities. It is impossible in the space allotted here to tell the story of its purposes or its accomplishments. Its success is told by the fact that in its brief existence it has become one of the best known and most successful organizations of its character in the central west. Further information in regard to its purposes or its activities will be gladly furnished upon request. It stands ready at all times in behalf of the city to extend a welcome to the industry, the man or the woman seeking a new location and will furnish upon request any information desired in regard to Rockford, its advantages, its business opportunities, or its possibilities. Requests should be addressed to A. G. Brown, Secretary.



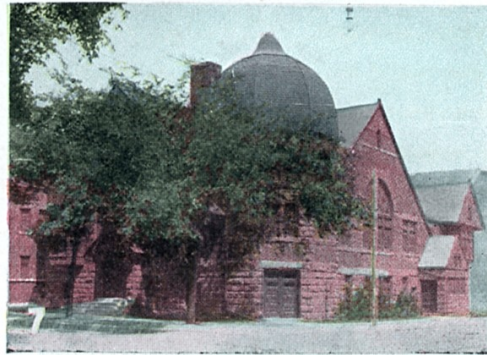
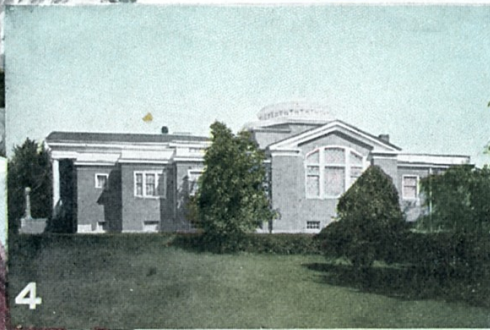
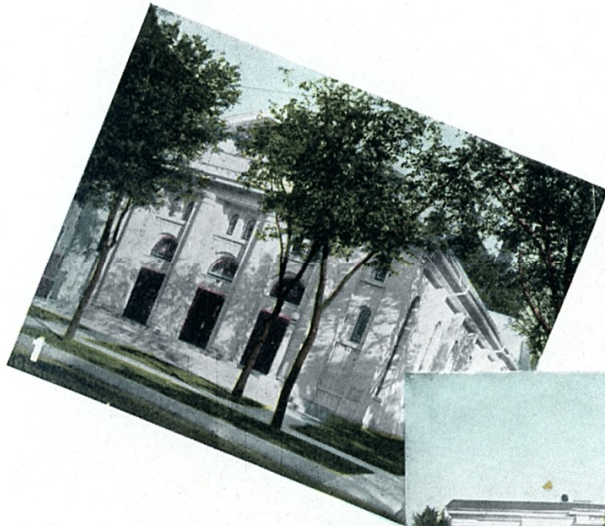
ROCKFORD CITY HOSPITAL



ST. ANTHONY HOSPITAL

Accessibility to Markets

MENTIONED elsewhere, but not emphasized, is another "Rockford Reason" which has been a prime factor in building the greater Rockford and that is its easy accessibility to the world's great markets. The city is served by five great railroads, which reach out into every part and every corner of the country. Shipments are made for the west and southwest by way of Kansas City, 458 miles distant. To the west and northwest, St. Paul and Omaha, 490 and 410 miles respectively are touched, and to the south and east but 85 miles distant is situated the great market afforded by the city of Chicago. As a matter of fact the city of Rockford offers every advantage to the manufacturer, and none of the disadvantages to be found in the great city of Chicago. It is so near that the transportation facilities of the metropolis are at our doors, without the drawbacks of the congested service, which is found in the city itself. Rockford freight is carried to the belt lines surrounding Chicago and then sent out over the great trunk lines without any delay in transit. The service given by these great trunk lines is such that no other city in the great central west, with the possible exception of Chicago, can be compared with Rockford in this respect, and freight rates, both to and from Rockford, are lower than those granted any other city relatively located. From the standpoint of the jobber Rockford, too, is peculiarly favored. It is the natural wholesale trade center of a great territory permeated by an extensive network of interurban lines, which bring the trade of all northern Illinois to its very doors. Securing, as it does, the same rates on carload shipments as Chicago, its jobbers are able to compete with those of the great metropolis, without the handicap of having reshipment charges.



A Group of Some Rockford Churches

1. WESTMINSTER PRESBYTERIAN.
5. FIRST PRESBYTERIAN.

2. CENTENNIAL METHODIST.
6. SWEDISH TABERNACLE.

3. TRINITY LUTHERAN.
7. CHRISTIAN UNION.

4. FIRST CHURCH OF CHRIST.
8. GRACE METHODIST.



MAIN STREET—LOOKING SOUTH



SOUTH MAIN STREET—LOOKING NORTH



SOUTH MAIN STREET—LOOKING NORTH



MAIN STREET, SOUTH ROCKFORD—LOOKING NORTH



EAST STATE STREET—LOOKING WEST



SEVENTH STREET—LOOKING NORTH



SEVENTH STREET—LOOKING NORTH



SEVENTH STREET—LOOKING SOUTH



WEST STATE STREET—LOOKING WEST



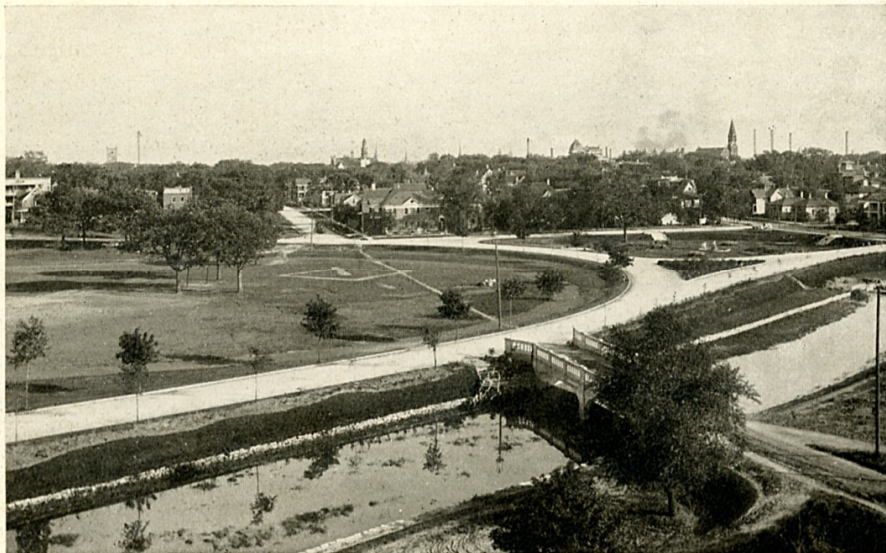
WEST STATE STREET—LOOKING WEST



WEST STATE STREET—LOOKING EAST



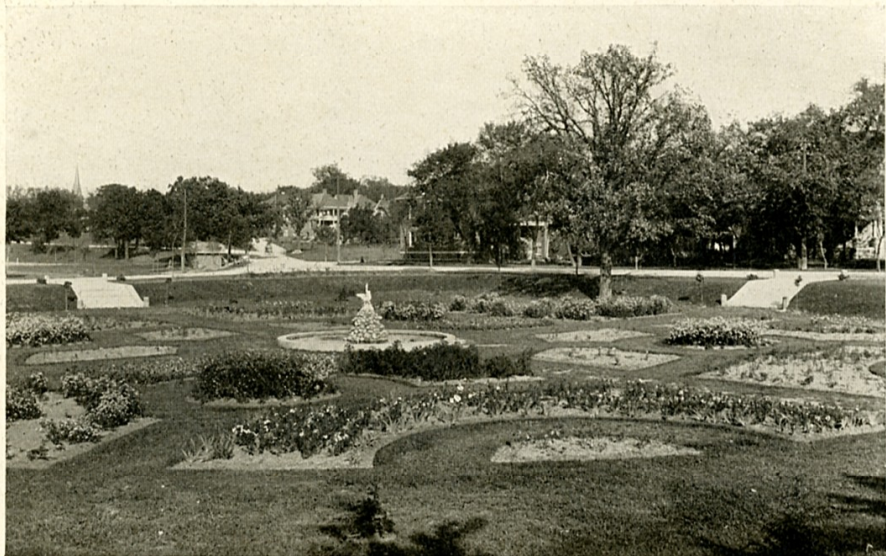
EAST STATE STREET—LOOKING WEST



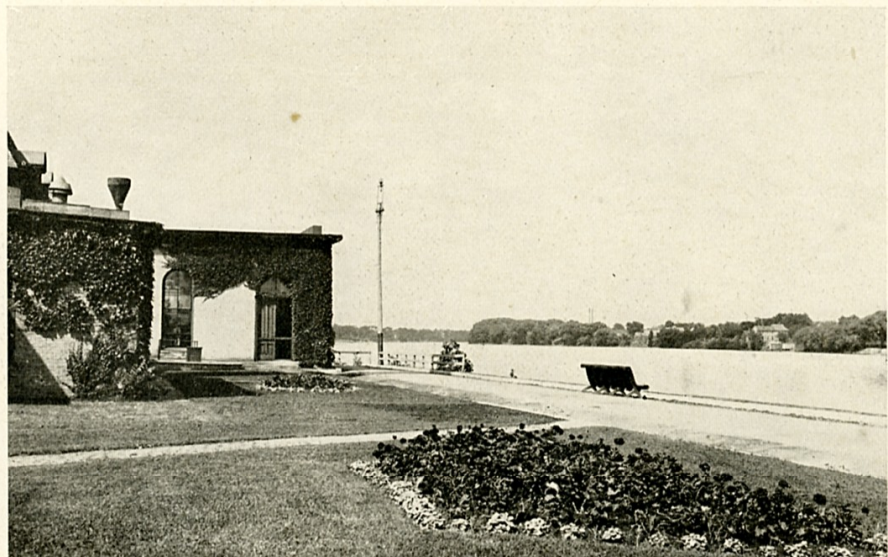
GENERAL VIEW OF FAIRGROUNDS PARK



TENNIS COURT—FAIRGROUNDS PARK



SUNKEN GARDENS—FAIRGROUNDS PARK



SCENE IN WATER WORKS PARK



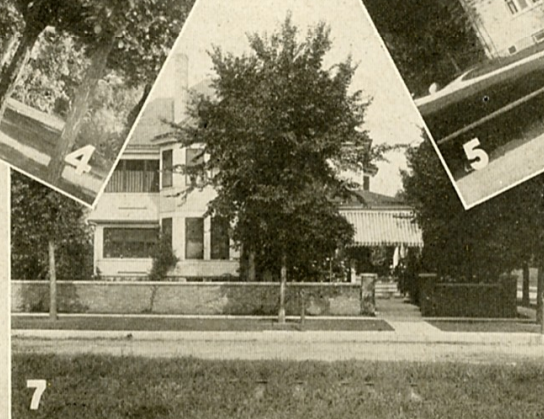
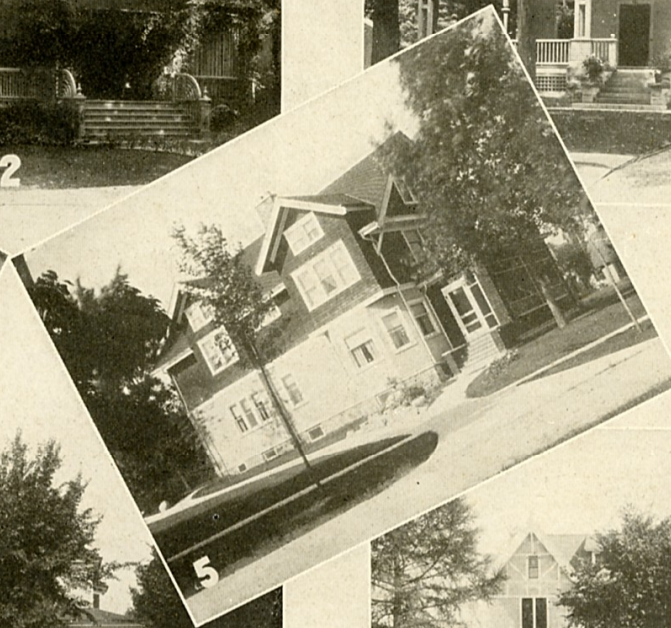
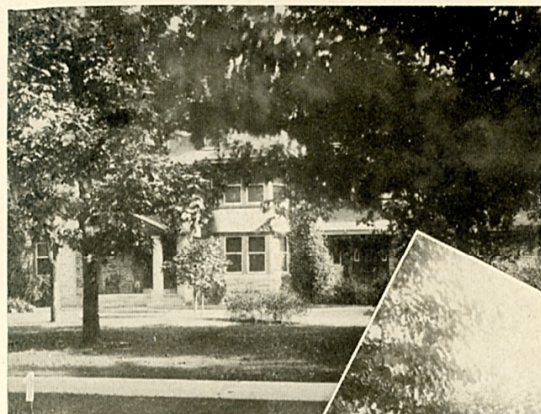
A Group of Some of Rockford's Many Churches

- | | | | | |
|------------------------------|-------------------------|--------------------------|-----------------------------|----------------------------|
| 1. SWEDISH FREE CHURCH. | 2. FIRST CONGREGATIONAL | 3. SWEDISH BAPTIST. | 4. STATE STREET BAPTIST. | 5. ST. ANTHONY CATHOLIC |
| 6. COURT STREET M. E. | 7. EMANUEL EPISCOPAL. | 8. STATE ST. U. EVANGEL. | 9. WINNEBAGO ST. METHODIST. | 11. ZION, SWEDISH. |
| 12. FIRST LUTHERAN, SWEDISH. | | 13. ST. JAMES CATHOLIC | | 14. SECOND CONGREGATIONAL. |



Some of Rockford's Public Schools

- | | | | | |
|---------------|--------------------------|-------------------------|-------------|-------------------------|
| 1. HALL. | 2. KISHWAUKEE. | 3. BROWN. | 4. LINCOLN. | 5. ST. MARY'S CATHOLIC. |
| 6. HASKELL. | 7. ELLIS. | 8. KENT. | 9. MARSH. | 10. MONTAGUE. |
| 11. GARRISON. | 12. ST. JAMES' CATHOLIC. | 13. LITTLE JOHN NELSON. | 14. TURNER. | |



Residences of Some Prominent Rockford Citizens

- 1. C. E. SHELDON.
- 5. N. H. PARSONS.

- 2. W. F. WOODRUFF.
- 6. R. C. LIND.

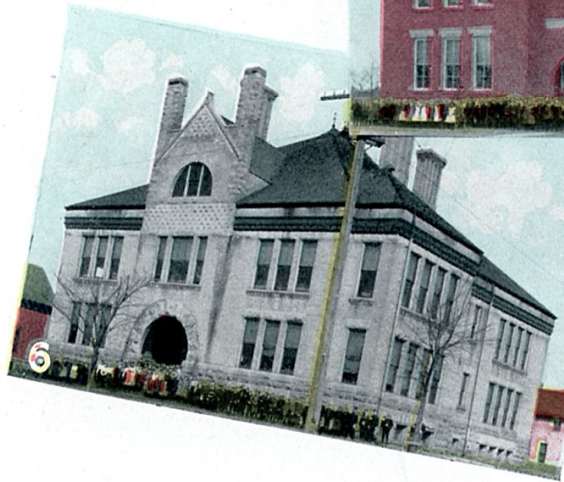
- 3. T. F. HOPKINS.
- 7. N. F. THOMPSON.

- 4. W. A. STAPLETON.
- 8. JOHN S. BARNES.



Some Rockford Manufacturing Industries

1—FOREST BIT & TOOL CO. 2—BARBER-COLMAN CO. 3—J. L. CLARK MFG. CO. 4—ROCKFORD TOOL CO. 5—ROCKFORD CABINET CO. 6—ROCKFORD LATHE & DRILL CO. 7—ROCKFORD MACHINE TOOL CO.
 8—ROCKFORD VARNISH CO. 9—OHIO VENEER CO. 10—UNION SHOE CO. 11—ROCKFORD LIGHT FURNITURE CO. 12—ROCK WALL PLASTER CO. 13—MECHANIC'S MACHINE CO. 14—STANDARD WOODWORKING CO.
 15—ROSELAND CAN CO. 16—DOBSON MFG. CO. 17—BARNES DRILL CO. 18—ROCKFORD FURNITURE CO. 19—WESSMAN TOOL CO. 20—ROCKFORD SILVER PLATE CO. 21—ROYAL MANTLE & FURNITURE CO.
 22—UNION FURNITURE CO. 23—ROCKFORD DESK CO. 24—WEST END FURNITURE CO. 25—EXCEL MFG. CO. 26—MECHANIC'S FURNITURE CO. 27—GREENLEE BROS. CO. 28—INGERSOLL MILLING MACHINE CO.
 29—SKANDIA FURNITURE CO. 30—PALACE FURNITURE CO. 31—ILLINOIS CABINET CO. 32—ROCKFORD OVERALLS MFG. CO. 33—EMPIRE MFG. CO.



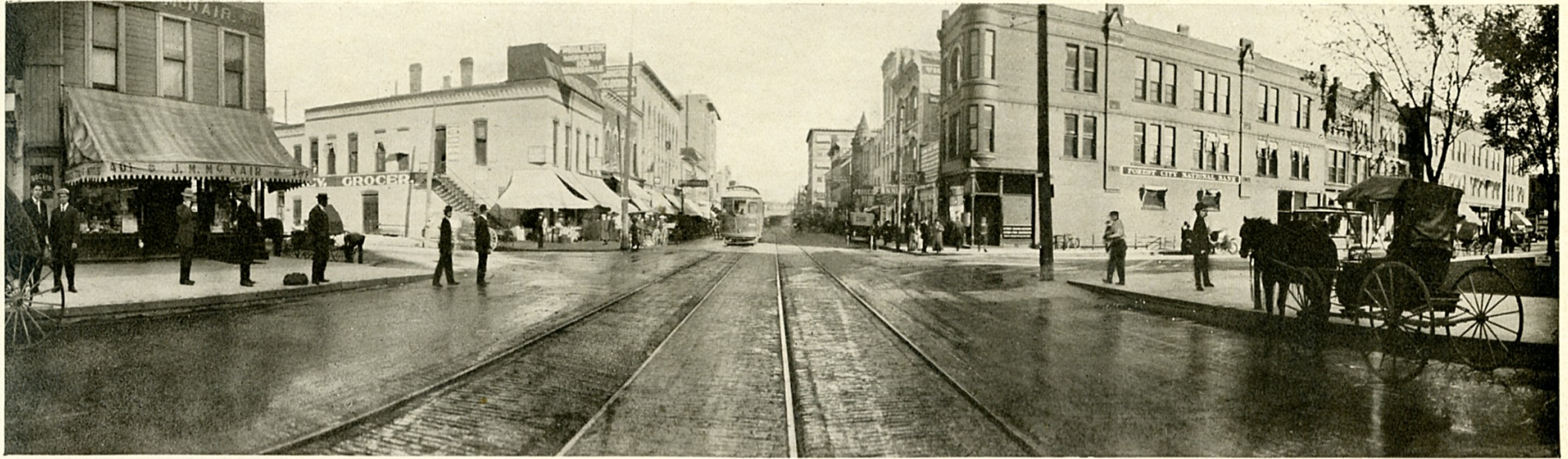
Some of Rockford's Excellent Schools

1. JACKSON.
5. CHURCH.

2. BLAKE.
6. WIGHT.

3. JOHN NELSON.
7. HIGH.

4. HIGHLAND.
8. HENRY FREEMAN.



PANORAMA—WEST STATE AND CHURCH STREETS



PANORAMA—HILLCREST



PANORAMIC VIEW OF DR. BROUGHTON'S SANITARIUM



BROUGHTON'S is a name to conjure by for those who have become addicted to the use of drugs. To the method of cure for liquor and other addictions thousands owe life and happiness. Dr. Russel Broughton, proprietor of Broughton's sanitarium, allied himself early with the original Keeley institute at Dwight, Illinois, and in 1901 he opened the sanitarium on the river bank, 2607 South Main street, which has grown to a great institution since. All the comforts of home and sanitarium are combined, lavish furnishings, beautiful surroundings and the highest medical attention possible being vouchsafed the patrons. Twelve acres, with commodious buildings, make up the plant and the new annex has doubled the facilities. Many come here for a rest cure. The institution is known the breadth of the land.





BUILDINGS AND GROUNDS, DR. BROUGHTON'S SANITARIUM



DR. HODGE'S SANITARIUM

HODGE'S Sanitarium and rest cure, located in the center of an exclusive residence district, at the curve of Rock river, overlooking miles of that stream, has been a haven of rest to hundreds whose nerves had been set on edge and who needed rest and skilled treatment. From a small beginning a few years ago the institution has grown to magnitude and is known universally for the excellence of its treatments and the certain results it attains. All classes of nervous disorders are treated on the most modern basis, but no contagious, mental or drug cases are taken. Rest is the keynote of the treatments in most cases and the armamentarium of the medical staff also includes such helpful means as massage, osteopathy, vibration, electricity, violet ray, dry hot air, baths and oil rubs, as the various cases indicate. The sanitarium is homelike and excellently equipped for the care of every sort of nervous derangement. Diet and nursing are looked after according to the needs of the patients as dictated by the most up-to-date methods in use in the great medical centers. Dr. Hodge gives personal supervision to the institution and takes each case individually for diagnosis and treatment, though the regular physician in charge of the patient may advise and assist in the treatment if desired. Quiet and restful surroundings are obtained by discipline and careful attention to details and patients relax their strained nerves and feel the effects of the change as soon as admitted. The success of the sanitarium in a surprising percentage of its cases has brought to its care people from long distances and the name of Hodge is known in every part of the country. Utmost privacy is secured where desired and special provision has been made for the treatment of women in the most agreeable manner. Rates are moderate and full information will be given on request. Address The Hodge Sanitarium, 985 North Main street, Rockford, Illinois.



PANORAMIC VIEW OF RANSOM SANITARIUM

RANSOM'S has been the Mecca for the tired and the sick for two generations. Located on a bend of the beautiful Rock, three miles from the center of the city, set in a virgin grove, with living springs under great oaks, caressed by the sun and the breeze, nature was kind and man has been ingenious to make this a healing spot. As the old "water cure" of another day it first had its popularity attested and now with every resource of modern medicine and mechanical treatments at their highest efficiency the ailing find here a balm for mind and body. With Dr. Jenks and Dr. Ransom in charge the patients find at once they are in competent hands. Dr. Jenks brings with him the experience of practice in the great state hospital at Elgin and Dr. Ransom perpetuates the methods that have made the institution famous for years. Provision is made for outdoor living,

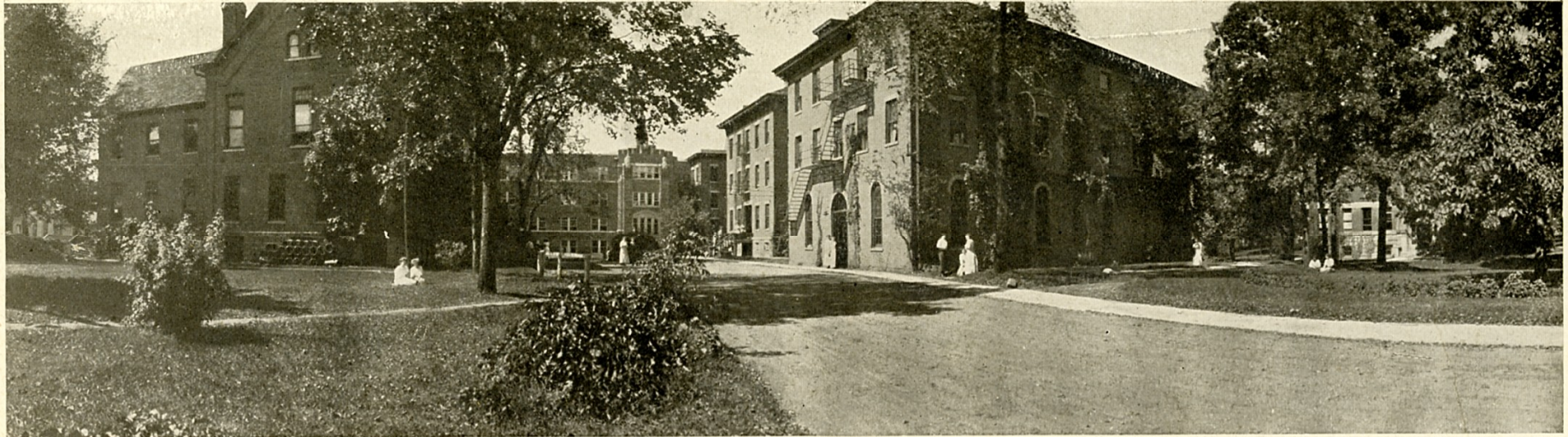
individual houses being scattered about the spacious grounds and in the main sanitarium building is grouped every device and appliance that has been efficacious in the cure of mental and nervous cases. The Ransom sanitarium is one of the best known institutions of its kind in the state of Illinois. Its record of the past is its appeal of the future. Brains and research have made it what it is. Information as to rates and class of cases accepted will be furnished on application to the sanitarium by letter or in person.



MAIN BUILDING



RESIDENCE OF DR. F. H. JENKS

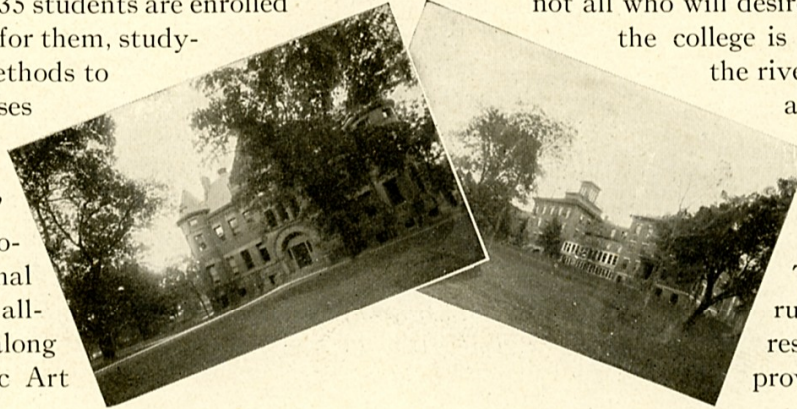


PANORAMIC VIEW OF ROCKFORD COLLEGE

ROCKFORD College, formerly Rockford Seminary, is a girl's school of collegiate standing, unique in that it supports itself without endowment or the backing of any organization of a charitable nature. Its characteristics set it apart as unusual. It is a school solely for women in a section of the country where most institutions are co-educational. It is a college solely, without preparatory or post graduate departments. Special attention is given to individual needs of girls in its charge. This year 235 students are enrolled and thirty specially trained persons care for them, studying individuals to determine the best methods to employ for their betterment. The courses lead to the degrees B. A. and B. S. and it is ranked as one of the sixteen leading women's colleges by the United States' commissioner of education. It is a pioneer in the introduction of vocational courses, believing in the necessity of all-round training. These courses are along the line of Home Economics, Domestic Art

and Secretarial work. It believes in life's third dimension—height. As Jane Addams, one of its graduates, has said: "The spiritual so easily speaks over all other voices." Life's fourth dimension is also regarded highly—the dimension not ordinarily supposed to be necessary or even to exist—that of beauty, joy, play. The college is not standing still. It has just added a new dormitory and has renovated the old dormitory at a cost of \$100,000. Applications for 1912-13 indicate that not all who will desire can be accommodated. The setting of

the college is beautiful. On a high bluff overlooking the river, its campus dotted with venerable trees and shady lawns, inviting the soul to repose or furnishing outdoor recreation, the pupils are placed in surroundings speaking of the highest in nature. Every detail of the home life is looked after carefully. The students are not bound by galling rules but are watched over with care and restrained by gentle means. Recreation is provided in healthful lines.



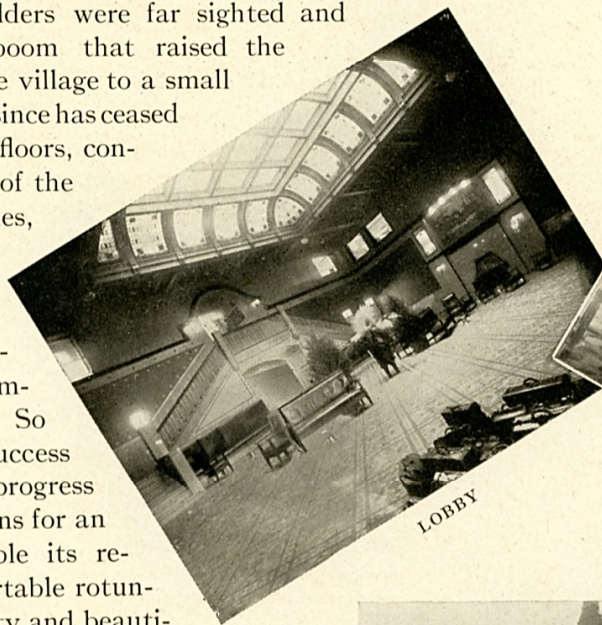
The Nelson

ROCKFORD is known the state over for its fine hostelry, the Nelson, and far beyond the lines of the state the knights of the grip know that comfort and every convenience awaits them here when they make Rockford a port call. The first large structure to be erected in Rockford, the Nelson, marked the beginning of a new era in Rockford. Its builders were far sighted and arrived ahead of the boom that raised the Forest City from a large village to a small city, a boom that never since has ceased to progress. With six floors, containing every feature of the most up-to-date hostelries, always up to the minute in everything needed by its patrons, the Nelson offers to the traveling public every comfort possible to ask. So marked has been its success that its owners have in progress of completion now plans for an addition that will double its resources. A most comfortable rotunda, dignified in simplicity and beautiful in outline and decoration, ample writing and comfort rooms, a large billiard hall, a dining room, a marvel of beauty, and rooms with or without baths, all these contribute to comfort, while the service is maintained at a high point at all times. Situated at an easy walk from every railroad station, on the line of two interurban street cars and with every city line passing its doors or a short distance away this hotel offers itself as a center from which any portion of the city and much of the surrounding trading territory can be

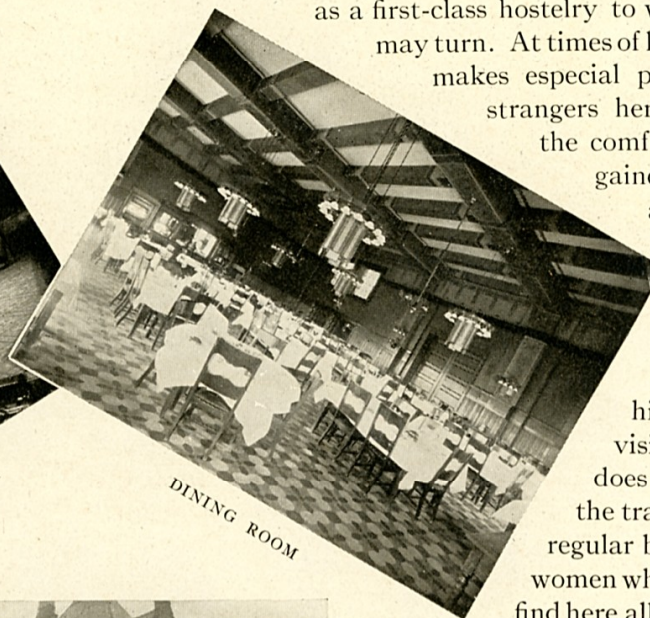
reached without effort. Ample sample rooms are provided and the retail district is not more than three blocks distant at most, assuring ease in bringing purchasers to look over the lines carried by traveling men without loss of time and effort. The Nelson has set at all times a high mark of comfort and efficiency and has maintained its standing as a first-class hostelry to which the traveling public may turn. At times of large gatherings the Nelson makes especial provision for handling the strangers here, emphasizing through the comforts offered the impression gained by them while spending a few days in Rockford.

Indications of the sumptuousness and comfort of the hotel may be gained by the views on this page, indicating the high quality and ample provision offered. Not only does this caravansery cater to the traveling public, but it has its regular boarders as well, men and women who know no other home and find here all they require, with service

that appeals to their ideals of comfort. Banquets and social gatherings find in the dining hall ample place for the pleasures of the table and of the dance and many gatherings are held there with pleasure not to be attained elsewhere. Rockford is proud of the Nelson and feels it is a fitting introduction for the stranger entering the gates of the Forest City, giving a first impression that does much to start the stranger right and prepare him for the beauties of the city on broader acquaintance.



LOBBY



DINING ROOM



Rockford Interurban

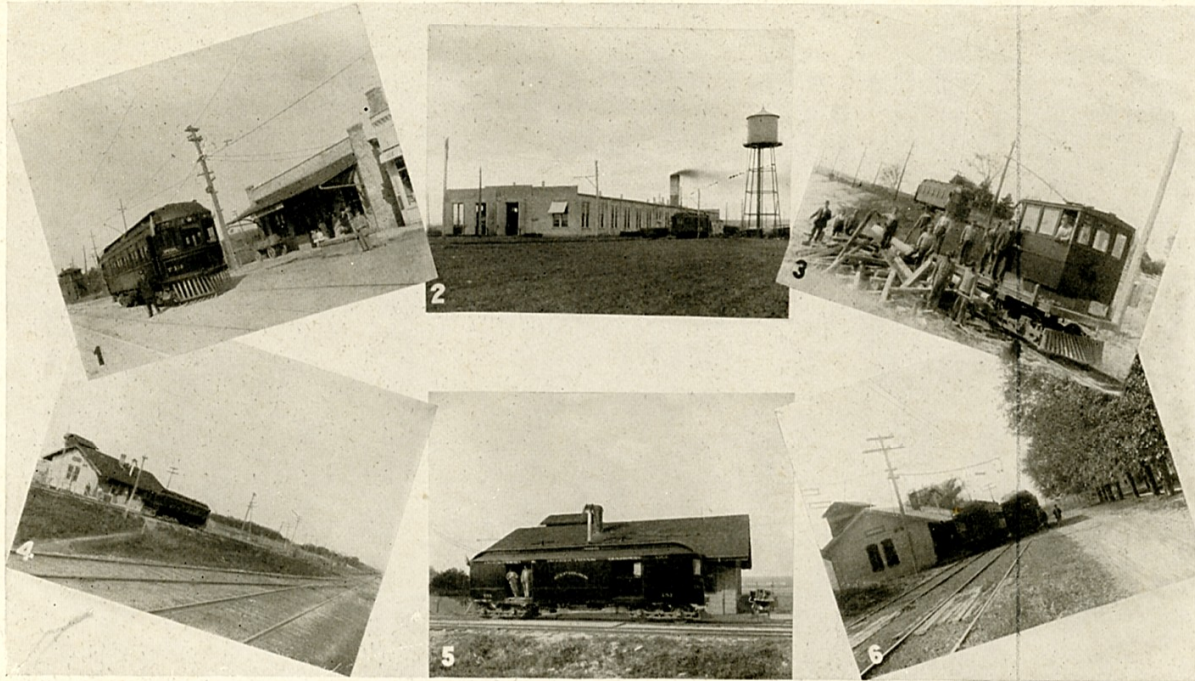
THE Rockford lines embrace the local city lines operated as the Rockford City Traction Company; and all of the interurban lines radiating from Rockford, giving to the people of the Rock River valley modern and rapid city and interurban service which at the same time is safe and satisfactory. These interurban lines make Rockford the natural center of approximately 200,000 population giving frequent service to Winnebago, Pecatonica, Ridott, Freeport, Roscoe, Rockton, Beloit, Janesville, Cherry Valley and Belvidere. Easy connection is made with other electric lines to Chicago, Elgin, Aurora, Marenango, Wheaton, and Joliet. The Rockford lines are controlled by the Hodenpeil, Hardy Company interests, who own and operate a number of railway, lighting, and power companies in the middle west. Since acquiring these lines in 1909, this company has spent a vast sum of money in improvements, which, together with further contemplated expenditures, will make the system one of the best.

FEATURES OF ITS SERVICE ARE: A comprehensive service to every section of the city of Rockford. Interurban service which

maintains its schedule and affords easy connection with radiating lines. Modern city and interurban equipment, the best that money can buy and which is conducive in the highest degree to both the comfort and safety of the traveling public. The maintenance of a fine roadbed and the careful operation of trains with a view to the highest degree of

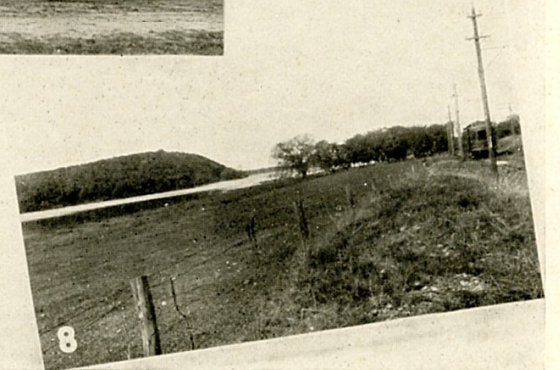
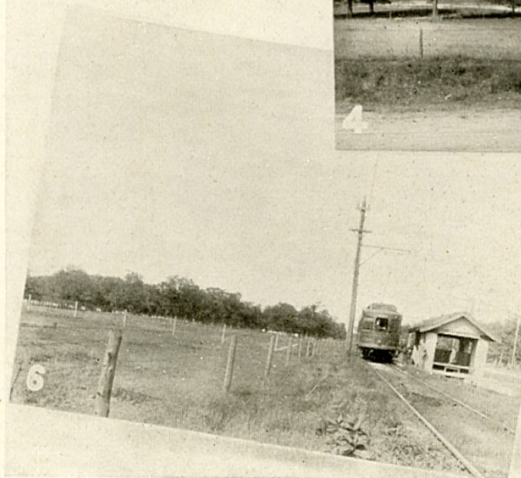
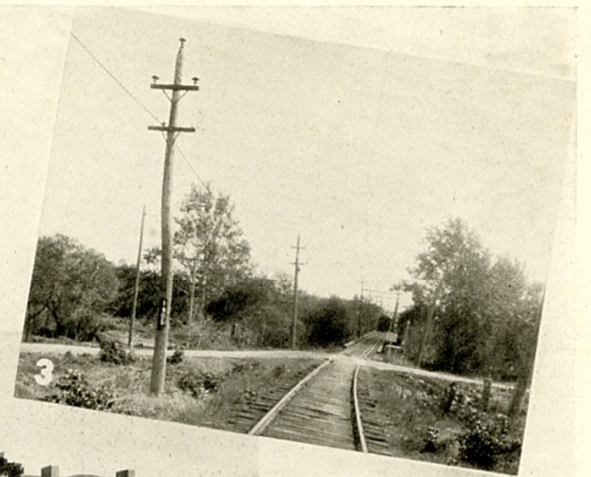
safety for the traveling public. A scenic route which is second to none in the central west. The maintenance of satisfactory freight and express service, covering the entire network of Rockford lines and enabling the people of the different cities and towns along the Rockford route to secure supplies fresh from central markets and to dispose of their own products to the best advantage. The operation, in connection with the system, of numerous parks in the city, touched by and along the interurban lines. The maintenance of not only efficient

service, but a strict adherence to a well defined policy of the company which insists on courteous treatment by employes to the traveling public. Rockford's growth has been largely along the lines of the city and interurban tracks.



SCENES AND EQUIPMENT ALONG THE LINES OF THE ROCKFORD AND INTERURBAN RAILWAY

1—CAR NO. 713 AT CHERRY VALLEY, BELVIDERE DIVISION. 2—REPAIR SHOPS, NORTH OF ROCKFORD, COMPLETED IN 1911. 3—NEW CONSTRUCTION CAR BUILT IN 1911 IN COMPANY'S NEW SHOPS. 4—STATION AND CAR AT RIDOTT, FREEPORT DIVISION. 5—ONE OF THE FAST FREIGHT AND EXPRESS CARS. 6—CARS PASSING AT WINNEBAGO, FREEPORT DIVISION.

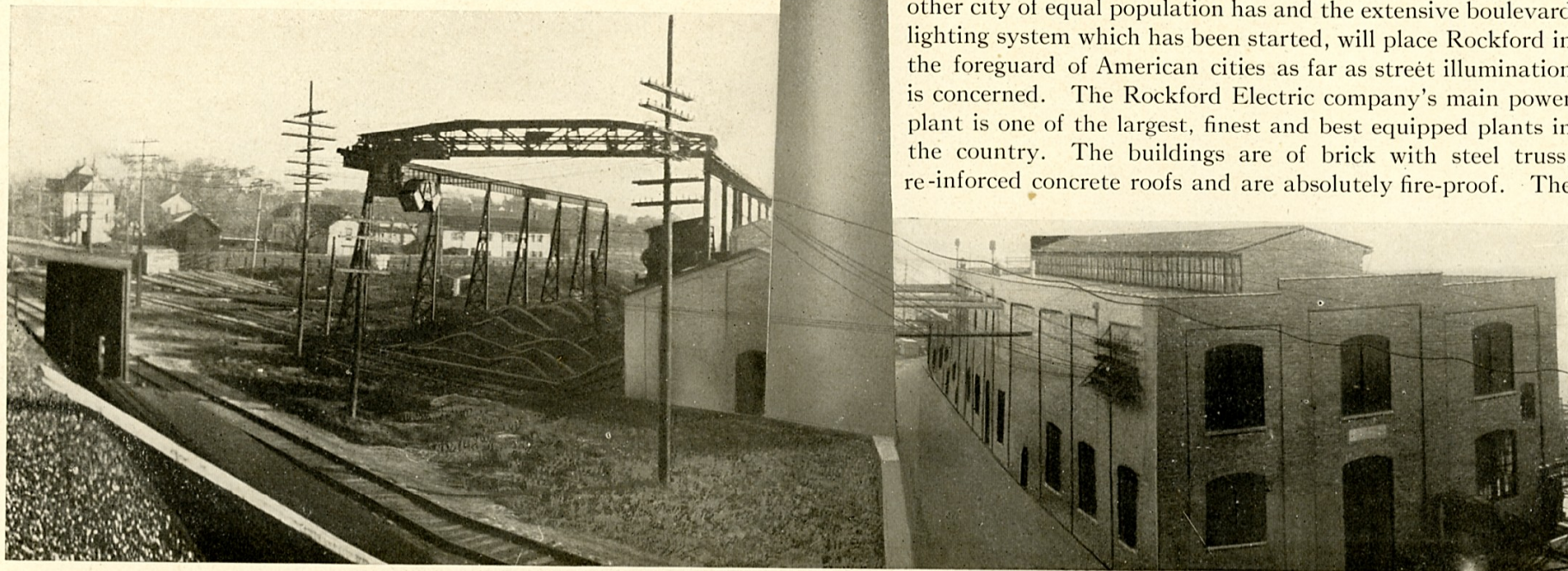


Scenes and Equipment Along the Lines of the Rockford Interurban Railway

1. PRETTY SCENE ON THE PECATONICA RIVER, FREEPORT DIVISION. 2. GROVE NEAR FARWELL'S BRIDGE, FREEPORT DIVISION. 3. CAR CROSSING BRIDGE AT CHERRY VALLEY, KISHWAUKEE RIVER. 4. ONE OF THE MANY FARMS ON БЕЛОIT DIVISION. 5. HARLEM CONSOLIDATED SCHOOL. 6. AT THE БЕЛОIT COUNTRY CLUB STATION. 7. VIEW OF ROCK RIVER FROM INTERURBAN CAR. 8. BIG HILL, THE HIGHEST POINT IN WISCONSIN.

THE Rockford Electric Company does an extensive lighting and power business as well as supplying steam heat in the central portion of the city. The company has 77 miles of poles erected in the city, carrying over 400 miles of wire, and employs 92 people with a salary list of nearly \$74,000 a year. It has 3,900 meters in service supplying 30,000 people with light, power and heat, and the growth of its lighting and power business during the past few years has been phenomenal. The company's lines thoroughly cover the city. It furnishes the city street lighting, which requires 551 arc lamps, and also supplies all the power used by the Rockford & Interurban Railway company in its extensive interurban and city railway system. The rates for commercial power are lower than those offered by any other steam driven power plant in the middle west and compare favorably with those offered by the great majority of water power plants in the country. The service is excellent, equipment is of the best and the lighting rates are reasonable. This company is now

supplying service for 5500 H. P. in motors, not including the railway power, and has 86,000 incandescent lamps in use. The company has just completed remodeling and enlarging its main power plant and has now one of the finest and best equipped power plants in the United States as well as the largest in any city of less than 100,000 population. This plant, which is absolutely fire-proof, has over 15,500 H. P. capacity in new turbines, engines and boilers with automatic stokers. In addition to the main plant, the company has two reserve plants—one in Rockford and one in Beloit, Wisconsin. The company is controlled by the American Gas & Electric Company of New York which also controls a number of other plants in the larger cities of the United States and through the energetic efforts of the Rockford company, this city has attained the reputation of being one of the best lighted cities in the country. Rockford has more electric signs than any other city of equal population has and the extensive boulevard lighting system which has been started, will place Rockford in the foreground of American cities as far as street illumination is concerned. The Rockford Electric company's main power plant is one of the largest, finest and best equipped plants in the country. The buildings are of brick with steel truss, re-inforced concrete roofs and are absolutely fire-proof. The



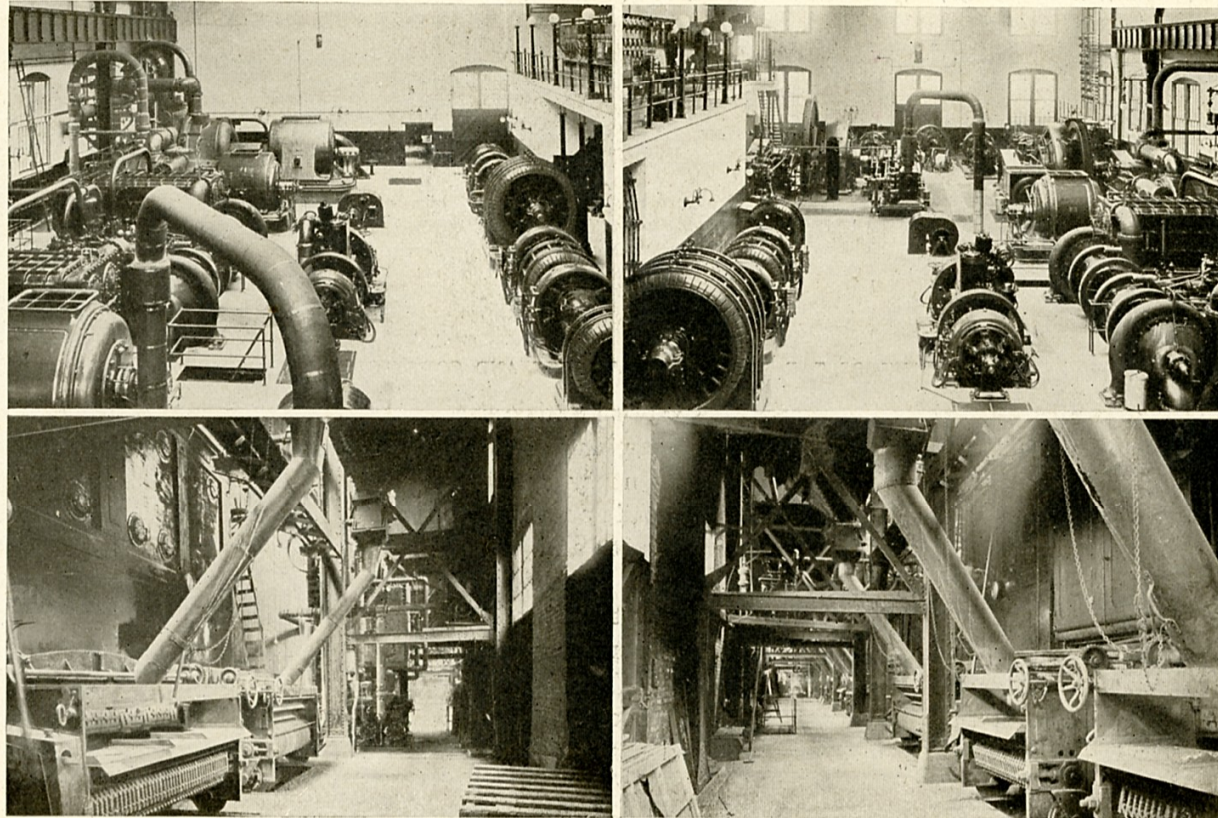
PLANT OF ROCKFORD ELECTRIC COMPANY

generating equipment consists of horizontal steam turbines and engines, all equipped with the most modern condensing apparatus and the company has 600 kilowatt capacity in water power, the total station capacity being 15,500 horse power. A unique feature of this plant is the electrical construction, all of the switches, etc.,

carrying high voltages being located in separate fire-proof compartments and controlled by levers and push buttons, from the switchboard above. The boiler plant is composed of latest types of Stirling and Heine boilers, all equipped with gravity coal feed and chain grate stokers. The plant has two immense brick lined concrete stacks, each 225 feet high and a 70 foot span traveling coal crane which handles 65 tons of coal an hour. The management has been following the modern policy of treating the public with the utmost

courtesy and using much publicity, the result being a large increment of confidence and friendliness on the part of patrons that is an asset of no small value for a public service corporation. The success of this method has been all that could have been desired and is shown in countless ways every day. Every new device to lighten

labor and increase the comfort of living, which electricity can use, is offered the public and rates have been made to lighten the burden of cost as far as consistent with good business practice and care for the cost of production. The response of the public has been flattering and the current now works for hundreds in ways unthought-of a few years ago. The electric heater and the electric iron, even the electric stove have been installed and are in daily use, bringing electricity into its own as rapidly as the economical use of current is demonstrated. Views of the interior of the works indicate the size of the installation, which is larger than usually is placed in a city of this size, yet the current is being sold and the plant operated profitably, the publicity campaign of the company being sufficient to secure users and market the current in places where other illuminants and power are used under other circumstances. The streets of the business section are the most brilliantly lighted of any in a city of this class and better than those of many cities of larger population and wealth, electricity being used in advertising signs of every description, as well as for the ornamental lamps along the curb and the arc lights.



INTERIOR VIEWS OF THE ROCKFORD ELECTRIC CO. PLANT



PLANT OF THE ROCKFORD GAS LIGHT AND COKE COMPANY

FIFTY-FIVE years of continuous service to the people of Rockford entitle the Rockford Gas Light & Coke company to consideration as an old servant of the people. Established in 1857 the gas company, under one name or another, as ownership has shifted, has served the people. Starting its business in the middle of the past century by a grand ball illuminated by the new gas, a ball of whose sponsors all are dead save one, the company has continued its service to the people on a high plane at all times. Starting with gas as a luxury, at a price to be touched by the few rich, the company now serves gas as a necessity and at a price that none is so poor he cannot afford. As a lightener of the burden of housekeeping the gas light and the gas stove have come as a boon to womankind, as a blessing to all who read and all who eat. Growth of the city has been met at all points and the mains that carry the illuminating and heating agent have been extended always a little ahead of the growth. No section of the city can be found where the gas company has not been ready to serve when the house is ready for occupancy. Into the prairie regions, only dotted with homes, the mains have been extended and the services piped that all might have the use of the labor saver. Many vicissitudes and trials have been met by the corporation in its more than half century of existence but forethought, tact and diplomacy have weathered all gales and the company stands now with full confidence of the public. Starting with a capital of \$50,000 the company has grown to a capitalization of \$300,000 and the plant has grown in proportion. It was moved a few years ago from the center of the city to a more remote position, where more room could be acquired and a plant, modern in every detail, was erected with provision for enlargements as needed in future. The management for many years has been in the hands of Henry S. Whipple, a man of ability and fully equipped for the exacting demands of his position. To his work he has brought technical knowledge and a well stored mind, with tact and ability in a business way. The company employs a force of workers whose annual wage roll is in excess of \$80,000. A handsome and well equipped office building houses the central office and the bookkeeping and sales force, situated in a central location and fitted with every modern aid to business. The exhibition rooms for showing appliances is maintained in connection with the offices and there lighting and heating fixtures are shown in wide variety. The mileage of mains is great and the meters to measure it to patrons number in excess of 10,000. The company

has reduced its rates, in recent years as better methods and larger consumption made this economically possible, the price now being one dollar net per thousand feet. In addition to the gas the company sells a large quantity of coke and ammonia, both byproducts of value and in commercial demand. The coke is used in Rockford

for furnace fuel, at a low price and high efficiency. The ammonia is shipped away for use in refrigerating plants. The modern plant now in use is equipped with the most modern devices for making and purifying the gas and a product of high efficiency is served to all patrons. The advance in the science of gas-making has been followed closely and patrons have received the benefits of improvements in methods and practice. The plant is located on the line of a railroad and thus shipments of coal are handled promptly and economically at all times. Gas as a lighting and heat-producing agent is so universally used that a city bereft of the services of the gas company would revert to village days. Its economy for fuel purposes is attested by the thousands

of users who cook by it exclusively and the housewives who would not know how to operate a coal range are legion. The story of the gas company from its modest beginning in a small plant on the bank of the river to its present modern plant, from its few feeble

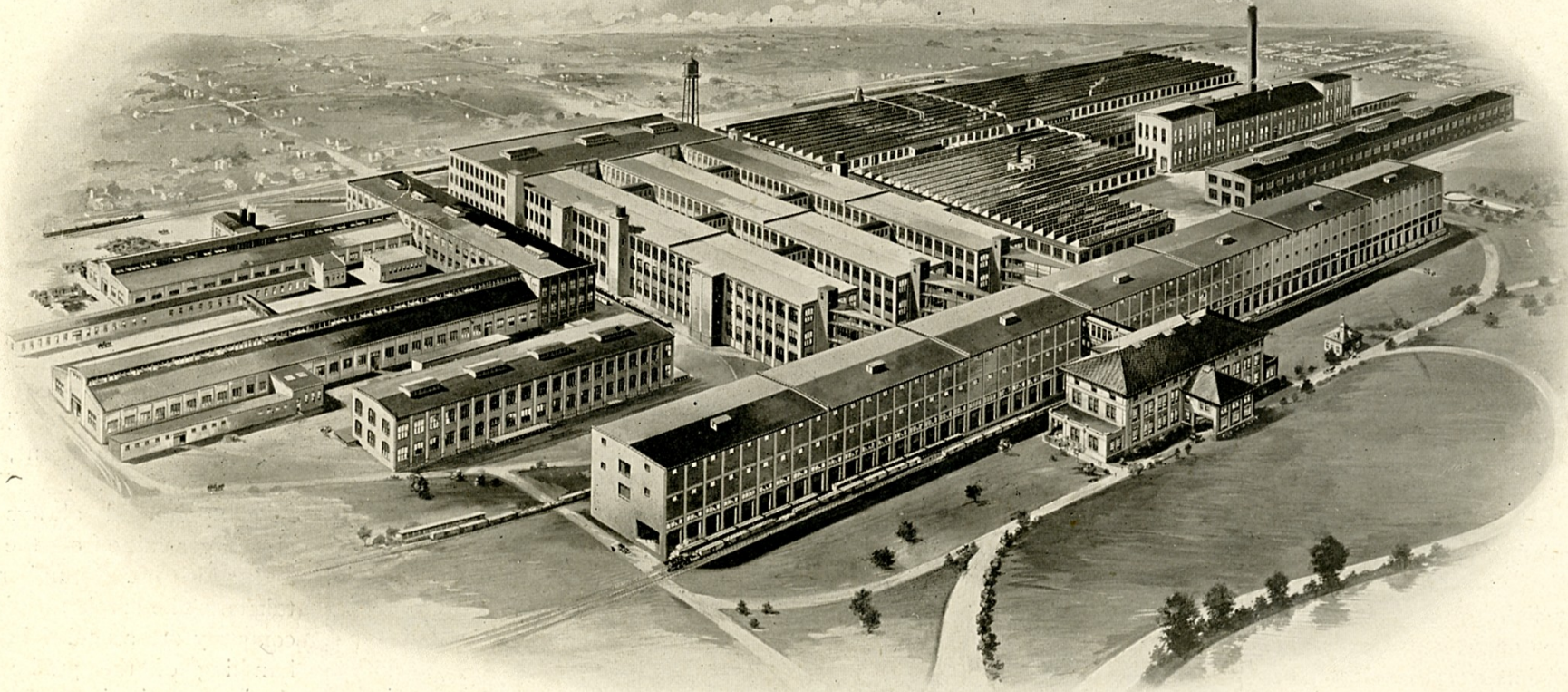
burners to its myriads of Welsbachs and gas arcs is the history of Rockford, the development of one being the development of the other and they have succeeded together in mutual confidence and reciprocal help and friendliness. In street lighting the company has done its share and boulevard lamps of brilliancy and power have been installed

to aid in making the city brilliant by night out of doors as well as in, this department of endeavor adding not a little to the comfort of living. Various devices for the broader use of gas, heaters for hot water, irons using gas for heat, power engines, automatic heaters, garbage burners and so-called arc lamps are promoted and installed wherever possible to give greater use of gas and make people more dependent on this form of illuminant and heating agent, the latest inventions in these lines being promoted always to give larger value from the gas and add to the number of takers. The employes of the company are schooled in the handling of the public for the best results in confidence and common interest and the company believes itself well entrenched in the hearts of



OFFICES AND SHOW ROOMS OF ROCKFORD GAS LIGHT AND COKE COMPANY

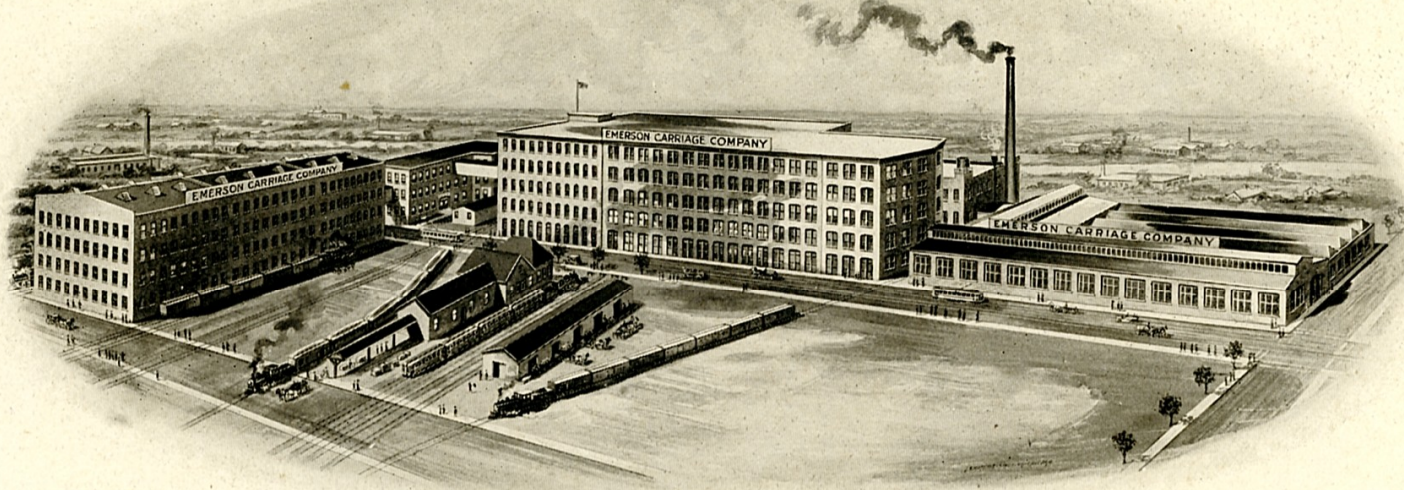
Rockford people for fair dealing and careful treatment. Large sums are expended annually in extensions and improvements to keep the plant at the highest point of efficiency and value.



FACTORY AND OFFICE BUILDINGS OF THE EMERSON-BRANTINGHAM COMPANY

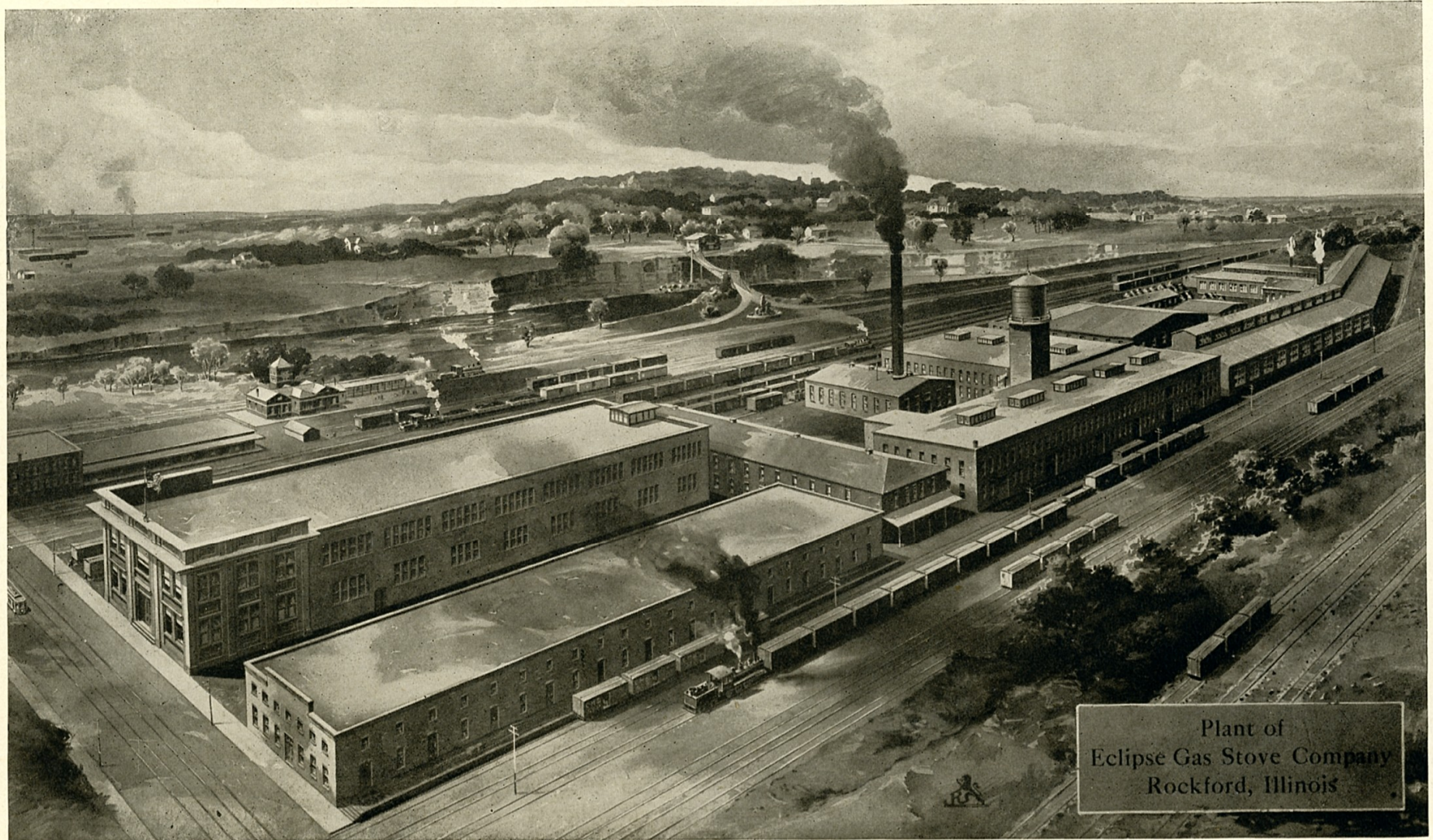
THE words "Emerson," "Foot-lift" and "Standard" are household in many farm communities as representing the best in farm machinery. Rockford is proud of housing the immense and modern factory where the output is produced, and of the excellence of the product, which stands for reliability and progressiveness and carries the name of Rockford to all parts of the world. The Emerson-Brantingham company's factory reveals what ingenuity, inventive genius and an earnest interest in the workmen's welfare can accomplish. The most advanced ideas of healthfulness and convenience predominate throughout, and it embodies an experience of over sixty years of factory life and the requirements to

make it attractive and agreeable. The plant occupies a site of 175 acres in a pleasant residence section of Rockford. Six years ago the ground where the factory now stands was meadow and pasture, consequently everything is new and modern. The Emerson-Brantingham company builds a world famed line of farm machinery. Its products today are used in all the agricultural countries of the world. Additions are continually made to the already large capacity of the factory, which forcibly shows the excellence of the goods, and the favor extended them by the trade. Time has proven the wisdom of the action of the Emerson-Brantingham Company in organizing and installing the Emerson Carriage Company in the plant formerly used by themselves. In the short space of three years a business has been built up, which, in volume, is a most creditable one indeed. The factory building has been rearranged and admirably fitted for carriage building, and with the installation of modern machinery it has given Rockford one of its best and very prominent industries. The company, through its travelers, covers the entire territory from the



EMERSON CARRIAGE COMPANY

Atlantic to the Pacific coast, and from Canada to the gulf. Shipments have also been made to Mexico and other foreign countries, so that in the near future an Emerson vehicle can be found in almost any civilized country. The policy of the company has been to put on the market a line of vehicles that would be equal to any made. The best materials are purchased, the best mechanics are employed, and with the utmost care and attention on the part of the management they have given to the carriage dealer one of the most attractive lines on the market. The individual features of the Emerson vehicle make it distinctly prominent from other makes. This new line has been welcomed by buyers of Emerson implements as an addition to the line of a concern known at all times for its reliability and dependableness. Putting this line into the agencies of the Emerson company resulted immediately in a demand that exceeded the facilities of the first installation.



PLANT OF THE ECLIPSE GAS STOVE COMPANY—LARGEST IN THE WORLD MANUFACTURING EXCLUSIVELY GAS STOVES

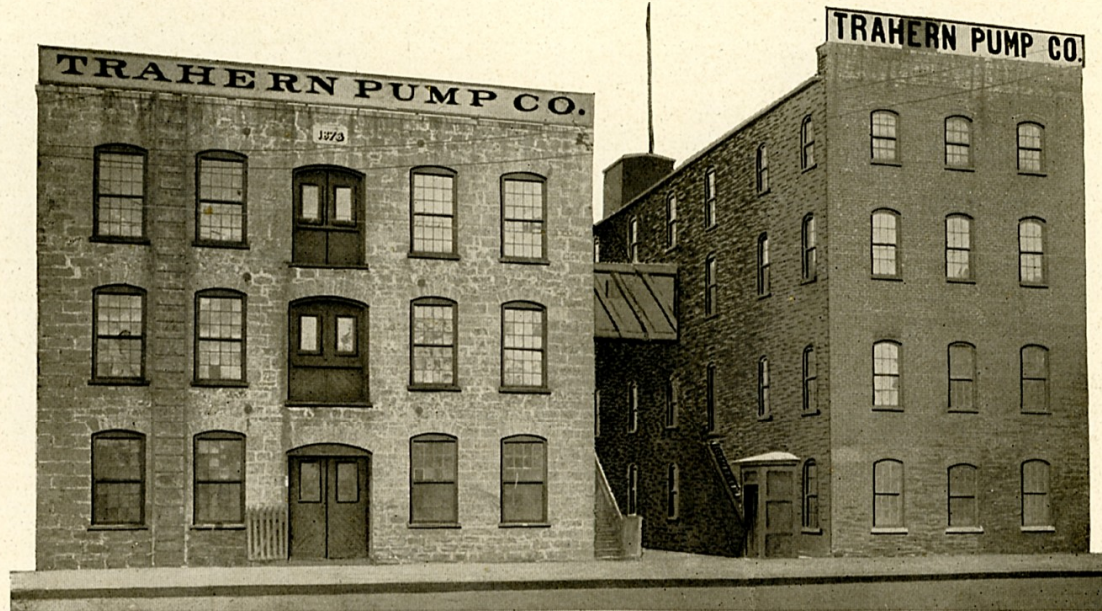


CLIPSE gas stoves and appliances are made in the largest exclusive gas stove plant in the world. It occupies a plot three blocks long and 150 feet wide, in what is known as the water power district of Rockford, adjacent to three railways. The Eclipse goods are sent all over the world where gas is made, and are the last word in appliances for the economical and efficient use of that lighting and heating

agent. The concern was established in Cleveland, Ohio, in 1885 as the Van Wie Gas Stove Company and removed to Rockford a short time later. The plant in the North End was burned in the boom days and later the company was reorganized, being incorporated in January 1895. Since that time it has grown mightily until it leads in its line in the world. It has a capital stock of \$200,000 and makes products valued at \$500,000 annually. The salary and payroll is \$160,000 annually for 270 employes. The shipments of raw material total 1,700 tons a year and the shipments of finished product are 1,400 yearly. The Eclipse stoves and other appliances are for domestic and industrial use and are of types always the latest, setting the mark for others to equal if they may. Various appliances to use in connection with the gas stoves, hot water heaters, garbage burners and gas plates are also made. The plant handles all its processes and has a large foundry in connection, that turns out the gray castings for the stoves, work formerly done by foundries at a distance.

ONE of the oldest concerns in the city is the Trahern Pump company, on the water-power. The name of Trahern has been a household word in this city for a generation and the traveler seeking to slake his thirst in many an obscure corner of the land is gladdened by the legend, "Trahern Pump Company, Rockford, Ill.," on the pump he uses to lift the water. Founded in 1875 the concern was small and conservative. It was managed well and grew steadily. Now it is occupying 40,000

square feet of floor, has 150 employes, who receive \$80,000 yearly in wages and make products valued at \$175,000 each year. The company is capitalized at \$120,000. The concern receives annually 1,400 tons of raw material and ships out in the same time in finished material 1,200 tons. The specialties of the concern are hand and windmill pumps, rotary pumps and cylinders. In recent years the company has introduced a line of sprayer pumps, both hand and power, for the fruit regions and also irrigating pumps. Business is carried on with



TRAHERN PUMP COMPANY

jobbing firms throughout the United States and Canada and foreign fields are being developed as well. The Trahern plant makes an unusually varied line of pumps and is ready at all times to take on special work, to design and apply its products to all sorts of needs for pumps. After continuing for years under the management and ownership of the members of the Trahern family the company was sold, being taken over by the same interests as own and operate the Eclipse Gas Stove company, these concerns being so similar in their methods that they can be handled economically in conjunction. Their location is adjacent and special switch tracks bring raw material to both and take away the finished product from their doors. Under the new management the Trahern factory has been reorganized and put on a more modern basis, handling a large output and opening new fields of endeavor in marketing the goods, as well as adding to the designs put forth for sale.



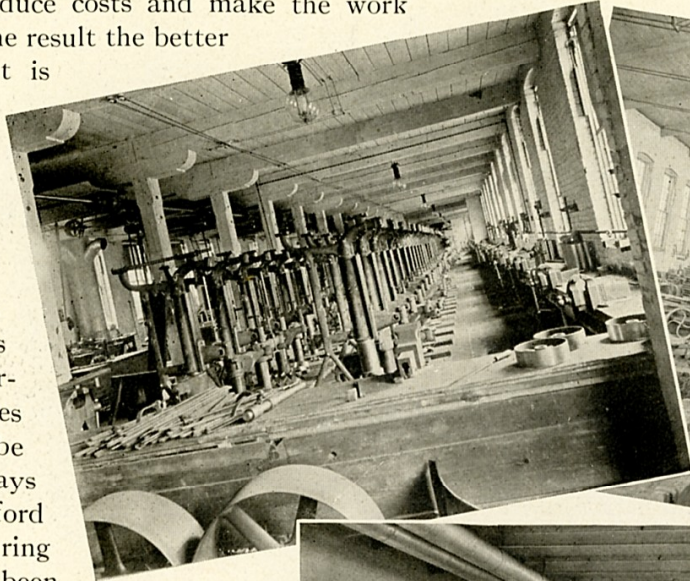
PANORAMA—W. F. AND JOHN BARNES COMPANY

THE W. F. & John Barnes company, makers of iron and woodworking machinery, Water street, have one of the largest plants in the city of Rockford. It is located on the water front and stretches for two blocks along the bank and the west side of Water street, an imposing structure of brick. The machines turned out by this firm are known as the "Barnes Drills" and the "Barnes Lathes," the name carrying a guarantee of quality and excellence attested by the long and carefully managed experience of the company. The Barnes company was established in 1872 and was incorporated in 1882. It has a capital stock of \$150,000 and employs 300 men, mostly skilled mechanics capable of using the carefully adjusted tools necessary to turn out the product at the standard set by the management. The annual payroll of the workers is \$150,000. The plant covers six acres and 1,500 tons of finished product is shipped annually, made from 4,000 tons of raw material. The Barnes company has been enlarging its plant from year to year and has been turning out a larger output in response. It has been active in pushing sales and has a foreign department devoted to getting into new markets, the success of which has been unusual. Catalogues in several foreign languages are issued and shipments are made by sea to almost every continent and into many countries where the Barnes goods compete with those manufactured by the largest foreign firms. Many features of the drills and lathes are exclusive and not to be found on other machinery of this class. They are designed for accurate and careful work, are built on honor as to materials and workmanship and are tested and adjusted in the factory, being sent out ready for work and without difficulty in setting up and starting. The parts are

standard and necessary replacements are made easily without wearisome waiting. The plant is one of the best equipped and managed concerns in the city. It has electric cranes and every method of handling material and machines in an economical way, switch tracks run to its door with cars of material and take away carloads of shipments for all parts of the world. System has been introduced to as great an extent as possible to reduce costs and make the work better in handling and the result the better

in outcome. The plant is manned by men of high skill and work is done according to a system to secure the best results for the energy and ideas expended. Improvements that suggest themselves are seized on and incorporated into the machines that the output may be the highest type always and may represent Rockford fitly in the manufacturing world. The plant has been

arranged after a plan to give an economical handling of all materials and work in progress, avoiding duplications of handling and bring the parts to the proper point for assembling. The plant is so long established and has assumed such a position in the machine tool field that it is known the world over and its machines are in demand in large and small plants which desire the best and which equip for long service and accurate work. Shipments are constant in volume and represent the maximum producing ability of the plant,

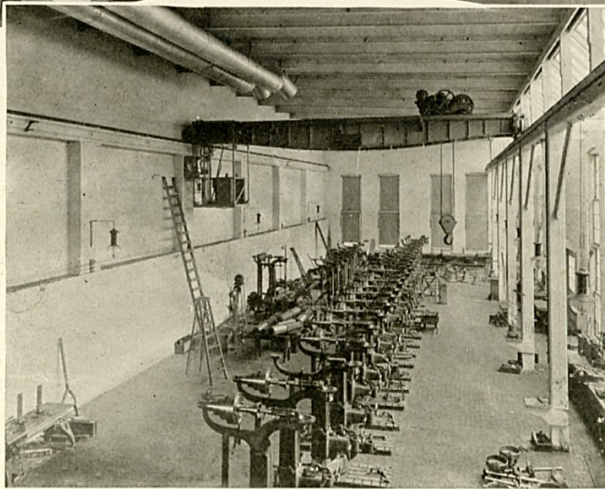
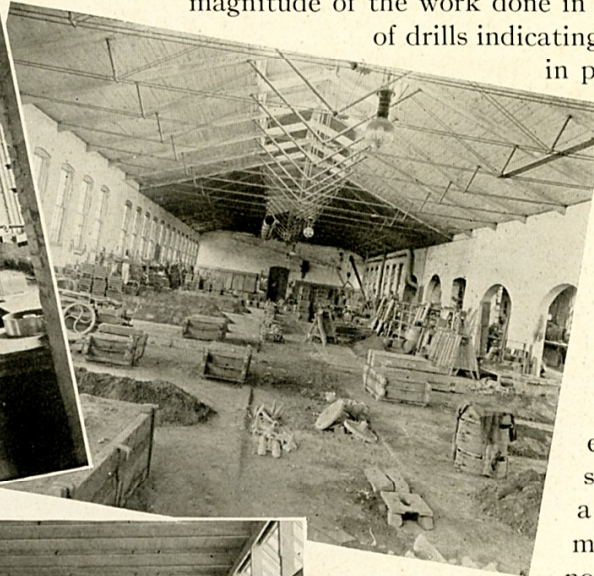


successive additions representing the needs of the company for more space in which to turn out a larger volume of product to meet demands of the purchasing public. The company owns yet more real estate adjacent to the plant on which it can enlarge further when the time comes that it is necessary to do so to meet another expansion of business. The interior views on this page are an indication of the

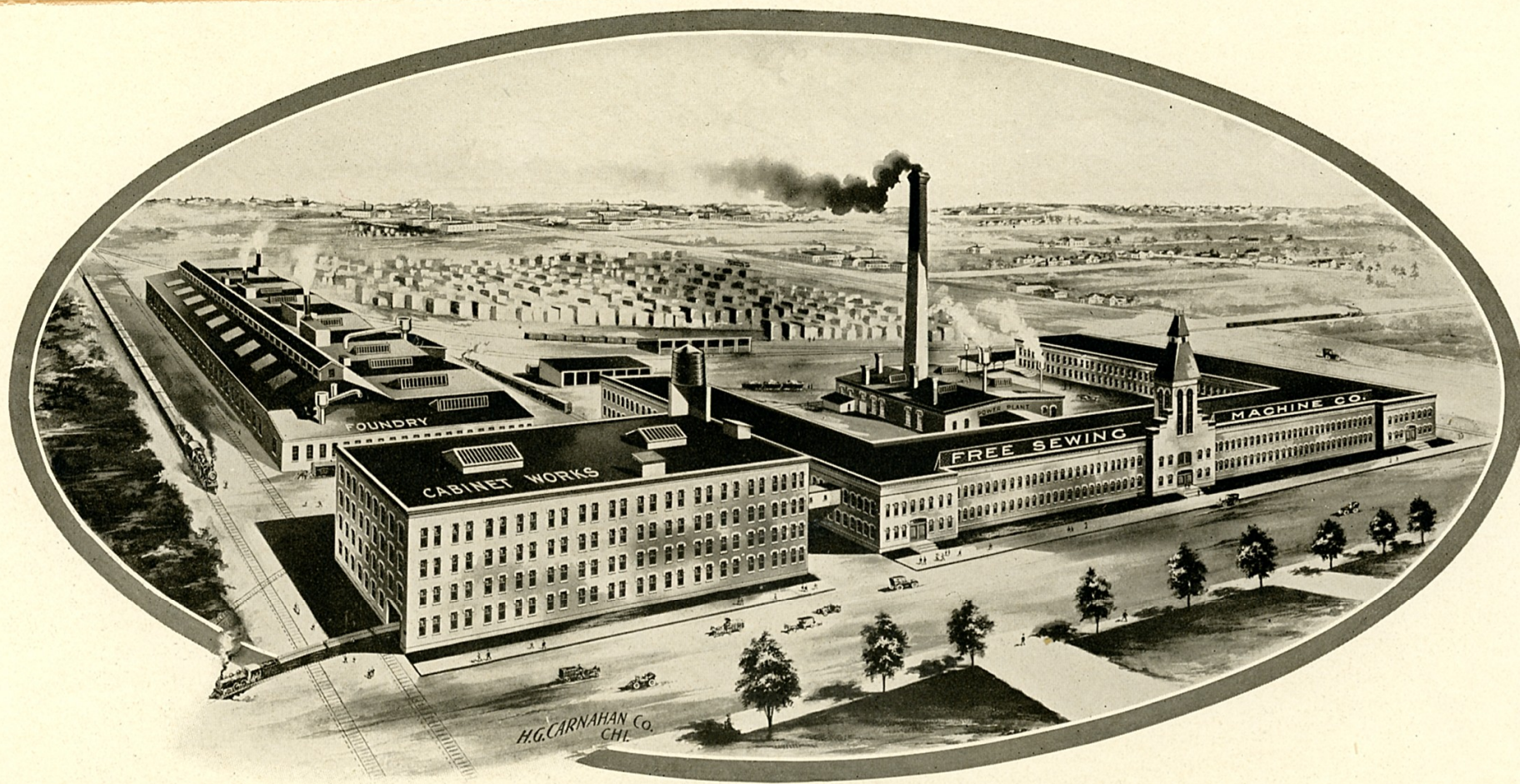
magnitude of the work done in this plant, the long lines of drills indicating the number of machines in process of construction at

a given time to keep up with the demands of the trade. The Barnes Company is one of the solid manufacturing institutions of Rockford, its existence stretching back many years and its standing being of the highest in every way. It employs skilled workers and keeps a high grade of requirements for its men. It has not been troubled at all by

difficulties with its employes and relations between the workers and the owners have not become apparent. Conservatism united with progressivism are at the back of the concern's policy, progressiveness to keep at the front with what is tried and useful and conservatism not to adopt what later may be found to be a detriment. The machines of the Barnes Company always have been satisfactory and have met the requirements of the trade in every way.

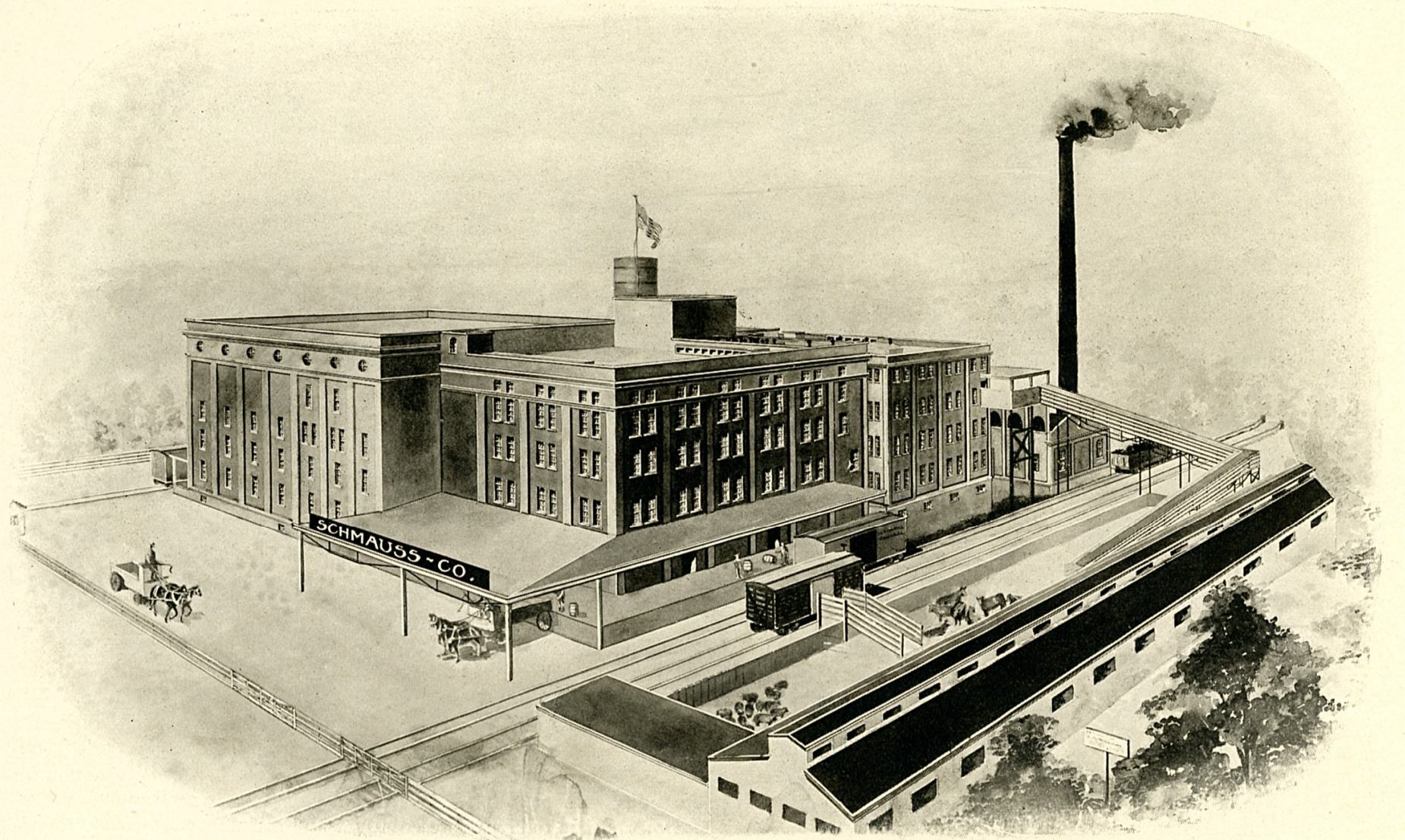


INTERIOR OF THE W. F. AND JOHN BARNES COMPANY FACTORY



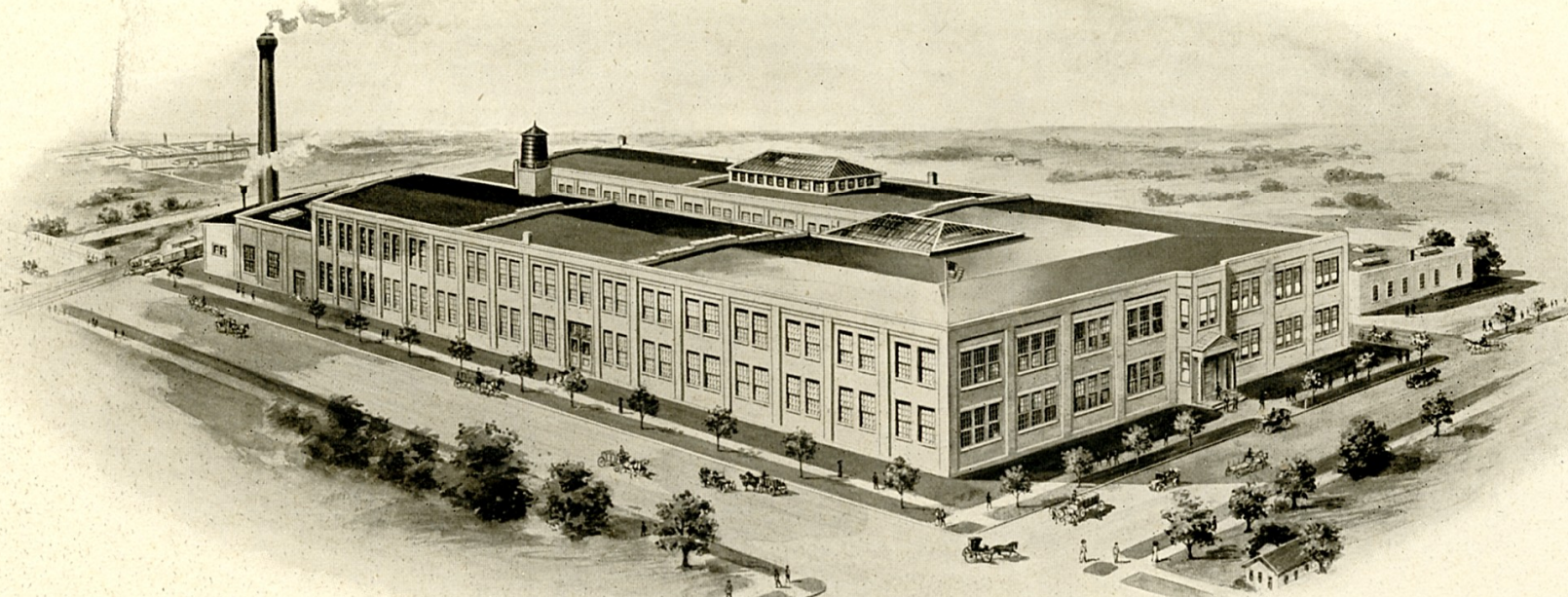
FACTORY BUILDINGS OF THE FREE SEWING MACHINE COMPANY

FREE sewing machines are made the year round in Rockford and are sold under a guarantee, a thing no other sewing machine ever carried to its purchaser since sewing machines have been made. The planning of the company is such that its goods have a market before they are made and the sales force keeps the manufacturing end busy at all times, in hard times and flush. The Free is claimed the best machine on the market and the guarantee against all harm is proof of the confidence the makers repose in it, and the honest material and work they put into its making. When the Free company was organized the making of sewing machines was started new as far as that company was concerned. Every means to make a machine better and cheaper was utilized and every bit of experience possible to bring these results was hunted and found and then put at work. The machine that was built on this foundation has been adequate and has served the public well. It is the best the makers know how to build, for if they saw room for improvement they would improve.



SCHMAUSS CO.'S PACKING PLANT—PACKERS OF THE FAMOUS "LILY BRAND" HAMS, BACON AND LARD—THE HOME OF GOVERNMENT INSPECTED, PURELY HEALTHFUL MEATS

Schmauss Packing company prepares and sells the only home-killed government inspected meats in Rockford. With its great plant in the Southeast End, where the meat is killed and prepared, and the chain of markets in the city it fills the field.



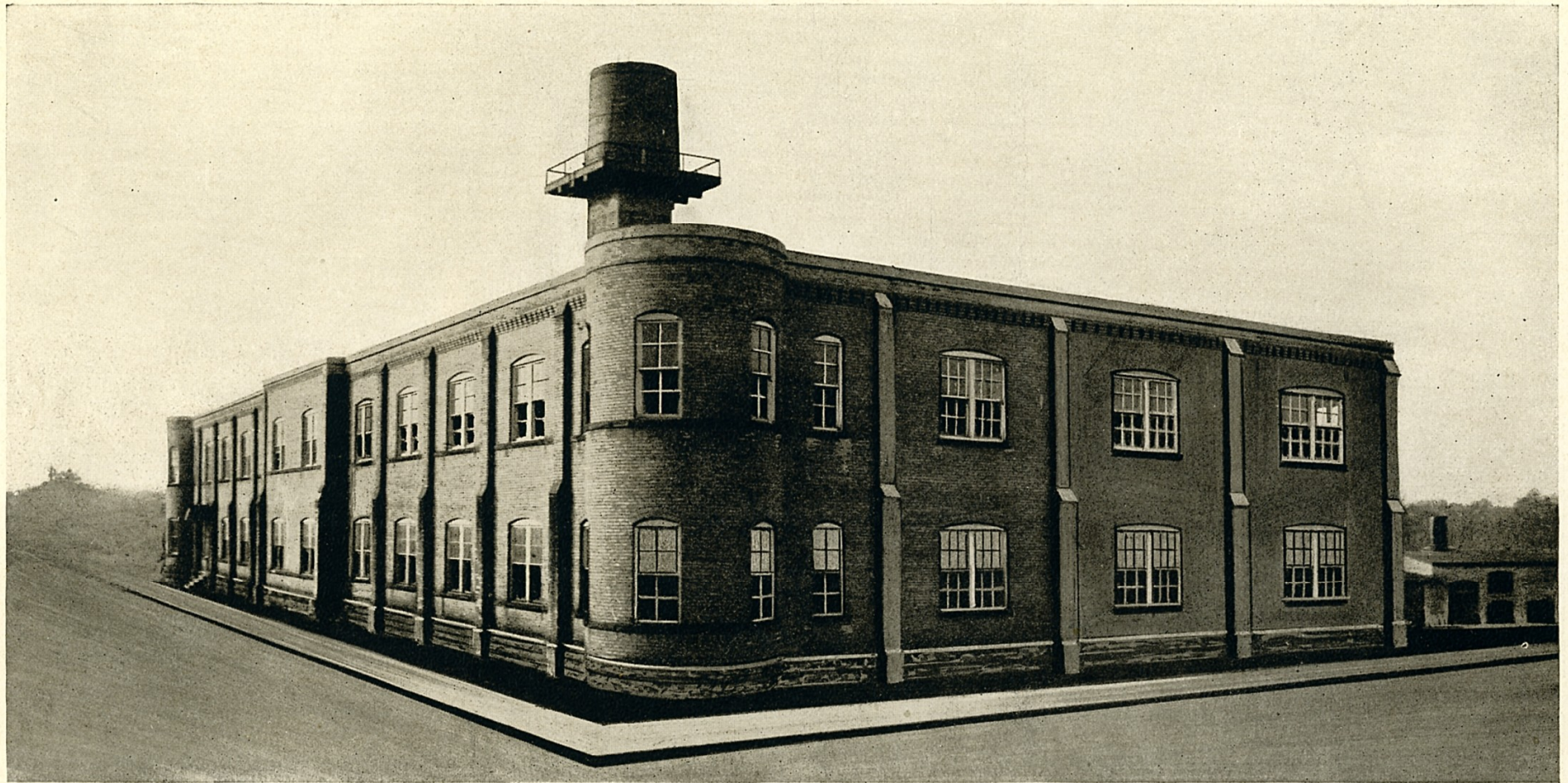
ANDREWS WIRE AND IRON WORKS

ANDREWS stands in the wire world for the stamp of excellence. The Andrews Wire & Iron Works is one of the concerns that has grown up from a seedling to a mighty factory because its owners have made good goods and sold them rightly. The original plant was almost a family affair but it made good goods. Now it has 130 employes and makes better goods, in fact just as good as can be made. The plant has not ceased to house a family, however, for the Andrews plant is made as homelike as possible, recreation means are provided, the owners look after the personal interests of the workers and everybody is kept as contented as possible and given as good a place as talent will command. The plant was started in 1885 and in 1893 it was incorporated. The capital stock is \$140,000. Hardware specialties and wire goods are made in immense quantities and shipped to all parts of this and to foreign countries. The plant has grown to the possession of 44,000 square feet of floor space and the annual output is about \$175,000. The company has foreign representatives and maintains agencies for handling the goods, having a large foreign trade. It also has a plant in Canada, made necessary by the laws of that country. This is in charge of a member of the family who lives there and looks after the Canadian business. The growth of the company has been remarkable and the increase is due to good business judgment and thorough-going honesty of purpose.



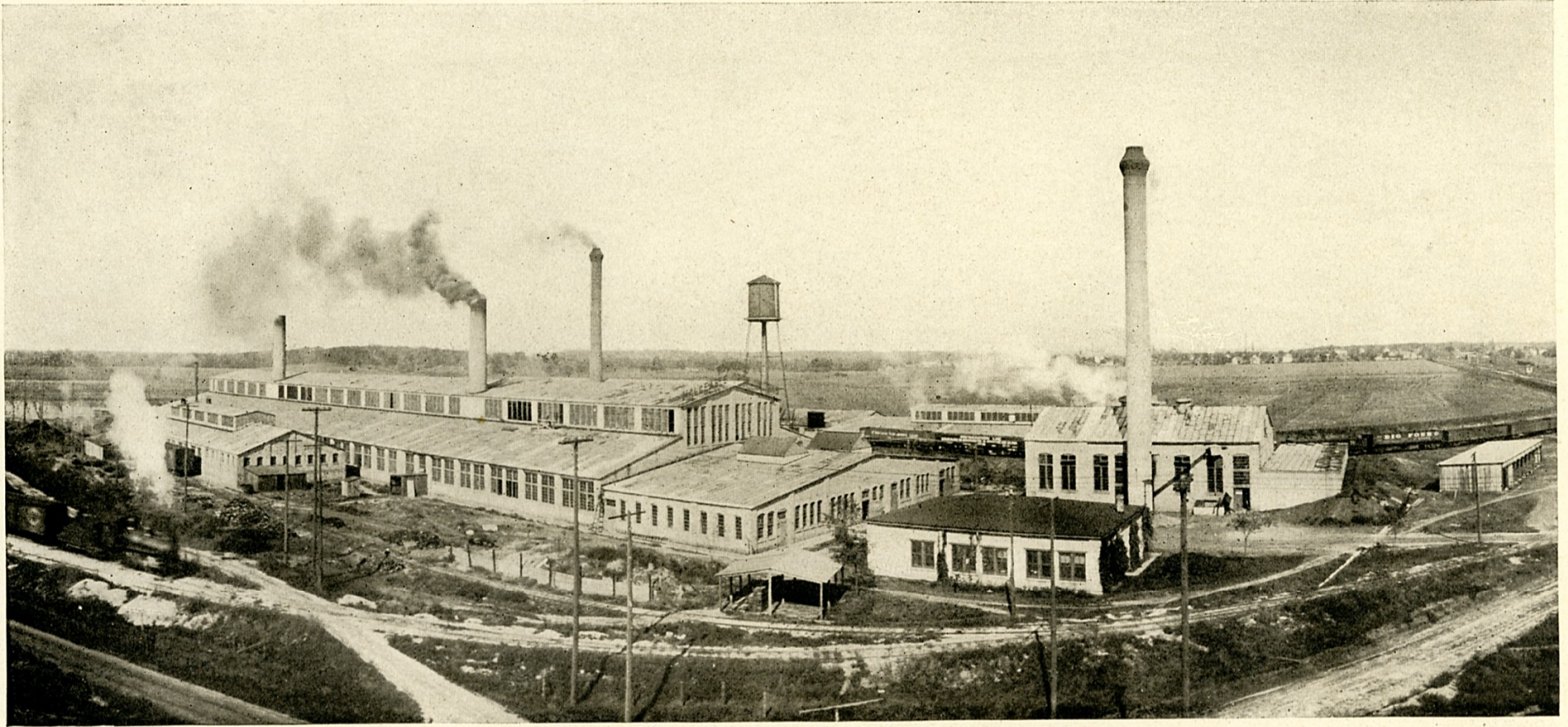
HESS AND HOPKINS COMPANY PLANT—LARGEST MANUFACTURERS OF LEATHER GOODS IN THE WORLD

HARNESS made from leather tanned by the old fashioned bark tan, not hastened by modern methods, tanned at the Rockford plant, because the makers know no other way. This is the secret of the fact that the Hess & Hopkins plant has grown to be the largest in the world in the past few years. The Hess & Hopkins goods are made to wear. Up to fifteen years ago the concern tanned exclusively and then turned to the making of harness from the excellent leather it produced. Customers found how good it was and the result was that the plant has had to grow. The goods are sold all over the country, by all up-to-date dealers and are sold on their merits, which are legion. Harness of all kinds and various kinds of leather goods are turned out from the hands of 350 employes. The company was formed in 1877 and was incorporated in 1882. Its greatest growth has been under the double purpose, of tanning and making harness from its own leather, a combination that has seemed to be a winner in every way. The plant is equipped with the most modern tools and machinery, nothing but the latest and best being good enough for the workmen if they are to produce the best goods. In the matter of nets, this firm has made probably more than any other in the country. The nets are made from firm leather, not following the trade customs of split leather and belt edgings and the nets, therefore, wear for years. It is the belief that customers are willing to pay a price for a good article such as is turned out here.



FOREST CITY KNITTING COMPANY—FACTORY AND OFFICES

FOREST CITY socks are the only ones knit with a ribbed top. The Forest City Knitting company has the only machine that knits the ribbed top on the sock in the original operation. This concern, one of the chain that makes Rockford one of the greatest hosiery centers in the world, is located on the east side near the Nelson bridge and has a large plant with 40,000 square feet of space devoted to manufacturing. The company was incorporated in 1890 with a capital stock of \$60,000. The equipment is of the most modern and ample for the production of a large output each year. The output is sold to jobbers instead of to the retail trade, this being the most direct method and insuring a steady market at all times, giving the business stability whether trade is good or slow. The company is officered by men well equipped with knowledge of the knitting business and trade. The president is William Nelson, the vice president Oscar Nelson and the secretary-treasurer F. F. Nelson.



EXTENSIVE PLANT OF THE ROCKFORD MALLEABLE IRON WORKS

ROCKFORD malleables go widely through the country. The Rockford Malleable Iron Works has been making them for many years. The concern was established on the water power more than half a century ago, the third generation of the Forbes family now being the owners. It was established in 1854 and in 1890 the concern was incorporated. The first ten years it was devoted to general metal work, but in 1864 it specialized on malleable iron, being the first plant of the kind in the west. The capital stock is \$75,000. The average force is 400 men and a quarter of a million dollars a year is paid out in wages and salaries. Raw material to the total of 25,000 tons is used yearly and 8,000 tons of finished material is shipped out, agricultural and railroad castings. Part of the output is used in this city. The plant was rebuilt in larger quarters a few years ago, having fifteen acres now and 160,000 square feet of working floor space. The value of the product is about \$500,000. The new plant is equipped with every modern device for economical handling of material and product, arranged after the most approved principles of shop practice and economy of effort. The plans are at hand for such enlargements as may be necessary.



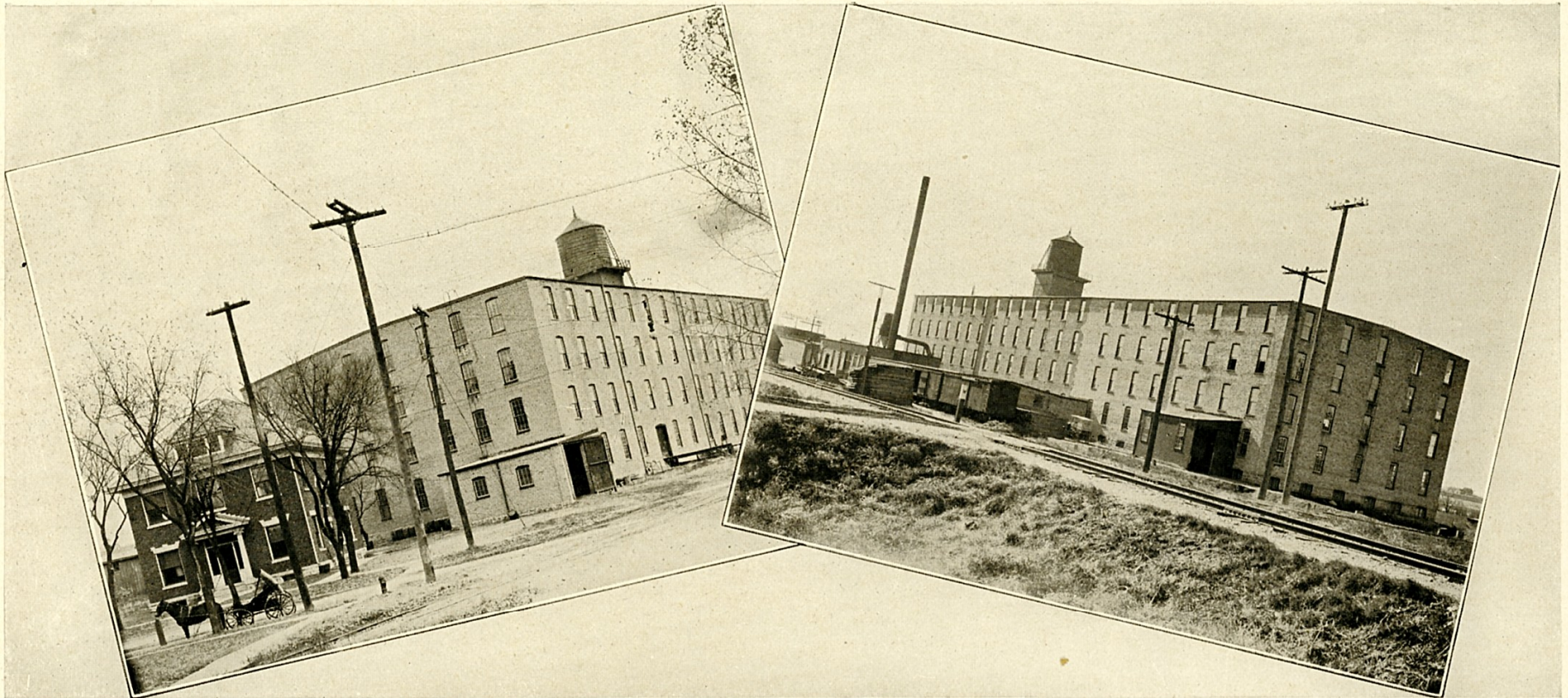
CO-OPERATIVE FURNITURE COMPANY

CO-OPERATION, the basis of many Rockford furniture plants, found its way into the name of the Rockford Co-operative Furniture Company, indicating that it was founded by men of small means who had an abiding faith in Rockford as a place to invest their savings and make their homes. The company was formed and incorporated in 1879, one of the earliest furniture companies in the city. Its capital stock was \$50,000 and at the start was in small holdings, the holders for the most part working in the plant. The changes of more than thirty years have effected this condition somewhat, though much stock still is held by workmen at the benches. The output is of fine furniture of the Rockford lines, cabinets and the like, dining room furniture being a specialty, and 125 employes are at work, earning about \$60,000 each year. Raw material amounting to 2,880 tons is used yearly and the shipments hence are about 1,225 tons. The factory has 80,000 square feet of working floor space. The completed product is worth close to \$250,000 a year. The officers are: Alf Larson, president; E. C. Jacobson, vice-president; C. J. Lundberg, secretary, treasurer and general manager. The plant is in the older furniture district, in Railroad avenue at Ninth street. This company's success through the various vicissitudes of business is regarded as an example of the effect of thrift and conservative management, coupled with careful attention to the market and its demands, the Co-operative lines of goods being broad and uniting various sorts of pieces that widens its appeal to the buyer and gives a market for some portion of the goods no matter what the state of the general market.



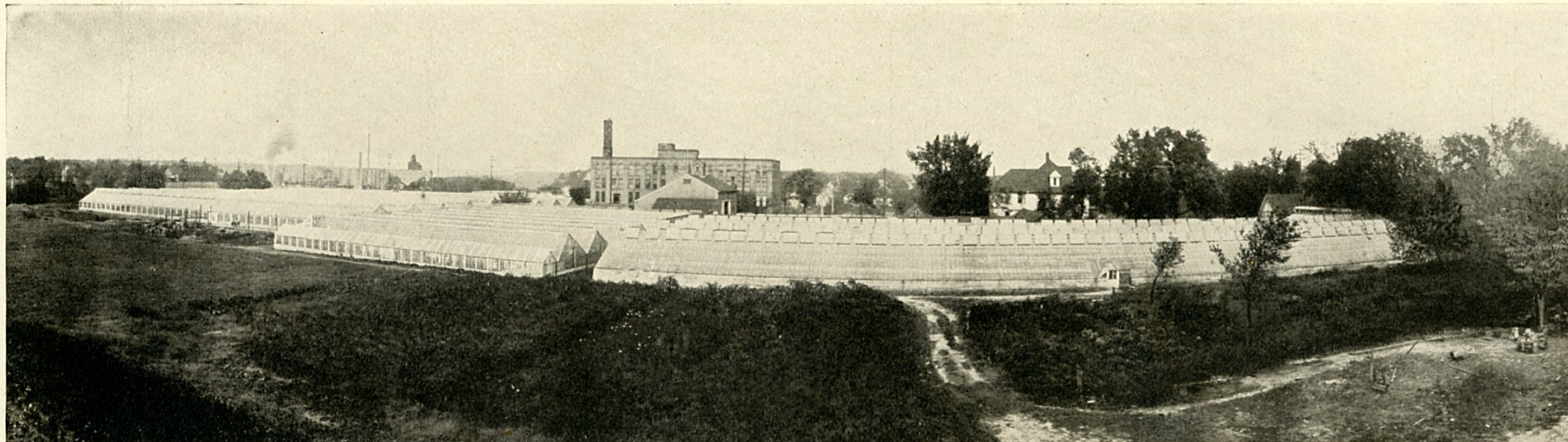
ROCKFORD STANDARD FURNITURE COMPANY

ROCKFORD'S furniture industry was founded on the line of factories along Railroad avenue, the backbone and basis of the great trade that makes the city pre-eminent in this line. The Rockford Standard Furniture Company, one of the oldest in this line, has stood as an anchor to the business for many years and is among the most prosperous of all at this time. The company was organized in 1886 and has been steadily at work ever since. The capital stock at the start was \$75,000 and later this was increased to \$125,000. The plant occupies an entire block from Parmele to Eleventh streets in Railroad avenue and has 100,000 square feet of floor space. It employs more than 150 workmen and has an annual payroll of \$85,000. China closets, bookcases and buffets are made and choice designs are offered at each new season, making the Standard one of the factors to be reckoned with in the market. The management of this plant is in the hands of men well versed in the furniture business, whose hands are on the pulse of the business world and at all times cognizant of its condition and movement. This knowledge and the use of the latest and most approved machinery and methods keeps this plant at the forefront at all times and makes its volume of business unusually large and steady. The goods are shown in the principal exhibition centers and always attract attention for their purity of line and excellent finish. No plant has had more to do in establishing the reputation of Rockford as a furniture center.



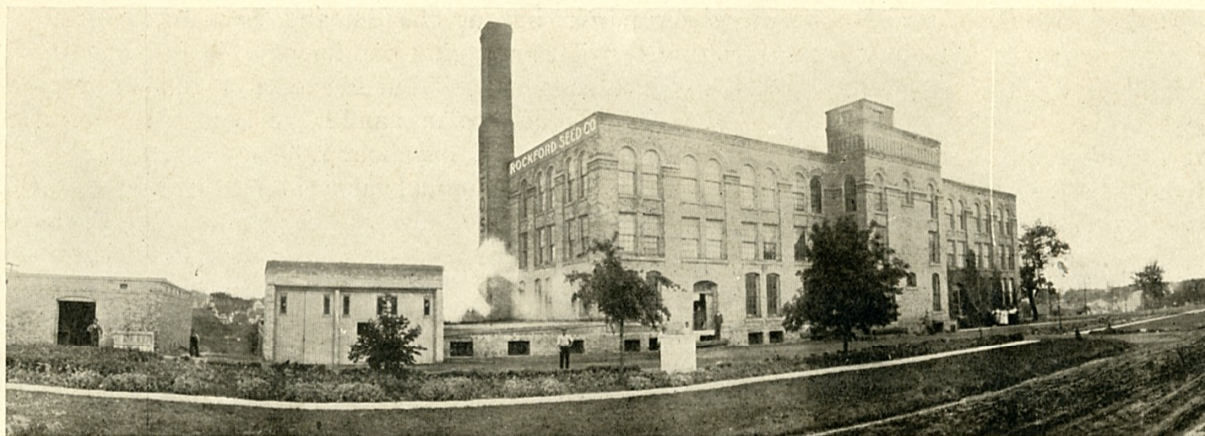
FACTORY BUILDINGS NOS. 1 AND 2 OF THE ROCKFORD CHAIR AND FURNITURE CO.

ROCKFORD Chair and Furniture Company has two plants to enable it to keep up with the demands of its trade. The first was built in the Railroad avenue row, the first group of woodworking plants, and the second was erected later on Kishwaukee street south of the city limits. Both are worked to full capacity the year round in turning out the high class of goods for which this company is famous throughout the furniture trade. This company is one of the pioneers and at all times has more than held its own through careful management and fine business instinct of its directors. This is one of the largest plants in the city and in spite of the fact it has two large buildings it has none too much space for its needs. The company is capitalized for \$100,000 and employs between 350 and 400 people who turn out goods annually valued at \$500,000 to \$600,000. This represents about 35,000 pieces of furniture of the various designs made by this company. This indicates the great output, indicates the volume of trade and it is all domestic, the company not reaching out for foreign business in any direction. The plant is modernly equipped and has every convenience for rapid work and fine construction and finish. The Rockford Chair and Furniture Company represents all that is best in this great line of manufacturies and is known wherever the furniture trade is known, for the excellence of its designs and the honest construction and pricing of its goods. Its goods are showm in the great exhibition centers.



ROCKFORD SEED COMPANY—GREENHOUSES

SEEDS from Rockford always grow and those from the Rockford Seed Company not only grow but they produce the results the company promises, never disappointing the person who plants them. This is an old concern, being established in 1871 and incorporated in 1907 with \$50,000 capital. The company deals in wholesale seeds, many of which are grown here, some foreign varieties being bought to complete the assortment that is full for every need. Extensive greenhouses and seed gardens are maintained and a large fire-proof plant in which the seeds are prepared, stored and from which they are shipped. More than 300 employes are kept busy in the plant or in the



ROCKFORD SEED COMPANY—OFFICES AND WAREHOUSE

fields and more than \$100,000 is paid in wages annually. The tonnage handled yearly is over 10,000,000 pounds. The plant covers 15,000 acres and the building has 350,000 square feet of working space. With its long experience and high standing the company has a trade as broad as the land and it pays particular attention to preparing seeds for various climatic conditions, that the grower may have the best return from

his expenditure of money and labor. The business is immense and Rockford stands well up among cities selling seeds for farm and garden purposes. The volume of business is indicated in the total tonnage handled each year and in this the number of customers is represented by thousands.



NATIONAL LOCK COMPANY AND ROCKFORD BELTING COMPANY

NATIONAL locks go into Rockford furniture. The National Lock Company was organized in October, 1903, for the purpose of making an inserted or mortise type of lock for furniture, being one of the first concerns to be formed to make specialties for the large group of furniture factories here. Quarters at first were on the water power, but as the demand grew the company increased its capital to \$50,000 and secured quarters in Eighteenth avenue in the furniture district, occupying one floor of the original Kurtz Action plant. In 1906 a large plant was erected, the capital being increased to \$150,000. Since then it has been increased until now it represents an investment of \$50,000. It makes a line of furniture hardware which is used largely in Rockford plants and has a large sale elsewhere as well. The employees number about 350 and the payroll yearly is \$225,000. The tonnage of raw material is about 2,000 and the tonnage of finished product is 1,500. The plant is on a plot of five acres and the floor space is 125,000 square feet. The annual value of the product is \$600,000. Among the specialties turned out are cabinet locks, wood screws, cabinet hinges, and furniture trimmings, always keeping pace with improvements and changes in designs to suit varying styles in furniture. The company is officered by P. A. Peterson, president; D. R. Peterson, vice president; F. G. Hogland, secretary-treasurer; E. C. Traner, assistant secretary; A. P. Hard, sales manager. The plant is equipped with every modern device to turn out work of the highest grade and many special machines have been installed in the new plant to meet contingencies in special designs that have become necessary. Much of the machinery is automatic and gives a high degree of efficiency in making the parts for the various devices in the assortment the plant turns out. The success of this concern has been unusual and demonstrates the value of the plant to make the specialties needed by the furniture trade here.



ROCKFORD MITTEN AND HOSIERY COMPANY

ROCKFORD Mitten & Hosiery Company makes the hose that keep millions of feet warm and comfortable. This is one of the older hosiery companies, being established in 1881 as the Rockford Mitten Company and renamed in 1885 as the Rockford Mitten & Hosiery Company. It has a capitalization of \$600,000 and it makes wool hosiery. Its plant houses 540 employes and to them are paid annually \$220,000 in wages. The tonnage of raw material yearly is 750 and the tonnage shipped is 625. The plant occupies two acres and the working space is 109,095. The value of the output each year is a million dollars. Rockford is perhaps close to the largest manufacturer of hosiery and with the high type of knitting machinery in use here the quality of the goods is unexcelled. The Rockford company has grown apace since its inception and occupies a plant complete in every detail and capable of turning out immense orders on short notice. It is occupied the year round at full force and much night work is done, the plant being operated continuously much of the time. It employs a small army of skilled workers to attend to the machines that seem almost human in their operations and which turn out a completed article in a way that seems marvelous to the uninitiated. The plant is situated on the bank of the river in the manufacturing section and has been added to almost continuously for years until it is one of the largest in the city. Its product is handled all over the country and the number of dozens turned out in a year would pass belief were it stated. Improvements in the machines are being made from time to time as experience teaches better methods and the methods in use here are at the forefront at all times, giving the maximum of results for the class of goods. Rockford socks are known widely and those from this plant are among the leaders.



NELSON KNITTING COMPANY

NELSON always will be associated with hosiery in Rockford. The Nelson Knitting Company is the pioneer in this line in Rockford, being established in 1870 with the first automatic machines. In 1880 it was incorporated and now has a capital of \$160,000. Seamless cotton hosiery is the specialty of this plant and 500 employes are busy at this task. A million dollars worth of goods are turned out yearly. The Nelson was the parent of all hosiery making in Rockford and was the original seamless stocking maker. Some figures as to the plant are of interest. The daily output is 5,000 dozen pairs, 60,000 pairs or 120,000 individual socks each day. This is a million and a half dozens or 18,000,000 pairs a year. It would take an army of 60,000 persons to knit in a day what the Nelson Knitting Company turns out in that time. It would take one person 200 years, working steadily 300 days in the year, to equal one day's output. The plant uses 3,000,000 pounds of yarn a year. This yarn would make a cable of 3,456 strands that would reach from New York to San Francisco. It would girdle the globe with a cable of 500 strands. The company uses its own automatic machines exclusively and uses none but the best yarn to be obtained. The machine automatically knits a double heel and toe, giving the most comfortable and best wearing hosiery in the world. The guarantee is real and for every imperfect pair found they give two pairs in exchange. The merchant never has damaged hose to sell at a loss and the customer always is guaranteed satisfaction in his goods. The Nelson Knitting Company is one of the solidest concerns in the city and is a rock of strength for the business world. Its orders would stagger a man not used to the magnitude of its dealings and probably quotations of some orders would pass belief in the lay mind. The plant is on the water power and that power is utilized largely in the making of its goods. They are sold the breadth of the land and have made the name of Rockford famous over the continent while some go to foreign lands as well.

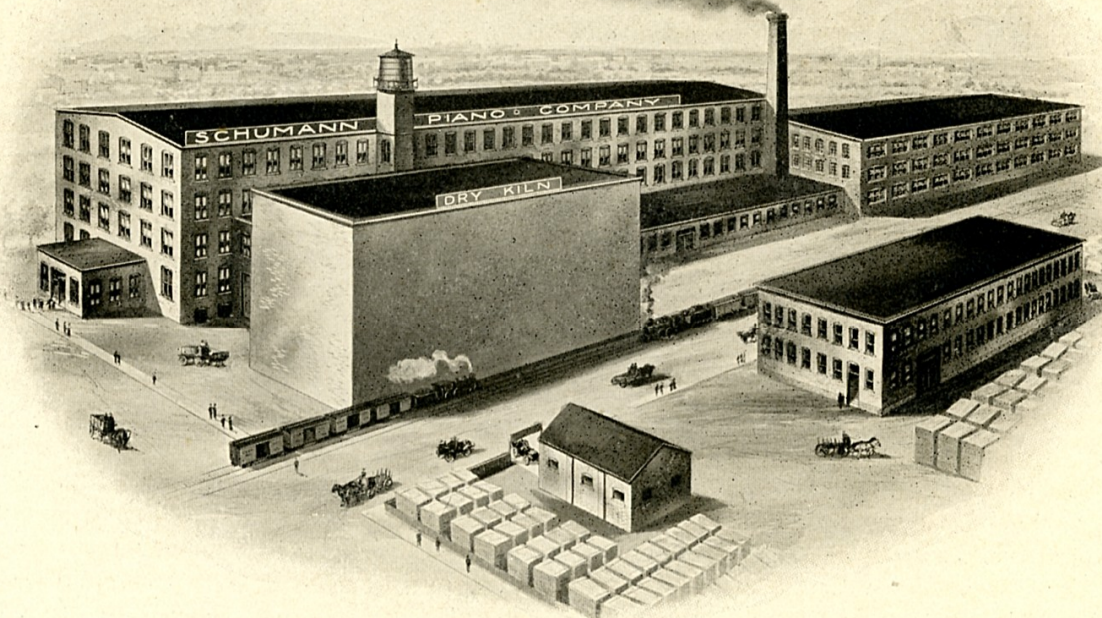
THE Schumann piano factory is one of the institutions of which Rockford is justly proud. It is here that the famous Schumann pianos, known from coast to coast as pianos of the finest musical quality and greatest durability, are made. All instruments manufactured in this factory are of one standard—the highest. They differ from each other not in quality but in size and design only. Under no circumstances is any other name than Schumann ever allowed to appear on their piano. It is one of the very few piano factories in this country that absolutely maintains this one high standard in every piano they manufacture, and consequently the Schumann piano occupies an esteemed position among the renowned pianos of the world. The Schumann Piano Company, W. N. Van Matre, president, also makes the celebrated Schumann player piano. All patents on the Schumann player piano are owned by the Schumann Piano

Company and are used exclusively in the Schumann. It is not generally known, but there are less than half a dozen concerns in this country who completely make their own player pianos and turn out but one standard of player instruments. The Schumann player piano, therefore, like the Schumann piano, is rated as one of the

few truly artistic player pianos. The Schumann plant has been equipped and arranged for the production of an instrument of surpassing quality and value and nothing has been allowed to enter equipment or stock that would allow this standard to be lowered. Believing that the market had plenty of mediocre instruments and that there was

plenty of room for an instrument of highest grade the Schumann company has maintained a quality that would keep their instrument among the leaders at all times. The Schumann has a reputation among the musicianly that has taken it far afield and those desirous of a piano with plenty of tone and sweetness, the qualities that make for excellence in reproducing the masterpieces of the world's best composers, have found in the Schumann all these qualities. The Schumann is a Rockford instrument in every sense of the word and is officered by Rockford people throughout, while

the plant is one of the solid business institutions of the Forest City's great industrial colony. The management is aggressive and to the front in every channel and the Schumann is carrying the name of Rockford to every portion of the country on a product that is worthy of the name.



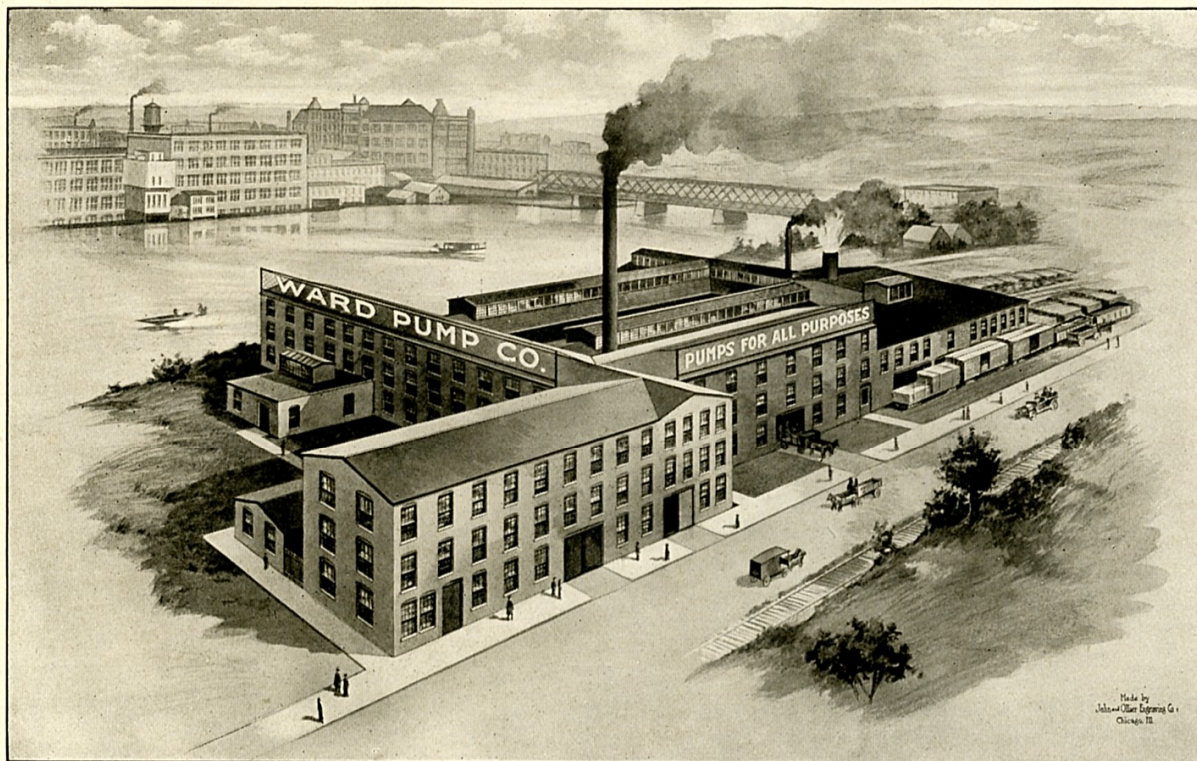
OFFICES AND FACTORY OF THE SCHUMANN PIANO COMPANY

PUMPS are necessary in so many contingencies and for so many uses that the output of the Ward Pump Company of Rockford has its uses all over the land for pumping whatever be can pumped. It has a line excelled by none and equalled by few. Its simple pitcher pumps have been simplified until there is nothing about them to get out of order and the more complicated devices have been made after patterns that make them most easily operated, while the efficiency of their action has been looked after to economize power and get steady, reliable service under all conditions. The Ward Pump Company has been making pumps for a lifetime and has been selling them to the same dealers all that time, an indication of the satisfaction they meet in the hands of sellers and users. The plant is fully equipped, has ample space and keeps ahead of the demands of the business that at no time will it be found lacking. The

plant is located on South Water street and the river and is arranged for economy of operation and the best results in turning out its product. The concern uses a large amount of raw material in making its various pump parts and has an extensive machine shop in which they are prepared and made ready for assem-

bling with accuracy and workmanlike finish. No better pump is made than the Ward and it is a household word in a broad expanse of territory where it has been sold and used so long. New models have been brought out from time to time and always with such an understanding of new needs that they have filled the need excellently and have been received with enthusiasm by those needing different

machines for different purposes. Ample railroad facilities to the door of the factory give ease of obtaining raw material and in shipping the completed product without unnecessary handling. Wards have set their standard high and have maintained it ever on their goods, making the name stand for quality and care in manufacture as well as a guarantee of excellence in operation. The Company recently has adopted some new plans for shop management and is even more efficient than formerly in its work. O. W. Johnson,



WARD PUMP COMPANY

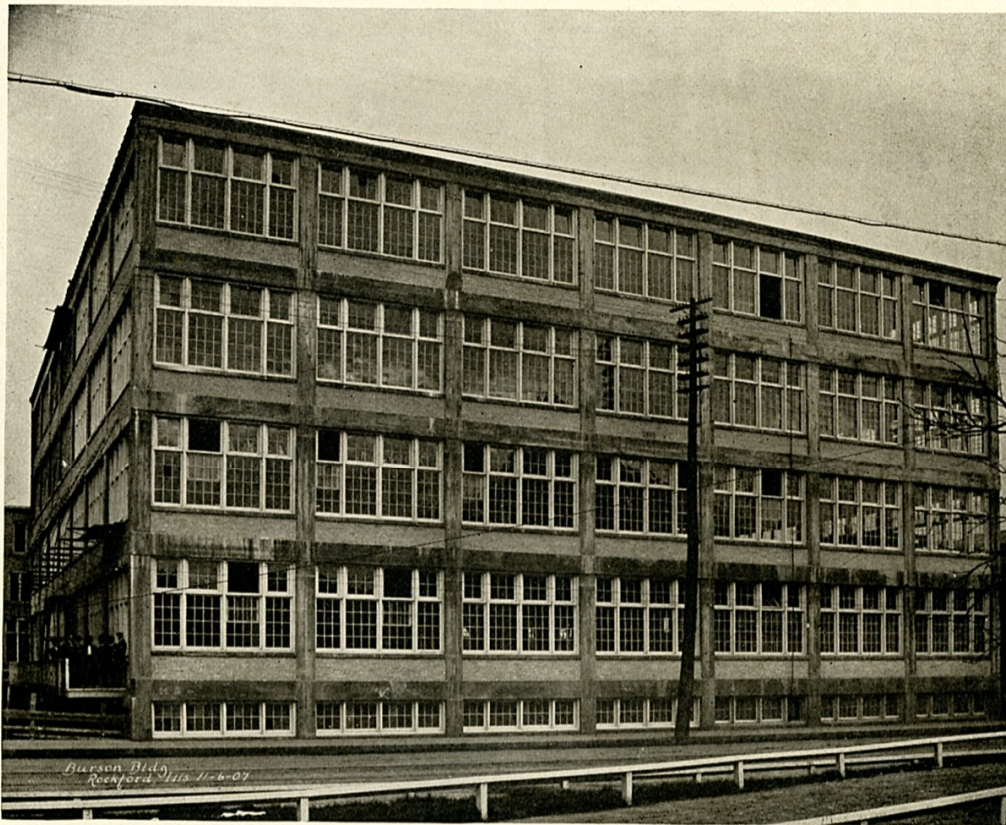
who is in charge of the plant now, is well trained in business and is capable to managing the plant and the business in a way to keep up former records and to enlarge the trade and put it on an even better basis in the strife of competition that exists in pump selling. Employees of the highest skill are employed by this plant and its force is first-class.

BURSON Fashioned Hose are the specialty of the Burson Knitting Company, one of the group of great knitting plants that has grown up here to turn out millions of dozens of pairs of hose each year. The Burson has a machine of its own for which many points of excellence are claimed and the product of which has been advertised extensively to the trade as possessing merits beyond much hosiery sold for as high a price. The fact is that the Burson makes hose shaped like the human foot, instead of the straight stocking so often turned out, which is pressed to shape and does not remain after use. The Burson company was organized and incorporated in 1892 and has had a career of enlargement and growth ever since, taking in adjacent real estate and erecting concrete, fire-proof additions that make it one of the best and most modern plants in the entire city. It works on a capital of \$650,000 and has a force of 800 employes, who work in shifts so that the factory is kept busy day and night, its lights gleaming across the city throughout the hours of darkness. Special installations of light fitted for the use of workers have been used to better the work and ease the eyes of those who inspect and judge the product. Wages aggregating \$800,000 are paid out annually. The raw material consumed is about 6,000 tons, including coal and dyestuffs and the

shipments hence are about 1,500 tons. The plant covers two city blocks and the floors measure more than 165,000 square feet. The value of the output is in excess of a million and a half dollars yearly. Burson goods have gained a widespread reputation by means of a comprehensive campaign of advertising in all the useful channels of publicity, until

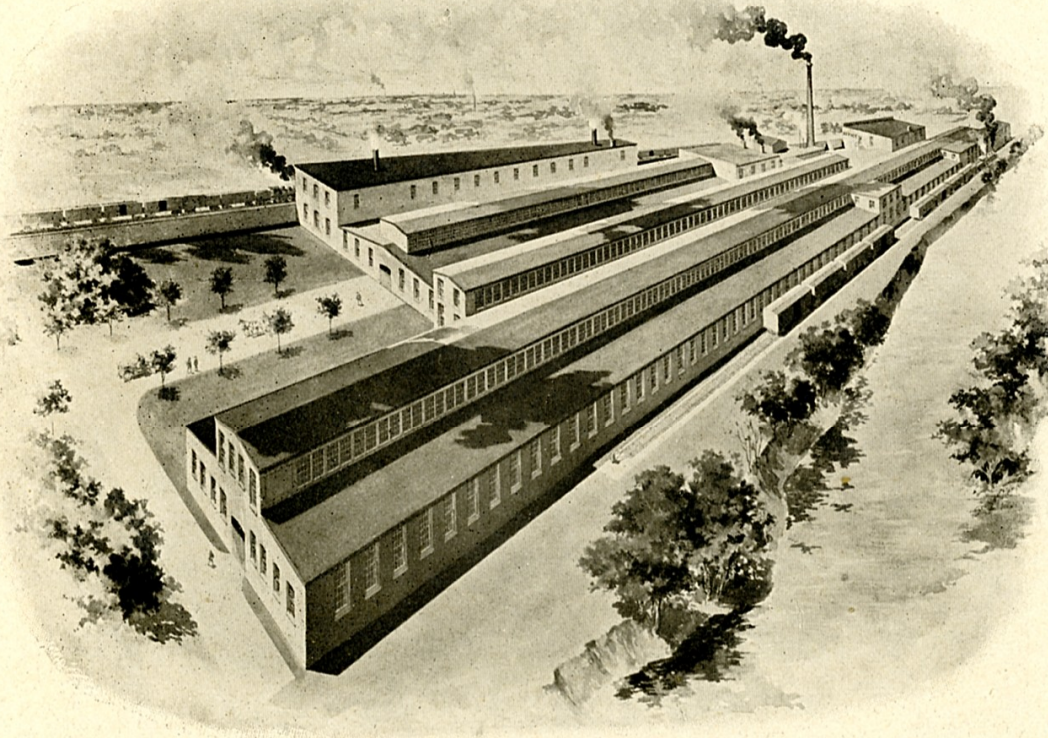
it is a household word. The virtues of the goods have been shown by catchy pictures and description and people have been led to know there are two kinds of hosiery, Burson's and the others. The result of this has been to enlarge greatly the demand and make possible the great enlargement in plant and the greater output to meet the demand thus built up. Skilled workers are needed to operate the plant and the system has been developed to the point that the entire force of employes and the machines work as a unit to bring about the most economical results and keep the business at a high level of efficiency. The company is jealous of the reputation of its goods and will not allow anything to enter into the work or the material that will lessen this in any degree, striving at

all times to make the goods better than the claims and thus more than please purchasers. The Bursons were almost the pioneers in reinforced concrete construction in this city and the structure it erected on South Main street was the first of its size in Rockford.



BURSON KNITTING COMPANY

ROCKFORD Drilling Machine Company is one of a number of concerns here making tools for machinists, drills, and lathes and the like. Its product has been brought to a point of high excellence and under the administration of the present owners the plant is turning out goods of the highest excellence. Its line includes upright drills in a complete line and also multiple gang drills of fine design that have been adopted in many shops of the highest efficiency. These gang drills range in swing from 12 inches to 37 inches. A line of lathes is turned out also, small lathes with 9 to 11 inch swing. The plant is of single story construction and occupies a tract of about two acres, with opportunity for enlargement as the needs of the concern develop. The main shop has a length of 500 feet in the clear. The normal force is 225 workers. The most efficient methods of shop practice and a cost system have been adopted, keeping the officers always cognizant of conditions and stopping wastes and inefficiency. This has been developed in the past two or three years and the gains resulting from its adoption have been put into the excellence of the tools turned out, the consumer getting it in the end. The market for the machinery made in this plant is principally in the United States, though the foreign market has been invaded to some



ROCKFORD DRILLING MACHINE COMPANY

extent. Goods are shipped to Europe, England, the British colonies, Central and South America, Canada, Japan, China and the Philippine Islands. Special attention is paid to preparing the goods for ocean shipment to meet the demands of the foreign market, which are more exacting in some respects than the domestic trade. Goods from this

plant have been sold to many of the largest metal-working plants in the country and re-orders have been received in so large a majority of cases that the satisfaction of the users is predicated by this fact. One feature of the output is the complete interchangeability of parts and their standardizing, the use of jigs having been brought to a science until a part can be made for repair or replacement from wear that is the same as the original part to the breadth of a hair. Particular attention is paid to this that replacements may be made without difficulty and to the entire satisfaction of the user. The business of the company has been on the in-

crease steadily and additions to the plant have been planned to care for the added demand which is met with difficulty from the present equipment, though it is large. The working force is large and of a high efficiency, good wages being paid and fine work being demanded in return. No better tools of the kind are turned out in this country.

ROCKFORD beer is brewed from pure materials and with pure water, by a German brewmaster who knows what should enter into beer and what processes are necessary to get the full effects of the material. The company was formed in 1849 and was incorporated in 1899.

The capital stock is \$200,000. The annual output of the brewery is 25,000 barrels which are shipped in barrels, casks and bottles over a wide range of territory. In addition to beer this brewery turns out ale, porter and malt extract. This company is producing products quite the equal in purity, flavor and quality to the best brews of the old country. Their bottled beers are the most popular of any beer sold throughout this section, and which, for absolute purity and nourishing qualities, are unsurpassed. The plant of this company is one of the most important enterprises of the city and furnishes

steady employment to a large force of workmen who are individually and collectively treated with the utmost fairness and

consideration. This great business has been built up to its present importance by the exercise of skill, industry and enterprise. The choicest hops and malt alone are used and are handled in such a scientific manner as to result in a perfect beer, which for purity, flavor and

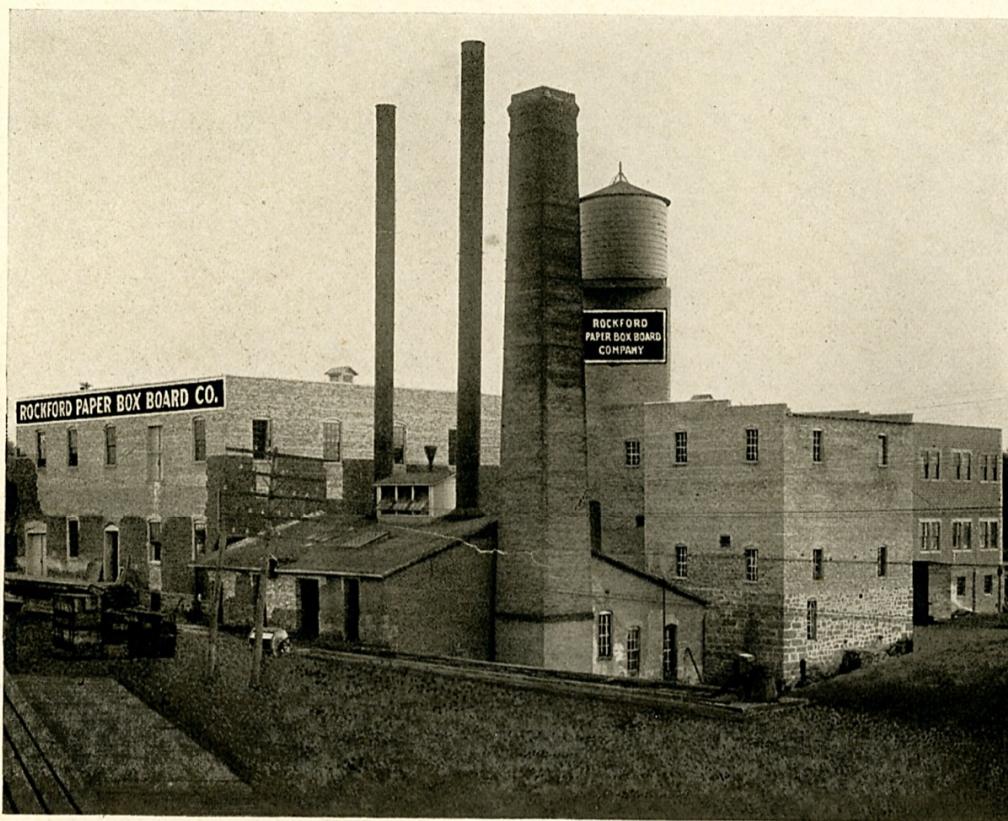
uniform excellence is equalled by very few American breweries. The malt and hops pass through the inspection of experienced specialists whose technical education has been matured through years of experience in both foreign and domestic institutions and a practical knowledge of years of service with the famous breweries of the old countries and America. The installation of the most modern machinery in all departments, with a view to obtain perfect sanitation of the plant and perfect sterilization of the beer packages, are among the features which have brought about the enviable reputation that this com-



ROCKFORD BREWING COMPANY

pany enjoys. The plant is modern in every respect, recent additions having been made that place it in a position to handle a large output.

UTILIZATION of almost waste material in the making of a highly valuable material is the mission of the Rockford Paper Box Board Company. Into the making of the box board enters largely waste paper, what might be thrown away as valueless, but which is made into a material that supplies in some measure the wood formerly used for shipping cases, but which has grown almost too expensive in recent years as the forests have become depleted and lumber of all kinds has become almost too high priced to use for boxes. Thousands of tons of baled paper of the proper grade are shipped here, put through processes to reduce it to the pulp it was before it was paper, then made into heavy board and cut to proper sizes to be utilized in making boxes for shipping purposes. Thus the waste paper, burned to get rid of it by many people has a value, for a purpose and assists in keeping the price of lumber from going still higher by giving a useful and practical substitute and thus removes a portion of the demand that would come otherwise on the existing supplies. The company was organized and incorporated in 1904 and is capitalized for \$200,000. It employs fifty persons and pays out each year about \$40,000 in wages and salaries. Ten thousand tons of material is utilized yearly and the same tonnage of material is shipped as finished product. Three acres of ground are comprised in the holdings of the



ROCKFORD PAPER BOX BOARD COMPANY

company and the plant proper has 66,000 square feet of working space. The output is valued at \$275,000 annually. The concern burns 10,000 tons of coal annually and uses 750,000 gallons of water daily in the processes of making the pulp for the board. The output is sold readily and the market constantly calls for more. The making of box board

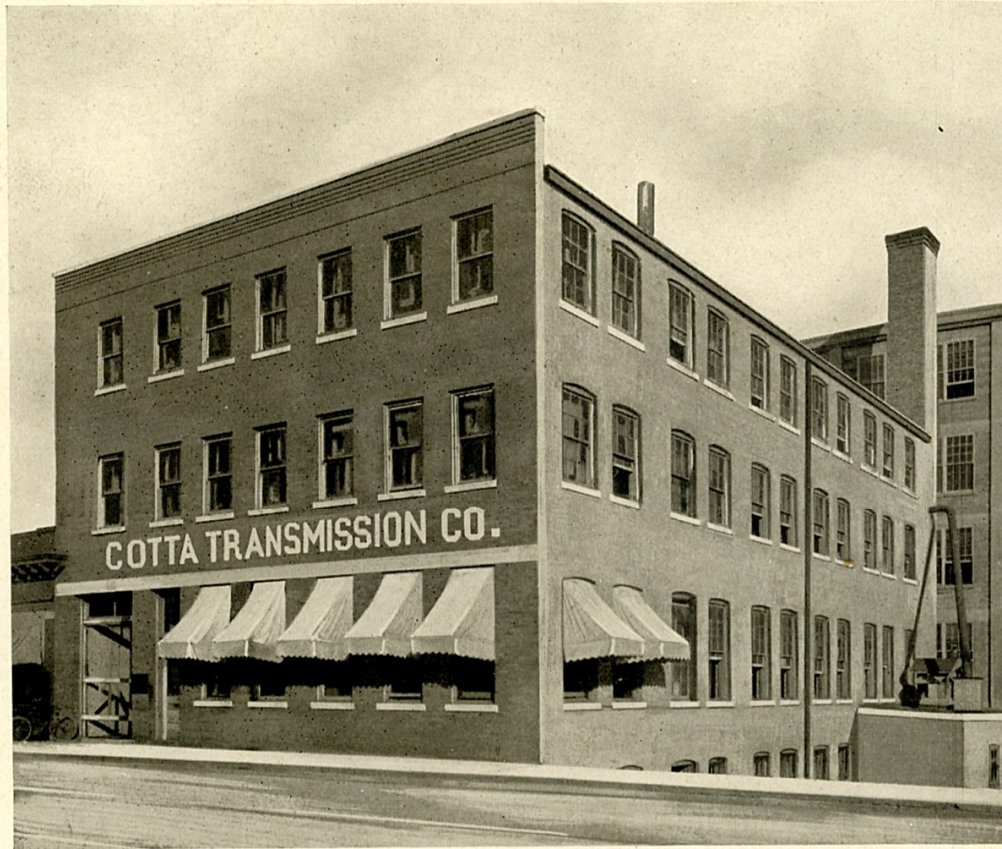
is one of the developments of utilizing what once was waste and returning to use what once has served its purpose. Like the processes that have rescued tons of what formerly was waste from the iron mills, the former wastes of the packing houses, the utilization of sawdust and the hundred other things that have been turned to great value by inventive genius, box board is a product that adds to the conservation campaign that has become necessary through the former lavish use of resources that seemed limitless but which have begun to show signs of exhaustion. And her source of conservation is the fact that boxes made of this material are as strong as wood and for many purposes serve as well, while the weight is much less and the cost of carriage by

transportation companies is less, thus making a saving to the shipper. It is interesting to follow the factors that make up the business, the occupations that it furnishes and the profits made all along the line, by every person connected with the collection, the manufacture and the use of the product.



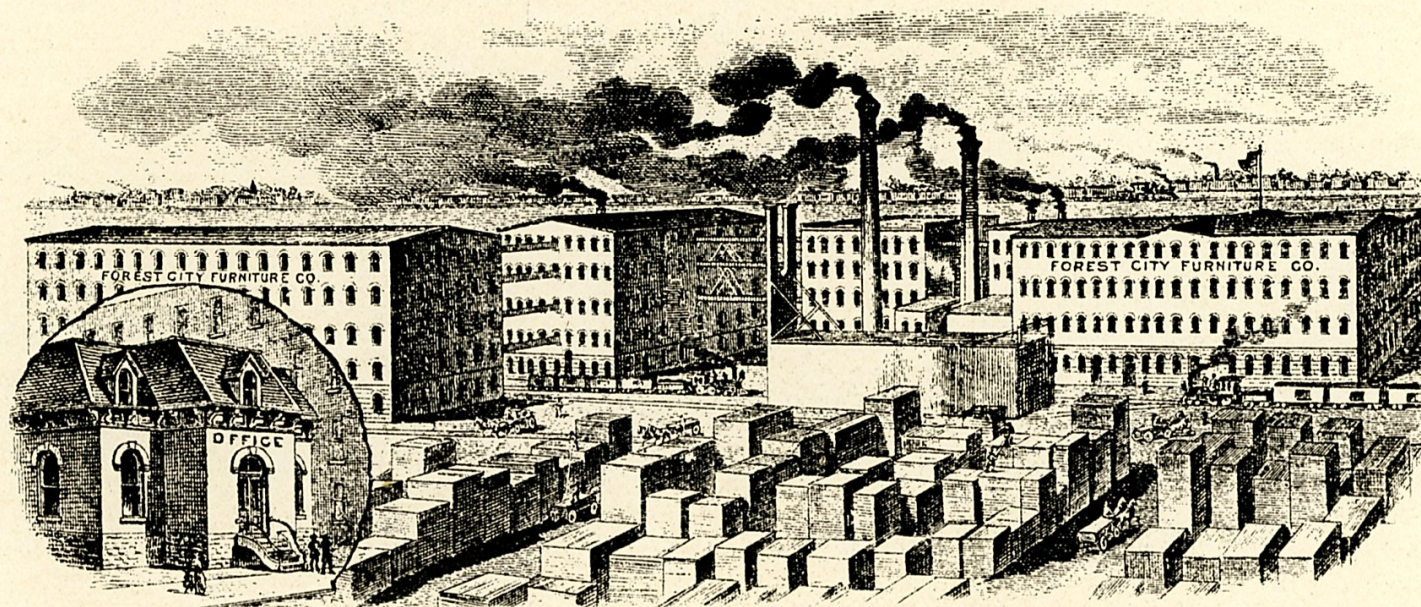
ROCKFORD watches have been known for more than a generation to all the world. Railroad trains have been run by their exact time and business has hinged on their honesty ever since Rockford has been a manufacturing time. And Rockford watches have been true to the trust reposed in them. They are honest and reliable. The Rockford Watch Company has been the best advertiser Rockford ever had and the world knows Rockford for its watches probably better than for any other product. No higher tribute can be paid to them than this. It is a modern plant for the making of modern watches in the styles and sizes demanded by the highest class of trade.

COTTA transmissions, made by the Cotta Transmission Company of Rockford, are connecting the power plants of automobiles and motor cars of various types with the driving wheels all over the land and doing it well. The link that connects the power to the wheels is as important as the power or the wheels and on the transmission depends much of the value of both, since its economical operation conserves the power and exerts the fullest proportion on the tractive effort. Some power must be lost in this link, mechanical law being inexorable in this respect. To reduce this to the minimum has been the effort of the makers of transmissions and the Cotta device has points of superiority that have commended it to the discerning ever since it was put on the market. Economy of power and certainty of action with dependability and lack of danger of breaking under strains characterize it. The Cotta principle was evolved and worked out in Rockford and is distinctively a local affair from the inception of the idea to its successful application to the purpose for which it was evolved. The specializing of auto making into its several units has scattered the making to various cities and the assembling at the factory is the portion the auto manufacturer has for himself. The Cotta plant is located in the heart of the manufacturing district and is handsomely



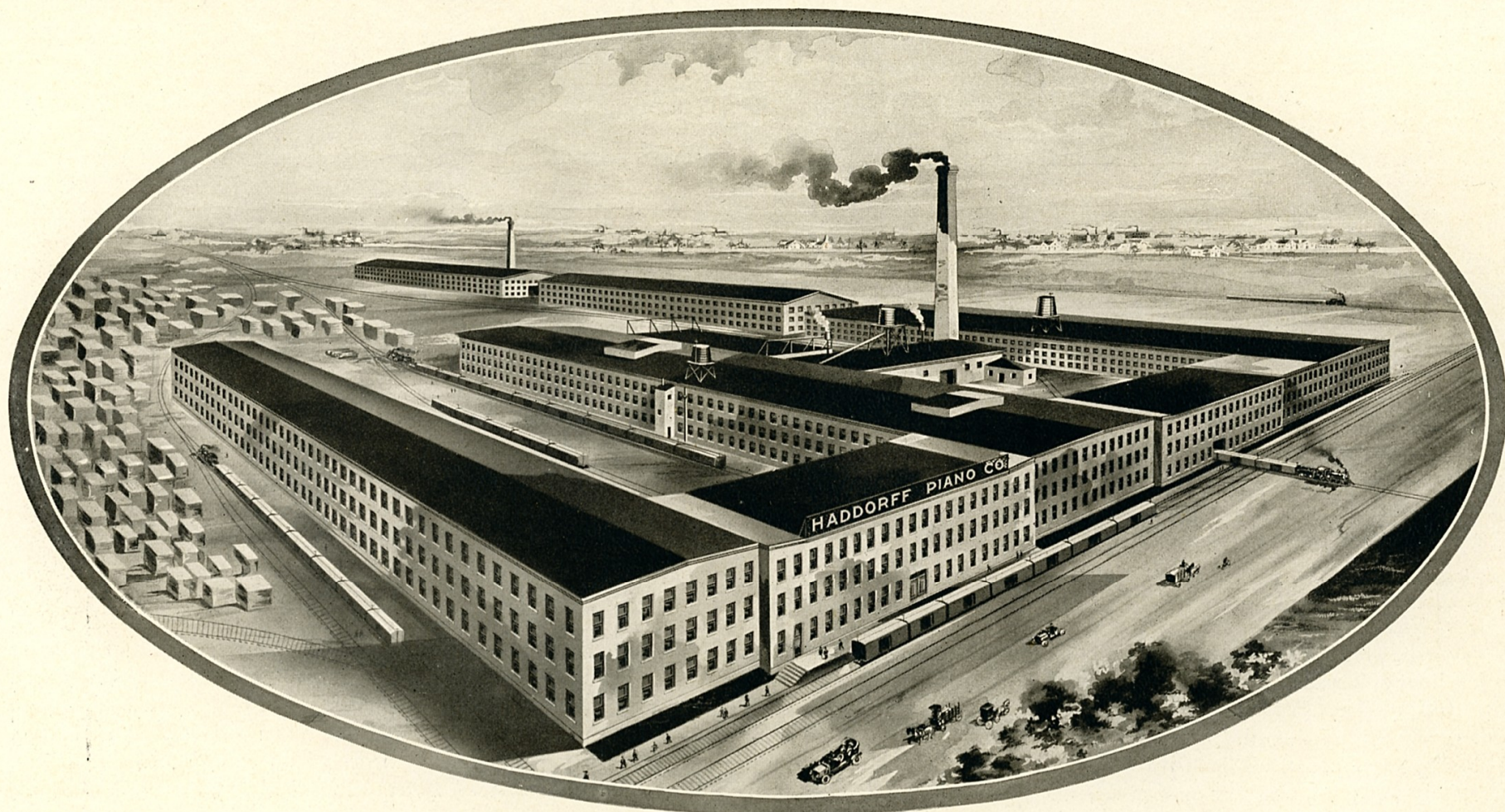
COTTA TRANSMISSION COMPANY

housed. It is on the water power and close to the transportation facilities of several railroads. As its work is exacting it employs high-class mechanics to produce its highly perfected product and pays excellent wages in return. It is one of the newer companies, necessarily, since the auto industry is young, but it has been growing apace with the growth of the auto demand and promises to assume an important place in the Rockford field. The company was incorporated in 1909 with a capital of \$40,000 and now employ 35 persons to whom \$20,000 is paid yearly in return for the work they do. A hundred tons of material are used yearly and an equal tonnage of product is shipped away. The plant has 20,000 square feet of working space and the products turned out are valued at \$100,000. That Rockford should participate in the mechanical production of autos was inevitable to an industrial city which has had a part in every line of manufacturing that has assumed any large proportions, except such as situation has denied this city. The Cotta company links Rockford with the making of the new power vehicles and as the mechanical economy of the device has been recognized the demand has been increasing so that the plant has had to keep pace by enlargement of facilities to turn out more goods. In making its goods the Cotta company has maintained a high standard of excellence.



FOREST CITY FURNITURE COMPANY

FURNITURE making has been Rockford's longest card in the industrial world since the day when this was known as the Reaper City. The Forest City Furniture Company was one of the pioneers in this field and has held a commanding position ever since. Located on the first furniture row, when the land to the east and south was simply Woodruff's addition, mostly cornfields, dotted here and there by a few homes, it was one of the outposts of industrial work here, away from the water power which seemed the only place for manufacturing. Started by Gilbert Woodruff, a man with prophetic vision and business acumen, it struck the keynote of the city's future and pointed the way to others who have followed. It early ranked high among the furniture makers of the country and set a pace which has not been slackened since. It has been marked at all times by a capacity business, by excellent trade and by a high standard of excellence of its manufactured products. Carefully nurtured, well managed and holding reliability as a watchword the Forest City Furniture Company has stood as an example that has led others also to success and profit in business. The designs of this company have been uniformly good and always advanced, catching the trend of fashion in house furnishings and being a little ahead of the times to catch the earliest buyers of the new. Yet conservatism has been a feature and the departures were not marked enough to frighten the careful buyers and always a happy medium has been maintained. The concern has turned out a large line of goods at all times and has filled a large place in the business world. The Forest City stands now as the first in location of the factories on the great Southeast End and with its equipment and management has not lost in any point its pre-eminence in the business world which it assumed when it started business in its line in the early days of the furniture trade in Rockford. Forest City designs now are among the most desirable at the big shows where the lines always are shown and the trade it receives is an attest of the excellence of its products.



HADDORFF PIANO COMPANY

HADDORFF pianos are famous for their excellence of tone and of finish. The plant is a marvel, covering more than ten acres and a floor space of nearly half a million feet. In this great plant is made and assembled one of the best pianos possible to make. The value of the finished product each year is close to a million dollars and almost half a thousand people are employed, with a payroll of a quarter of a million dollars. The business is strictly domestic, the demand for a high grade instrument being such in this country that a foreign market need not be sought to dispose of the large production. The high quality and reputation of the Haddorff piano is due to a large number of points of excellence that mark them apart from the ordinary piano. The singing quality and richness of tone is insisted on in every instrument.



ROCKFORD FRAME AND FIXTURE COMPANY

ROCKFORD Frame & Fixture Company's goods present a wider range, probably, than any other plant in Rockford. They include mirror plates and framed mirrors of all kinds, parlor cabinets, music cabinets, combination parlor and music cabinets, hall trees, settees, hall racks, buffets, serving tables, china cabinets, dining room cabinets, ladies' dressing tables and chairs, shaving stands with adjustable mirrors and many others. The company was established in 1889 and came to Rockford in 1893. It was incorporated under its present name in 1901. The capital stock at the start was \$25,000 and it has grown since to \$150,000. The company started with 35 men and made only mirrors at first. Now 200 men are employed and the line of goods has been expanded as indicated in the foregoing list of goods turned out. Each year the payroll aggregates almost \$100,000. Four acres of ground are covered and the plant has 100,000 feet of floor space. About 60,000 pieces of furniture are turned out annually and amounts to 175 tons each year. The concern is the largest in its line in the United States and its goods are distributed by a force of energetic missionaries visiting almost the entire country and singing the praises of the line with excellent effect. Much special machinery is used to turn out the varied line and the operations in producing the goods are interesting to anyone with a liking for the mechanical side of business. The goods have been noted from the first for their reliability and for the excellence of their design and these factors have assisted materially in placing them in the retail stores of a thousand dealers.

THE Rockford Superior Furniture Company, one of the great chain of furniture factories that have made Rockford the peer of all in this line of manufacturing, is one of the youngest of the family, yet it is one of the largest as well. It was founded by men with

experience in the furniture business in general and of the peculiar problems of the business in Rockford. They have full knowledge of all the peculiarities of the markets and have been conducting their business with this knowledge and building it up to a high point of success, in an artistic as well as in a material way. The plant is located in the midst of the great furniture district in the southeast end. The showing of the first year's business was far better than had been expected by its most ardent supporters, the output and sales being greater than had been expected when the concern

was organized and started in operation. The goods placed on the market were designed, constructed and finished with such knowledge of conditions and demands of the market that the orders were sufficient

to keep the plant in operation at full time all the year. The sales capacity is \$300,000 a year and about 125 men are employed steadily. The goods are the highest grade of dining room and library furniture, many exclusive and handsome designs having been placed on the market.

Quartersawed oak, mahogany and Circassian Walnut are the materials employed and a large quantity of these are bought to fill the demands of the furniture machinery that works it to form for the cabinet makers. The plant being new has the latest and most efficient equipment for handling the woods and putting them together, nothing old having a place in this most modern plant. The officers of the company are: President, P. O. Ugraph; Vice-president, N. J. Sandberg; Secretary-treasurer, A. W. Mann. The Superior line has attracted much notice and has been ex-



ROCKFORD SUPERIOR FURNITURE COMPANY

hibited in all the big buying centers, putting the company on the map at once in its infancy. The designs have been most attractive and have resulted in favorable notice at once and the prices have been right.

WOODWARD Governor Company's plant is housed in a reinforced concrete building as solid and as fire-proof as though carved from solid rock. The plant is modern to the last word and in equipment and housing leaves nothing to be desired. Located on the water power it is appropriate that its output should have to do with governors for water gates, automatic and high class, a line of complicated machines for a special purpose which they perform with exactness and precision. The machines surpass the ability of the uninitiated to understand but to the initiated their beauty of design and working ability is a pleasure forever. The company is one of the older industries

HOUSTON Manufacturing Company is engaged in making a line of specialties that have a ready market and a wide sale. One of the most efficient vacuum cleaners on the market is turned out, possessing many advantages that others have not yet secured and giving a higher vacuum and greater power than is found in others. It is made in large and small installations and is designed for the private home of any size to the largest buildings requiring the use of a large plant to accommodate the greater demand. Special features to prevent loss of power and consequent low cleaning power have been added until the machine registers high efficiency under the most exacting tests of engineers.

and was established in 1870. It was incorporated in 1902 with a capital stock of \$30,000. It has half an acre of land where land is valuable and has 16,000 feet of floor space. Twenty-five employes, all high class mechanical workers compose the force. The company, in addition to the governors for water wheels, the main item of output,

also make accessories necessary to water-driven plants and machinery, that are high-class and of unusually skillful design and execution. In the new plant the company works with even better results than in its former building and the planning of the plant was done with an eye to the economy of space and economical handling of material and product.



WOODWARD GOVERNOR COMPANY
AMERICA HEATING AND SUPPLY COMPANY

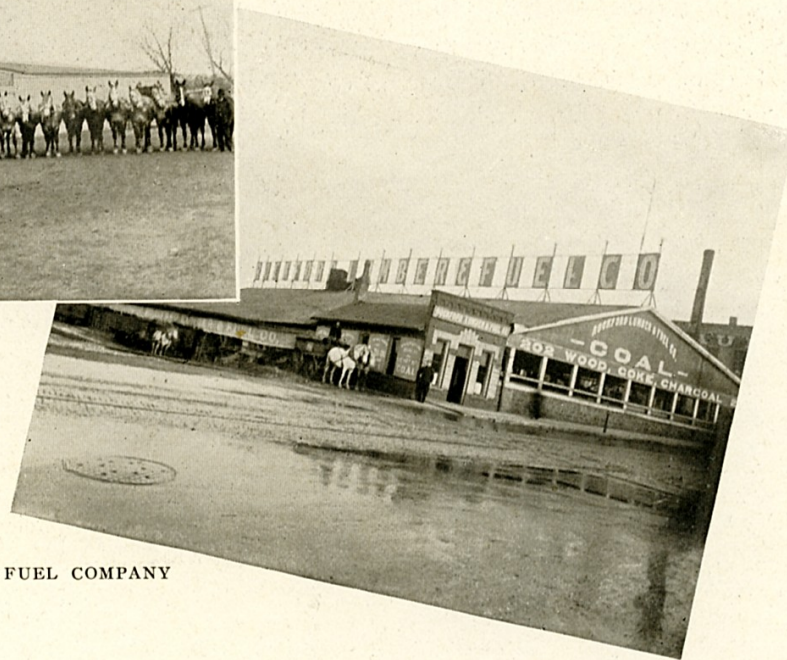
HOUSTON MANUFACTURING COMPANY
AMERICA HEATING AND SUPPLY COMPANY

greatest engineering care and skill are brought to bear on these problems to give the best results in action. Materials are carefully looked after the proportions between the plant and the space to be cared for are looked after with scientific accuracy to avoid disappointment and trouble.

AMERICA Heating Company's devices are installed in numerous homes and business structures in Rockford. Efficiency is a watchword and the company has designs and appliances that deliver the heat where and when it is wanted with economy of fuel and a minimum of trouble or expense. In this line every contract is a separate proposition and the

ROCKFORD Lumber & Fuel Company sells everything in the way of fuel and lumber and had been doing so for two decades and more under its present form and the parts that were joined to form the company did so for many years before. In 1890 the lumber of Perry & Rebber and the coal business of Lawler & Keeler merged into the one company which has been maintained since in ever increasing importance. The company was capitalized for \$50,000 at its inception and since then has been doubled. The main offices and yards are at 201 East State street and branch offices and yards are maintained in the west end at the crossing State of

ing material of all kinds, roofing, cement, the Universal Portland being dealt in. The company has increased its business manyfold since organization and claims the largest fuel business in the central west, except Chicago and Milwaukee. Service to the satisfaction of its patrons always has been a prime feature in the company's business and satisfied patrons are regular patrons, buying year after year when suited. The yards at the main office on East State street occupy four blocks, two each way from State street, all paralleled by two lines of railroad, one on each side of the yards, making unload-



ROCKFORD LUMBER AND FUEL COMPANY

street and the Milwaukee tracks and on South Main street near the Illinois Central tracks. The company also has branch yards at Beloit and Whitewater, Wisconsin. The company deals in lumber and build-

ing easy and economical. A large force of men and horses is maintained, the great dappled gray teams being a sight in themselves and the stable where they are kept on the east bank of the river is a model of comfort.



PARSONS LUMBER COMPANY

PARSONS' Lumber Company is one of the old institutions in Rockford and has been doing business at the present stand for many years, its yards and office being on North Madison street, close to the business center of the east side. It has been engaged in the building booms and in the slower times between and always has furnished a large portion of the material for added homes and business structures. The site of its yards has been dedicated to the use of the lumber business from an early day. Spafford & Scovill used it for many years and were succeeded by Woodruff & Maguire and later by George L. Woodruff Co. In 1903 Mr. Woodruff went west to enter on a career of producing lumber and the Parsons Lumber Company bought his interests. The volume of business has been increased almost yearly and a large doubledeck shed has been erected for the storage of dry lumber and the company also has bought an additional lot to add to the yard space. Cement has been added in recent years, as its importance as a building material has increased and the Medusa brand, made at Dixon, Illinois, is handled with much satisfaction to seller and user. Large cement warehouses on the line of the North Western, adjacent to the yards, are utilized for storage of this material. The materials for many of the most imposing structures in the city have been furnished from this company's yards and the name is synonymous with good material. The addition of cement to the lumber business was done because this material is entering so largely into modern building that the assortment was far from complete without this as well as the lumber and other materials. Its wisdom has been justified in the large sales that have resulted in the comparatively short time it has been handled. Yet its use has not in any way reduced the use of lumber and the original business has been increasing in spite of the large sales of cement and the company finds one helps the other, twin materials that aid each other and assist in making homes handsomer and perhaps cheaper than before. Special attention is paid to having the lumber of high grade and properly cared for, the great storage shed keeping it free from the influence of the weather and furnishing dry lumber that is dry, in perfect condition for the use of the builder and certain to give satisfaction to the buyer when it is incorporated into his home. The company has in its yards a large assortment of various grades and sizes and aims to have sufficient at all times to fill orders without vexatious delays. With a knowledge of the local demands and sufficient space in which to store them they have been able at all times to meet demands.

THE Western Department building of the American Insurance Company shown herewith is of gray Roman brick with white terra cotta trimmings. It is one of the "show" places of the city and always attracts the attention of visitors who at first sight take it for a public building on account of its architectural beauty.

The American Insurance Company was organized in Newark, N. J., in 1846 and up to 1873 confined its business to New Jersey. The company then gradually enlarged its field of operations until in 1899 it showed assets of over three and one-half million dollars. In June of that year the American took over the entire business of the Rockford Insurance Company and established the Western Department with Chas. E. Sheldon as Manager. This gave the company a strong position in the West and its growth since has been remarkable, the statement of the company January 1st, 1912, being: Gross Assets, \$9,344,434.55. Liabilities: Re-Insurance Reserve (unearned premiums) \$4,513,549.97; Losses in process of settlement, \$294,571.57;

All other Liabilities, including Accrued Taxes, \$273,764.49—Total, \$5,081,886.03. Net Assets, \$4,262,548.52. Capital Stock, \$1,000,000; Net Surplus, \$2,962,548.52; Policy-holders' Surplus, \$3,962,548.52; Special Reserve Fund, \$300,000.00—Total, \$4,262,548.52. A matter of pride with the management of the Western Department is its popularity

in the "home city" as evidenced by over nine thousand policies in force in the city of Rockford alone. The American is a household word in Rockford and as the largest institution of its kind it stands alone and commands a respect and attention none other can. It is regarded as one of the big elements in Rockford's business pre-eminence and

its presence here indicates the value of this city as an insurance center, one of the greatest in the country and the greatest in the west. Beginning at the time of the civil war this position was assumed and it has been increased yearly ever since, the old Rockford and the American, which took it over and started to grow bigger every year, being the main factor in this fine reputation. The home of the American not only is a beautiful building exteriorly and interiorly, but it is arranged for the most efficient service on the part of employes and is a veritable hive of industry with its large force of employes and its immense volume of business stretching over many states and covering city and hamlet and country home with



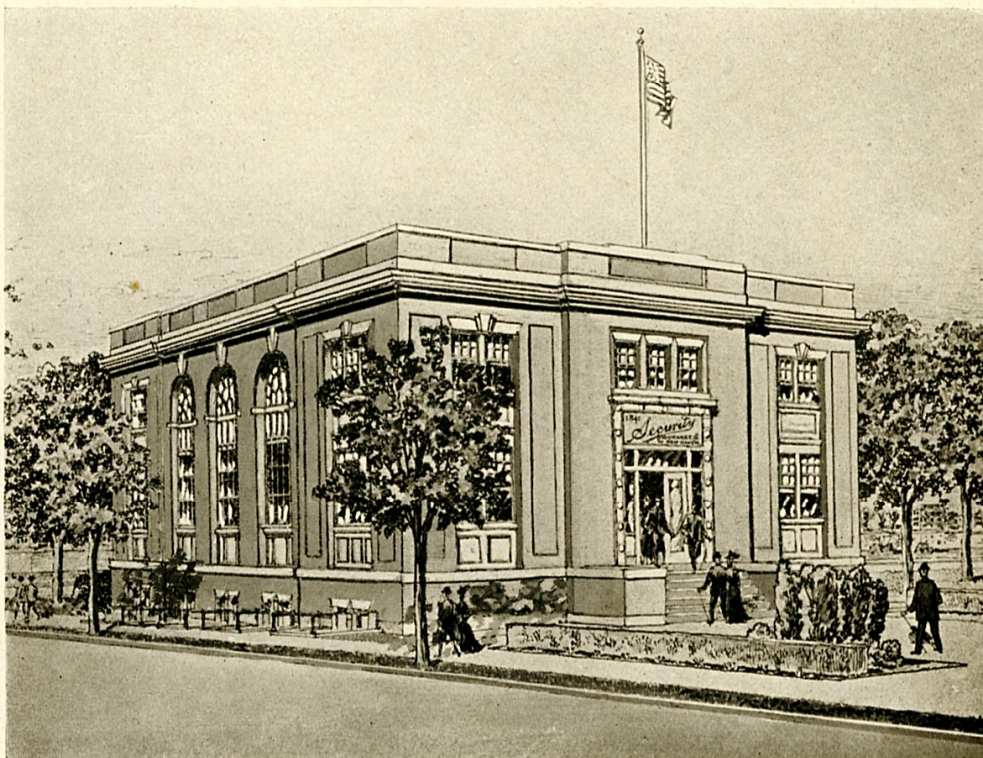
AMERICAN INSURANCE COMPANY OF NEWARK, NEW JERSEY

a blanket of protection. Its management is of the highest type and the increased business and prestige that has come to it has been marked. Careful attention to details to avoid being caught in a conflagration where too much business has been taken is a prime factor and careful settlements to satisfy the policy holder has made friends.

JOHN W. ALLING, President,
WALTER D. WILLIAMS, Manager.

1841 *Security*
Insurance Co.
NEW HAVEN, CONN.

VICTOR ROTH, Secretary,
E. K. CRAWFORD, Asst. Manager.



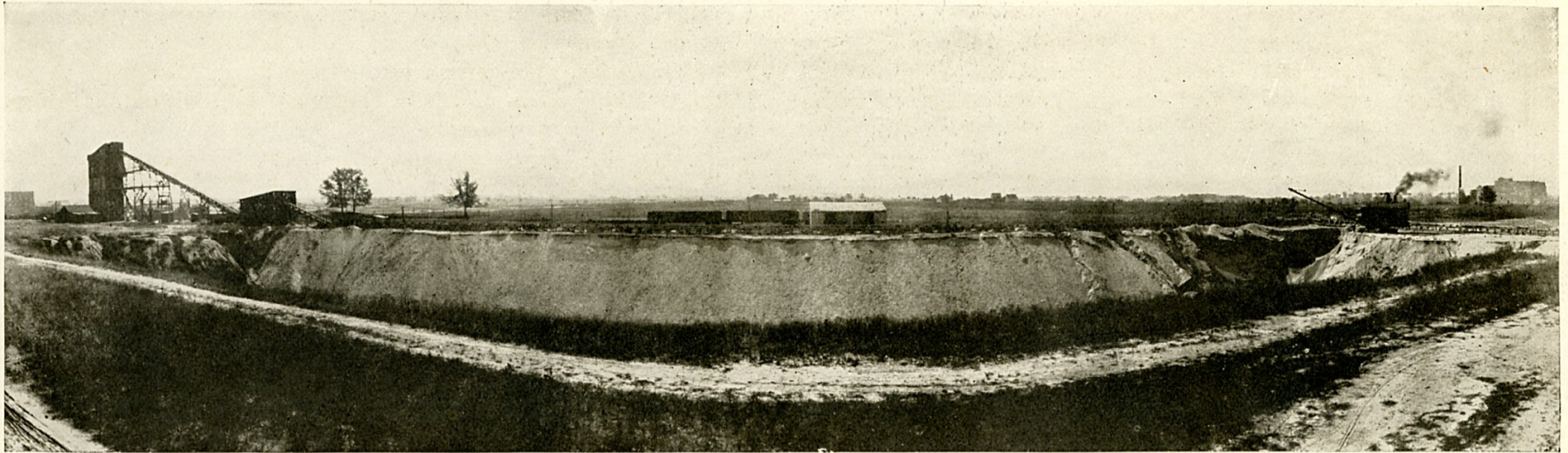
THE Security Insurance Company of New Haven, Connecticut, was organized in 1841, and its Western Department located at Rockford in 1888. The company operated for some years in connection with the Rockford Insurance Company and later with the American. A separate office was established in 1907, and the business having increased very largely, it was thought best to erect a building to be used exclusively by the company. The building is now in process of erection, and will be strictly fire-proof. It is located just north of the Public Library. The Security writes Fire, Lightning, and Tornado insurance, and is known all over the United States as a high-grade company of ample resources as the figures of their January, 1912, statement show. Capital, \$1,000,000.00; Assets, \$3,916,120.37; Surplus to policy holders, \$1,940,287.31; Losses paid since organization, \$14,304,173.00.

INTERNATIONAL Harvester machines are known all over the globe, the big concern having pushed its missionaries wherever the soil is tilled and crops are planted or harvested. Rockford has an agency for this big company and a warehouse in which its products are stored for shipment into the territory subsidiary to Rockford. The warehouse is located near the railroad depots and is of paving brick, solidly constructed and served by sidetracks from the railroads to make receipts and shipment of goods as easy and convenient as possible. The local office has fourteen employes and from twenty-five to forty travelers cover the territory and sing the praises of the excellent machines the company sells, as well as demonstrates them to the farmers. The volume of business done from this station is close to a million dollars a year and the cost of maintaining the agency is about \$75,000 annually. The annual shipments to the warehouse here is about 150 cars of implements. These are re-shipped to buyers and the tonnage thus is large for the shipments in and out. The company makes and sells grain binders, corn binders, huskers and shredders, manure spreaders, gasoline engines, automobiles, threshers, traction engines, grain drills, wagons, disc harrows and a hundred other sorts of implements that make farming easier and more profit-



INTERNATIONAL HARVESTER COMPANY

able. The economy of handling this machinery from its manufacture to its delivery has been reduced to a science and the buyer gets the benefit of a highly organized force that has cut the expense to a minimum, the overhead charge being lower than is possible otherwise, and the price correspondingly lower for the same high grade of goods. The International goods are made and sold on honor and with so great an organization behind them the buyers know they will secure all they pay for and that trouble will be avoided. The traveling representatives work their territory on a system that meets all prospective buyers and covers the entire field in an organized way that leaves no stone unturned to supply everyone with what they need. Rockford is the most important point in this territory and railroad facilities are such that it was chosen for the location of the branch house to reach the buyers with the least delay in shipment. Though the International actually manufactures nothing here it has its important place in the jobbing trade and adds to the volume of business transacted each year and assists greatly in the annual tonnage shipped in and out by the railroads, always an important factor in a city's business greatness. Its gasoline engines and motors for delivery work have a large local use, as well as the agricultural implements.



GRAVEL PIT OF ROCKFORD SAND AND GRAVEL COMPANY



ROCKFORD Sand & Gravel Company's plant is a comparatively new industry in Rockford and one that utilizes a natural product in the bosom of Mother Earth and converts it into a merchantable commodity for the use of man in erecting his shelters for family and business. The company was established in 1907 and September 9th, 1908, was incorporated for \$80,000. It deals in wholesale sand and gravel and its products are shipped for the most part in carload lots though wagon trade is looked after as well to some extent. Fourteen employes look after the work, the use of automatic machinery, conveyors and the like, reducing the hand work to a minimum. The employes draw approximately \$10,000 a year in wages. The tonnage of this company each year is enormous, aggregating 150,000 tons. The plant is located south of the city on the east side of the river, on an inexhaustible deposit of sand and gravel and has 300 acres of land in which to mine and burrow for the sand. The shipments each year are valued at about \$40,000. The specialty of the company is washing and grading the sand and gravel for concrete work, which has assumed such an important place in the building trades in recent years. Many of the most up-to-date methods of securing the sand economically and in handling it without delay and expense have been installed and the plant is a model of convenience and efficiency. When the great glaciers slid down from the north and dug the great lakes, dictated the course of rivers and made over the face of nature they scooped and washed out a great valley from Rock River to a point several miles east. Then they went back before the breath of warmer ages, only to return in later ages but not so far. Then the melting of the ice sent down floods laden with sand and gravel which was dropped in the great valley and almost filled it from bank to bank, leaving a tiny thread of the original river to run along the west edge of the former great channel. The sand and gravel was dropped in great beds and later were covered by soil on which crops were raised. Man discovered the beds of valuable material and he also discovered the necessity for their use in his building operations. Thus was the place of this company foreordained from ages past, even before man existed on the earth. The Rockford Sand & Gravel Company is fulfilling this destiny in a satisfactory way and furnishing to thousands of builders clean, sharp sand from nature's storehouse, best fitted for their uses. The use of water in raising the sand from its beds and washing it clean of organic matter that it may make the strongest and purest concrete is of much interest.

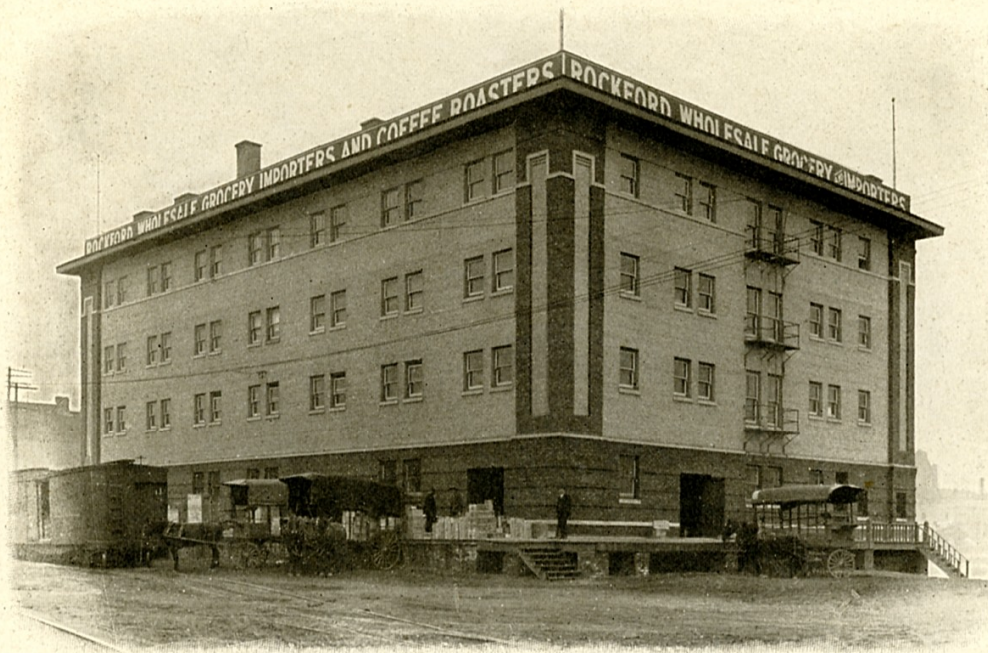
ROCKFORD Wholesale Grocery Company is one of the largest jobbing institutions in Rockford and is an important factor in the wholesale business of this city. It has linked to this city the trade of scores of other places in its territory and has made this a distributing center for an immense quantity of goods needed by every family in the land. It is one of the most conspicuous examples of business success that Rockford has to show. It has built its success on reliable goods and square dealing, its name being a synonym for these qualities wherever its goods are known. Its plant is located on North Water street in a building erected especially for wholesale trade, as handsome a warehouse as well could be imagined and finely fitted for the purpose of handling large supplies of goods. It is adjacent to railway tracks so that carloads can be taken directly to storage rooms and large shipments can be loaded without hauling to the freight stations. The business was established in 1890 and four years later it was incorporated. The capital stock was \$50,000.

F. G. Shoudy is president and W. A. Stapleton treasurer. The concern is represented to the trade by a score of aggressive salesmen who cover the territory and meet the competition of other keen salesmen, sending in orders in a way to show the Rockford company is prepared to meet all competition and sell the goods. Staple and fancy groceries, canned goods, and sundries, woodenware, sugar and all the supplies needed by a grocery store are handled. The entire output of canneries is con-

tracted and the orders to manufacturers for the necessary stocks are immense. The trade of the company is so large and so constant nothing ever has an opportunity to grow stale in the warehouse and buyers find everything fresh from the factory as it has been stored so short a time. Yet the stocks are always large enough to meet all demands and delays are not encountered. The shipping department is keyed up to speed to get out orders to fill depleted stocks of patrons

so there will be no loss from waiting. Special packings of various lines are sent to the trade under the brands "Echo" and "Rockford" and these are well known over the territory the company covers. The development of the wholesale grocery trade has been such that the warehouse of the present day jobber must contain an immense assortment to fulfill all needs and do it in quick time. The dealer often carries a large assortment with a small supply of each and orders frequently to keep up his stock. He wants quick and accurate service and the wholesaler must have in his warehouse sufficient assortment, large supply of

each to meet demands. This leads to a high development of skill in ordering and in filling orders and watching details to prevent mistakes and loss and to administer the business with economy. In the Rockford Wholesale Grocery Company's organization all these details have been worked out with precision and error has been reduced to a minimum. The warehouse has every mechanical device possible and the office is equipped also for careful record work and economical handling.



ROCKFORD WHOLESALE GROCERY COMPANY

ROCKFORD Home Telephone company is a home affair in more than its name. It was founded and officered and supported by Rockford people and it has served home people well in the years it has been in the field. Coming in at a time when telephone service was sparse and poor, it stimulated competition, increased the standard of service, reduced rates and enlarged the use of the telephone until now it is seldom a home is found without an instrument. The growth of the Home company has been remarkable and is based on its reasonable rates, its excellent service and the various devices to make the use of the 'phone pleasanter, eliminating the distressing ringing of the multiple ring on party lines, giving the individual ring instead, which has been in service for years to the great gratification of patrons and in many other ways making for comfort and ease. Though the

exchange was small at first and gave small service as a result the confidence that the company would remain in business and competition would be maintained soon gave a greater patronage and for a long time the company has had difficulty in keeping up with its orders and the

increased patronage has made the service the more valuable to all users. The exchange now offers service over 3,200 'phones which cover Rockford like a web and reach everywhere a subscriber may desire. Large improvements in the overhead and conduit service have been made and more is to be installed in 1912, over 27,000 feet of copper

cable having been bought ready for use in the extensions already laid out. The steady increase of patronage and the demands for its service by new subscribers is ample proof that the service is satisfactory and all that 'phone service can be. The aim of the company is to give Rockford citizens the best possible service at the lowest reasonable rate and in this it is succeeding beyond expectations. Additionally the city of Rockford gains an income from the company, its franchise calling for the payment of a percentage on the business, which is used to reduce tax-

ation. The management points with pride to the fact that in the past year the Home exchange has borne the brunt of the entire service of the city, for obvious reasons, and it has stood the burden so well it demonstrates that the Home company can care for the city alone.



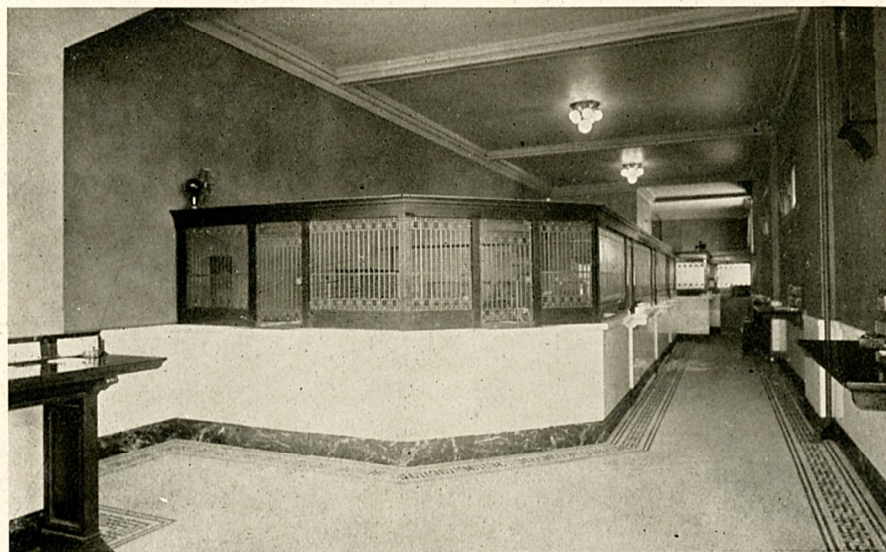
ROCKFORD HOME TELEPHONE CO.—PART OF OPERATING ROOMS

FOREST City National Bank stands on a pedestal as a financial institution based on conservatism and the utmost care in the transaction of its business. Though surpassed in volume of business by some it is unsurpassed in safety and solidity. Its success in the banking world has been based on a due regard for the safety of its patrons and a strict following of the narrowest road of honesty and caution. Its banking house at State and Church streets has been enlarged and beautified recently and now presents a most inviting appearance with marble, tile and mahogany and has enlarged its quarters to take in all the ground and basement floors of the building. Every convenience is offered patrons for the transaction of their business quickly and in privacy, compartments being provided where valuable papers may be examined without publicity and in perfect safety. The bank was established in 1890 and in the years since it has grown in prestige and solidity until its stock is selling at a public sale at \$228 and it is taxed higher than any other in Rockford. The capital stock is \$100,000, the surplus and deposits are large in proportion to this sum. Conservative progressiveness has been the watchword and keynote of the bank ever since it opened its doors and these have won. The bank offers to its patrons the service of trained business minds for advice in business matters and many a man in Rockford has received advice as to his business that has been invaluable and has spelled success for his efforts. This branch of its activities has brought it into close touch with business and has bound many patrons by ties of gratitude and obligation that are as real an asset as actual cash in making for strength and solidity. The Forest City

stands for the best in banking and not an iota is allowed in deviation from this standard, public confidence and trust being exemplified in every way by those who have come into touch with the institution. The officers and directors of the bank are: J. D. Waterman, president; E. H. Keeler, vice-president; E. E. Brumbaugh, cashier; Thomas L. Sizer, assistant cashier; R. B. Spottswood, assistant cashier. Directors—A. H. Frost, Henry Richings, M. A. Love, D. W. Barningham, E. H. Keeler, W. L. Osborn, W. F. Barnes, John D. Waterman, R. B. Spottswood. These officers are all men of prominence in the business world and add prestige to the bank, giving it strength and stability in addition to the solidity imparted by its conservative and careful management. The Forest City is one of the solidest institutions in Rockford and a rock of safety in things financial. The roster of its patrons would indicate its care and the class of people who have found its facilities most suited to their needs.

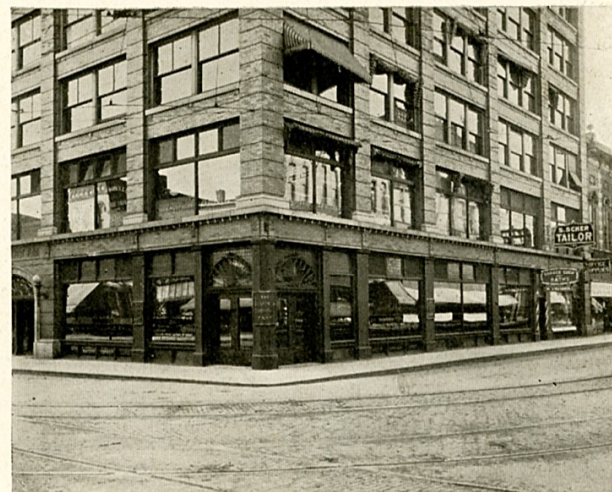


FOREST CITY NATIONAL BANK



INTERIOR VIEW OF FOREST CITY NATIONAL BANK

ROCKFORD National Bank is a landmark in the business center, located on the most prominent corner in the city, equipped with every possible device to make banking easy and a pleasure, paying particular attention to the needs of its patrons and looking after details with a care that has resulted in great growth and prosperity. The bank was established in 1891 and since that time has grown and developed in a way gratifying to its officers and directors. May 15th, 1907, the bank removed from quarters that had become inadequate and established itself in the Rockford Trust building where it occupies the corner apartment on the ground floor and a large space in the basement. Since then the institution has enlarged by taking in another store room on the Main street front, making room for the increased force necessary to handle the business that has come to its counters. The finish of the interior is sumptuous, marble, tile, onyx and brass making it bright and sanitary, a pleasure to the eye and giving it a rich and luxurious appearance. But as tile and brasswork do not make a bank, but simply set it off to the eye, the Rockford National realizes that the service is what the public feels most and to this much attention has been given. The public is served with every attention and every endeavor is made to please all and to extend every courtesy to patrons, whether large depositors or the smaller user of its facilities. The bank is one of the show places of the city and almost daily people enter simply to look at the banking room as a thing of beauty. Women are catered to, a private room with a grating to the teller's cage being provided where every privacy is possible and there many transact their banking business without



ROCKFORD NATIONAL BANK



INTERIOR

prying eyes. Savings accounts are solicited and the number who have them in this institution is large. The bank fosters this class of business, realizing that this small business often leads to larger and that the man or boy who starts saving his money in a small way some day probably will have larger finances to look after and will be of increasing value to the bank. The safe deposit vaults are large and well appointed, offering safe storage of securities and valuable papers, with ample space in which they may be examined in security. This department is in the basement and is guarded by every device known to bankers for the security of the customer intrusted to the bank's care. The rental of these boxes is small and when the security from fire and robbers is considered the cost is negligible. Deeds, mortgages, insurance policies, bonds and stocks, leases, jewels and solid silver are thus preserved against possible loss or harm. The bank's officers and directors are as follows: Officers—W. F. Woodruff, president; C. F. Henry, vice-president; H. S. Burpee, cashier; M. E. Baker, assistant cashier. Directors—C. F. Henry, R. S. Armstrong, J. B. Whitehead, R. K. Welsh, W. F. Woodruff, W. F. Hudler, J. C. Woodburn, W. W. Bennett, George L. Wiley.

MANUFACTURER'S National Bank is one of the strongest institutions in the local financial world. Its growth in volume of business has been wonderful and the confidence reposed in its methods and stability are evidenced by the patronage given it and the increase in patronage that has come with the years it has been a financial factor. Succeeding statements on the call of the comptroller of the currency indicate the growth and the bank points with pride to the constantly enlarging deposits and resources that indicate its ability to serve the people well and that it is solid and substantial in every degree. This bank was organized and established November 20th, 1888, and was chartered January 1st, 1889. In 1908 it was re-chartered and extended. The banking quarters were established across the street from the present location and later removed to the present rooms where larger space was available to accommodate larger demands. The bank interior is fitted elegantly and the arrangements for the transaction of business are advanced and up-to-date. The business of the bank is that usual to national banks and it is a United States' depository as well. It has a savings department patronized by a large number of patrons who are learning to trust the bank and the banker and to gain habits of thrift. A safety deposit department offers security for valuable papers and other property that should not be subjected to possible loss or destruction in a home or



INTERIOR VIEW

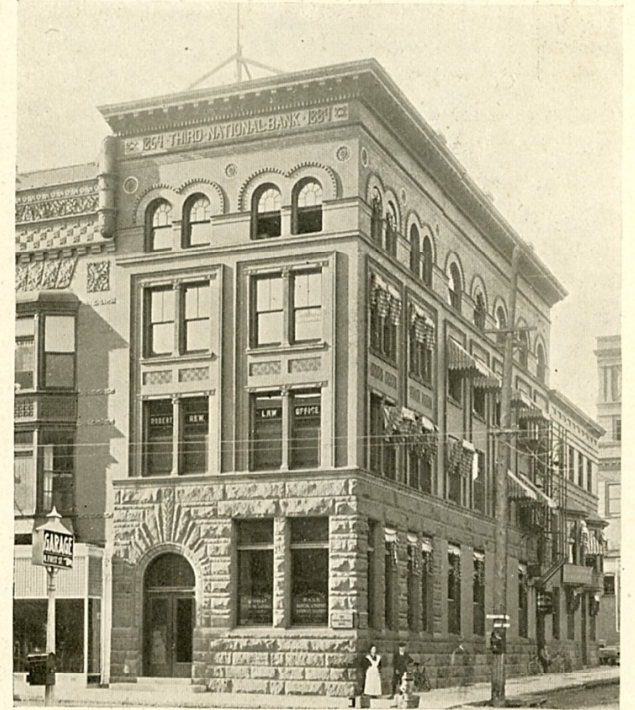
office and every consideration is shown patrons who use

this feature. Courtesy is recognized as valuable at the point of contact of the bank and its patrons and the officers and employes use every consideration in dealing with depositors to make them feel at home and that the bank is their friend and co-worker. The bank pays three per cent. on savings and on certificates of deposit left six months two percent. is paid. No department of modern banking is omitted from the equipment of the Manufacturers' and large and small accounts are handled with equal care and received with equal gratification by the bank. The increasing patronage as the city has grown indicates its reputation among the public is of the highest and its facilities are appreciated. The officers are: N. F. Thompson, president; A. P. Flobert, vice-president; W. B. Mulford, cashier. Directors: F. R. Burr, A. C. Deming, E. D. Reynolds, L. H. Schmauss, F. F. Nelson, F. J. Leonard.

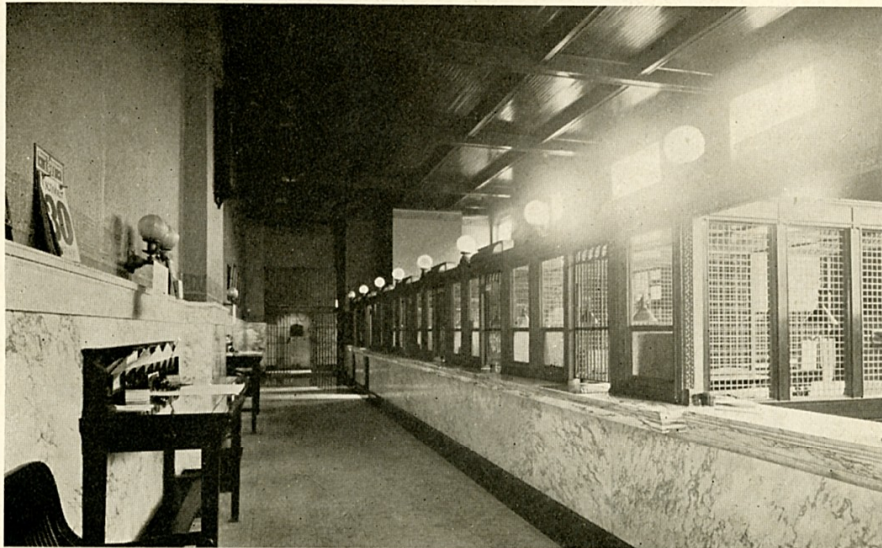


MANUFACTURERS' NATIONAL BANK

THE Third National Bank is one of the older financial institutions of Rockford and its growth has been steady with that of the city. Always conservative and careful it has builded well and solidly and it stands firm as the rock of which its home is builded. The bank was established in 1854 and with the directorate of nine solid, substantial citizens it assumed an important place in the city's business life at the outset, a solidity that has never been shaken or jarred by any storm of adversity. In more than half a century this bank has served and has served well. In its directorate have been many men whose names are linked with the biggest and most successful institutions of the city. They have given of their characteristics to the bank and it represents a composite of their several business characters. The growth of the bank has been substantial but in the past decade it has been especially so, matching the large increase in the city's population and business interests. The bank is housed in a beautiful stone building at State and First streets and recently it has added more space, taking in rooms formerly rented to other purposes, but which became necessary to the bank to accommodate its increasing patronage. With these additions the bank now is prepared to look after a large volume and look after it well, using every modern appurtenance to careful transaction of business. The safety deposit vaults are ample and well equipped for the comfort of users as well as the perfect safety of their accounts from theft or damage by fire. Private rooms for the use of patrons makes it possible to transact much business there without observation. In addition to the commercial banking and the safety deposit vaults the bank also



THIRD NATIONAL BANK



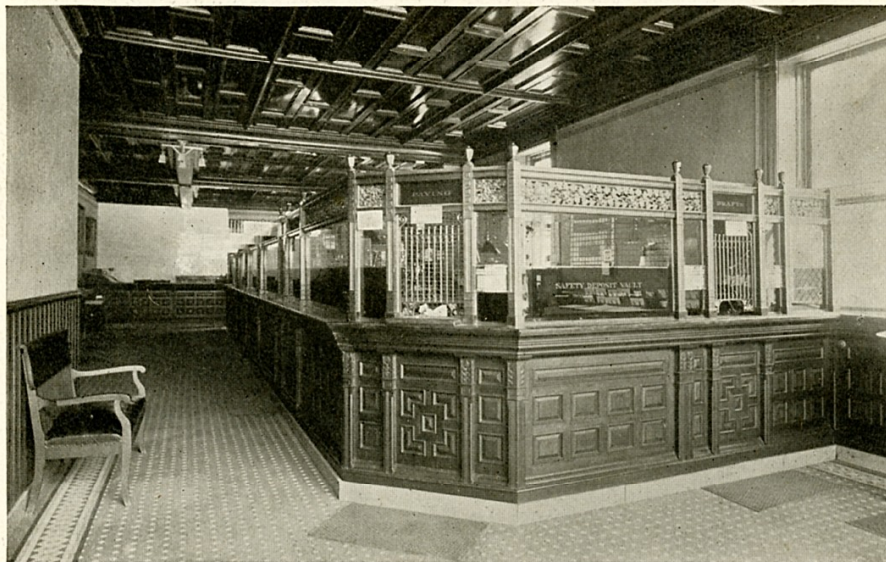
INTERIOR VIEW OF THIRD NATIONAL BANK

has its savings department, patronized by hundreds, young and old, who find in the bank a safety not represented by the usual household savings devices. The aggregate of these accounts is great though the average account usually is small and perhaps temporary, but the training is invaluable. The statements of this bank at various periods when called for by the government have shown a steady and healthy increase in all items that indicate the growth of the institution along safe lines and that it is highly regarded and recommended to gain the new patrons who constantly are opening accounts. The officers of the bank and its directors are men of the highest standing and add not a little to the strength of the institution. They are: George C. Spafford, president; David Hunter, vice-president; B. J. Chaney, cashier; M. A. Kjellgren, assistant cashier. Directors: H. H. Robinson, R. C. Lind, C. H. Wilbur, James M. Smith, Charles E. Sheldon, W. J. Slater, A. E. Johnson, David Hunter, Geo. C. Spafford.

WINNEBAGO National Bank, the oldest in Rockford, is one of the oldest and strongest in Rockford. Its history goes back almost to village days and never has there been a day when its absolute soundness was doubted or its facilities were taxed in the slightest degree. The old Winnebago bank stands for solidity and conservatism in every respect. It countenances nothing but the strictest business judgment and its loans and other business are carefully scrutinized that nothing may creep in to lessen the strength or regard the institution possesses. This bank is a historical landmark. It was established in 1848 and then was known as the bank of Robertson & Holland, by which name it was known until 1851 when it became known as Robertson, Coleman & Co., and in 1863 it changed to Robertson & Starr and in 1865 it took its present title. The direction of the bank always has been in the hands of sound financiers, able men, who had more at stake than simple profits from their business, regarding the name of the institution and the safety of patrons as the highest consideration in the banking business. Its reputation has been guarded jealously and never a cloud has been allowed to arise to darken its name the slightest. Ample capital, long and wide experience and conservative management invite the business man to take his business there, secure in the certainty his money will be safeguarded and that the usual commercial favors will be allowed in every case where sound banking dictates their wisdom. The entire resources of the bank, which are large, safeguard the commercial and savings accounts, giving a broad base on which the business is established and securing the maximum of security, which is a bank's largest asset.



WINNEBAGO NATIONAL BANK



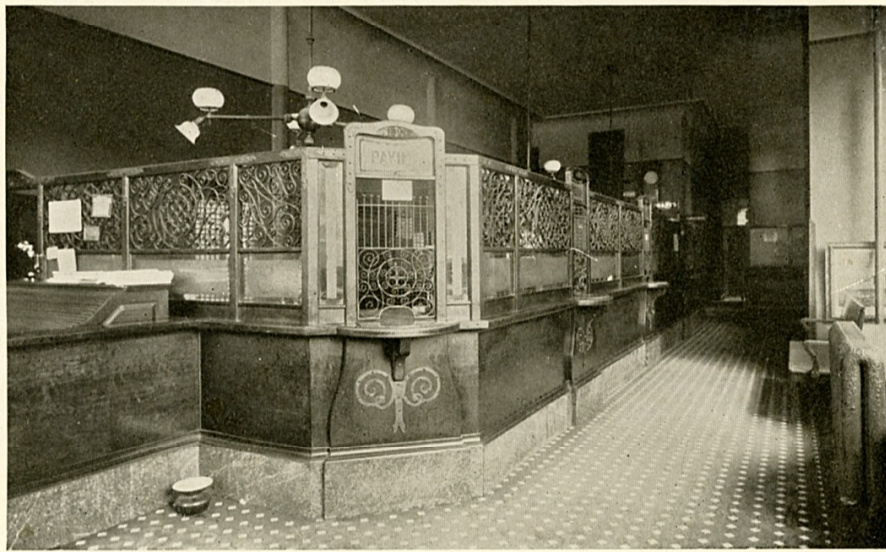
INTERIOR VIEW OF WINNEBAGO NATIONAL BANK

Savings accounts in large number are cared for and may be opened by the deposit of one dollar. Interest at three percent. is paid and deposits before the tenth of the month draw interest from the first of that month, giving the depositor a little better than the figure quoted in that event. Certificates of deposit for six months receive two per cent. The safety deposit vaults are an important feature, safeguarded by the latest design of protection and offering every feature of convenience to the users and perfect safety for their property, safeguarding it as it can be safeguarded in no other way. The bank's officers and directors are: Officers—Wm. Robertson, president; Edward P. Lathrop, vice-president; Chandler Starr, cashier; Henry N. Starr, assistant cashier; Arthur W. Robertson, assistant cashier; A. McGregor Huffman, assistant cashier. Board of Directors—Ralph Emerson, Wm. H. Ziock, Robert Smith, Edward P. Lathrop, Walter A. Forbes, Andrew J. Lovejoy, Hiram W. Buckbee, David M. Starr, Antes S. Ruhl, M. S. Brown, Chandler Starr, Wm. T. Robertson. The directorate of this bank, during the many years of its highly successful business career, has included some of the most influential and prominent business leaders of the community.

THE Peoples' Bank & Trust Company is one of the old guard among Rockford institutions and its long and honorable career is a matter of pride to the city. It is one of the factors that have added greatly in building up the city by its financial and moral support. Always careful and conservative, based on solidity and square dealing, possessing the friendship of hundreds because of its methods that make for friendship, it has a standing of which any institution well may be proud. It was established in 1873 and since then has been part and parcel of the city's growth and prosperity. In that time Rockford has become a city and the little bank that started in that day has become a powerful financial institution with hundreds of patrons and a substantial set of officers and directors. The general banking business is added to by ample safe deposit vaults and a savings department in which many a moneyed man of today started his fortune when a lad. This department is looked after with unusual care and the names on its books would be a surprise were they known, many whose early accounts totaled only a few dollars being substantial business men of today, habits of thrift being learned over the counters of the Peoples' bank. This bank has a trust department which enlarges its duties and responsibilities greatly. This department is empowered by law to act as trustees, executor, guardian, to represent an individual in almost every possible business position and to care for estates with skill and certainty gained only by long business training. Such service is appreciated by many and its business in the future will be larger, many wills having been drawn naming this bank as executor instead of some individual.



PEOPLES' BANK & TRUST COMPANY



INTERIOR VIEW

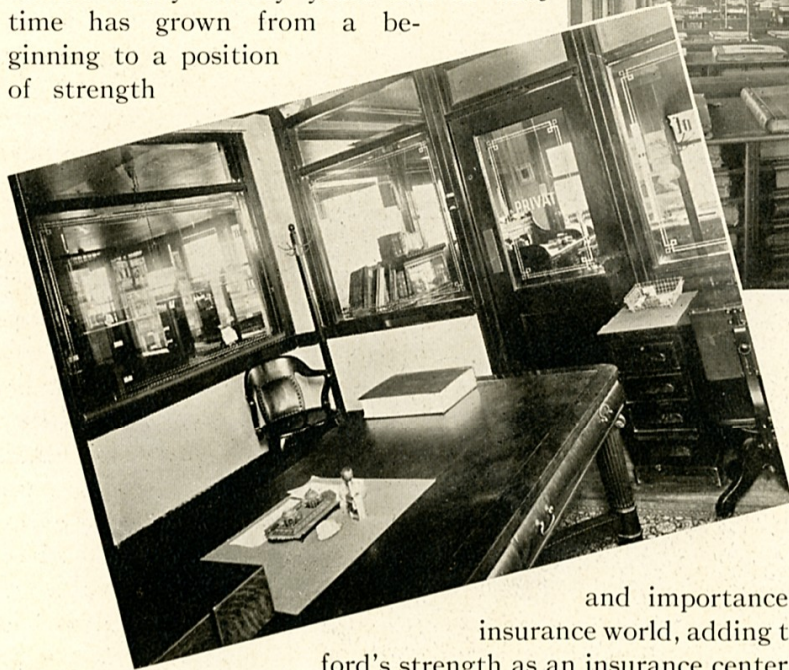
In this relation the bank becomes more closely related to the patron than in any other and the trust officer, Andrew Gilruth, brings to the execution of his duties a high sense of duty and a fine business experience that fits him for the transaction of the exacting business that comes in this line. No department of banking is omitted from the equipment of this bank and every patron is looked after with care and courtesy that he may feel the bank is his friend and that his interest is identical with that of the bank. The men who have officered the bank are of the highest standing and of financial worth. The standard has been high and always maintained on the level on which it was started. The officers of the bank are: F. F. Wormwood, president; E. W. Brown, vice-president; L. E. Scott, assistant cashier; W. S. Miller, assistant cashier; Andrew Gilruth, trust officer. Directors—D. J. Stewart, Jr., E. W. Brown, John Barnes, Walt Talcott, Walter A. Forbes, James N. Harris, F. F. Wormwood, Andrew Gilruth, W. A. Brolin, J. E. Swanson.

INSURANCE Company of the State of Illinois, the "State" as it is called, is a Rockford company organized and officered here and with its offices in the city of Rockford, but it does a large business of which Rockford is only the center. The company has been in existence nearly twenty years and in that time has grown from a beginning to a position of strength

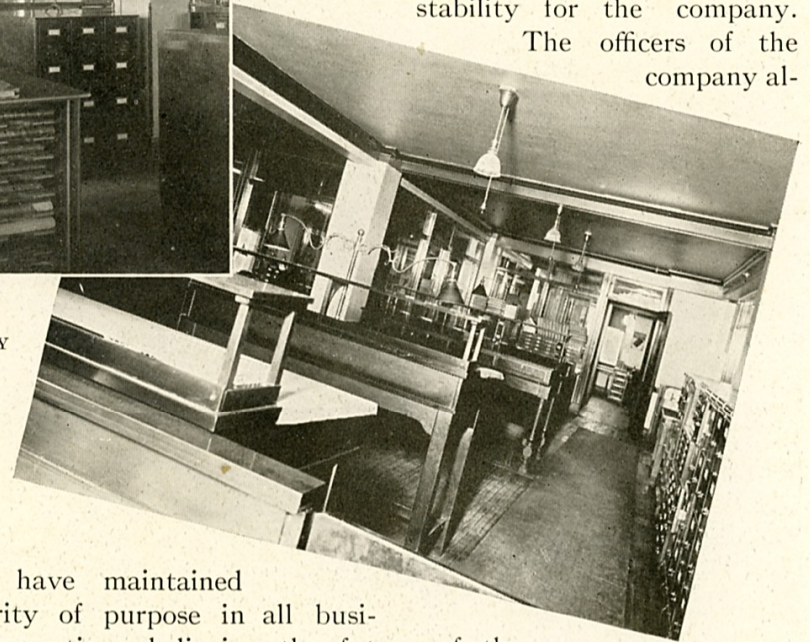


This has continued as a valuable item in its business. The company's policy has been to avoid the congested districts in large cities, where the conflagration hazard is greatest and has preferred to distribute its liability as evenly as possible over a carefully selected territory, thereby minimizing the possible losses and assuring the greatest stability for the company.

The officers of the company al-



INSURANCE COMPANY
OF THE STATE OF
ILLINOIS



and importance in the insurance world, adding to Rockford's strength as an insurance center. It has come to be the largest fire insurance company in its home state and ranks high as a solid business institution. Its offices occupy the entire seventh floor of the Trust building and are elegant and planned on a business basis. The company was organized in 1895 by Rockford capital, amounting to \$100,000. The company made a valuable connection with the Building Association League of Illinois which brought an attractive premium income from secretaries of numerous building associations, which covers largely dwelling-house property.

ways have maintained integrity of purpose in all business operations, believing the future of the company and its success depended on honorable and fair dealing with the insuring company, preferring a steady growth to a spectacular development. In view of present attainments the company feels that the outlook is promising and that it is entitled to the confidence, consideration and patronage of the public, especially of Rockford people. The watchword of the company is advancement and it is careful to take no steps that are not forward, resting on a firm foundation and using conservative means to bring about growth and increase of business.

THE Rockford Morning Star was established when the city's population was only 20,000 and the city was just stepping from its swaddling clothes. The paper started with the Associated Press report of 5,000 words nightly, at a cost of \$150 a month. It was the first newspaper in Northern Illinois to use a complete telegraphic report. The Morning Star has always been a force in the community and from the outset has stood for progress in the city and nation. It has backed all efforts for the betterment of Rockford. It has been tied to no chariot and has been in city affairs and in matters in general a free lance. In 1894 the Morning Star Company was reorganized. John D. Waterman was made president; T. D. Reber, vice-president; J. Stanley Browne, secretary and treasurer; Roscoe S. Chapman, business manager and John V. Riley, advertising manager. The equipment of the plant has been kept up with the times as the city grew and the paper grew in size and in circulation, making greater mechanical demands. The linotype was adopted early and a battery of four machines of latest model now turn off the type for its pages. A Potter press, capable of turning off 32,000

papers of eight pages, of 16,000 of sixteen pages an hour now prints the edition. The stereotyping plant that was added with the Potter press brings the equipment up to the last word in mechanical completeness. The building occupied for a score of years became too small and a short

time ago the plant and offices were removed to the present building at Wyman and Mulberry streets into a building of its own, where it has been issued with increasing strength ever since. The city has more than doubled in the lifetime of The Star and it has more than kept pace with this increase in all its departments. It continues as a free lance and "Shines for all" without strings to tie it to party or propaganda, except that propaganda that has for its end the best good of all. The advertising prosperity of the paper has reached its highest flood tide in the past year and has passed all previous records, indicating the value set on its publicity service to



THE ROCKFORD MORNING STAR BUILDING

the seller of goods. Its circulation is large inside and outside the city. It covers the field in Rockford and in the territory tributary to this city. As it appeals to no particular class but "Shines for all" it has a stronghold on all classes who believe in its honesty of purpose under all circumstances.

ROCKFORD will be the gainer when this excellent work of art and practical advertising medium has been distributed broadcast by those of us who take pride in telling other people of our city's many advantages. We appreciate the courtesy on the part of the publishers in reproducing on this page our building, the Florence May apartments. A city is as modern as its buildings. Hotels and apartment houses are of immense importance to prospective citizens, more especially in cities the size of ours. We believe this splendid reproduction of Rockford's downtown fashionable apartments will help some people decide to locate here. Legitimate money loaning on real estate security is an honorable and conservative business. We come into close and intimate relations with the best there is in the human family. First the young farmer or home builder who solicits a loan for the purpose of buying machinery or stock or for the purpose of building a home. When he has been accommodated by loaning him the safe amount at the legal rate of interest, we then offer this excellent paper, which is the safest security on earth, to that other most desirable class of people, the money saver. We might state in this connection that the rich are not the only class that invest in mortgages. A large per cent of our clientage are the smaller money savers who prefer first mortgage on a 160-acre farm, drawing six per cent interest, worth three or four times the money invested, to deposit-



ENGSTROM BROS.

ing their money at three per cent in a bank. Our associates, from whom many of our choice farm loans come, are the Broen Brothers' State Bank & Trust Company at Aberdeen, South Dakota. Rockford people have bought thousands of dollars worth of their mortgages annually and your banker will tell you that a farm mortgage made by them is absolutely safe. We are associated with them in the banking

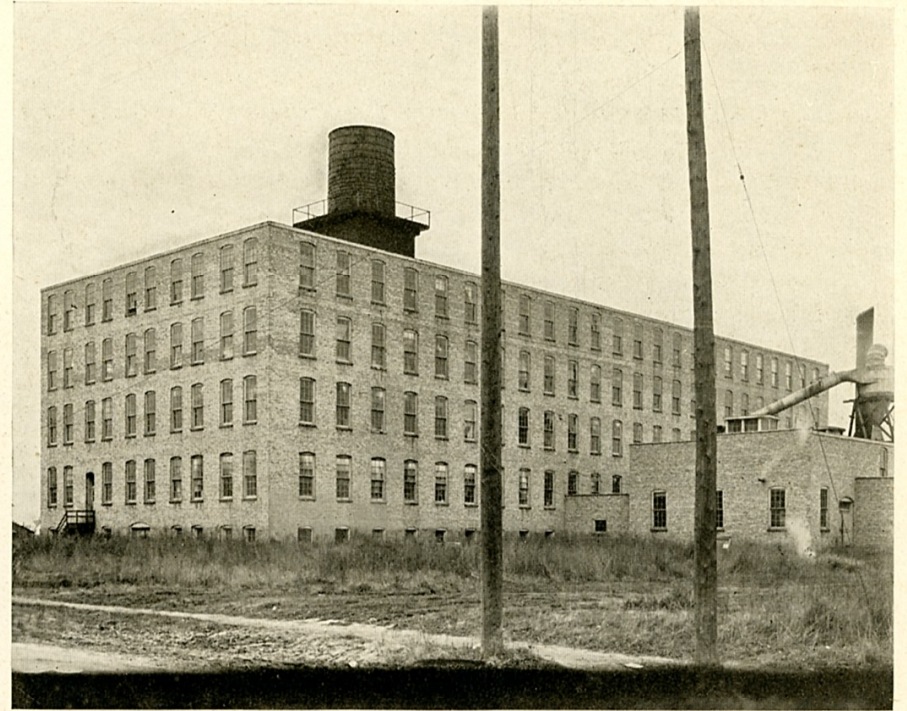
business where our loans are secured and our own money enters into every transaction first. Then we sell these mortgages, which are in amounts from \$200 up, to net the investor six per cent annually, which we collect free of charge. Our legal department is fully equipped for handling law in all its branches such as the drawing of wills, settling estates, making contracts, etc. Combining, as we do, in one office an opportunity for the safe investment of funds and the necessary legal advice in all matters, affords our ever-increasing clientage an economical and safe method for the transaction of their business. Those unfamiliar with investments, who need advice, legal or otherwise, are especially wel-

come. The man with \$100 to invest or who wishes the least important opinion in law, will receive the same careful and courteous treatment that the one does who buys a \$10,000 mortgage. There is ample capital and responsibility back of every transaction negotiated in our office. We cordially invite readers of these pages to come to our office or write.



ROCKFORD MANUFACTURING COMPANY

ROCKFORD Manufacturing Company has been one of Rockford's steady and consistent business concerns for many years, one of the chain of agricultural implement manufacturers that have supplied a large trade in this line of goods. The concern was established and incorporated in 1889 with a capital of \$200,000 and it entered on a career of manufacturing agricultural implements. Seventy men are employed in the plant and the wages annually amount to close to \$70,000. The tonnage of material shipped in and used each year is about 950 tons. The plant, located in the southeast end, covers two acres and the plant has 100,000 square feet of working space. The value of the annual output is \$300,000. The specialties of the company are disc harrows, mowers, sulky and gang plows, wood and steel lever harrows. The goods are known as the Rockford line and are handled by a large number of dealers in cities and towns all over the land.



ROCKFORD NATIONAL FURNITURE COMPANY

NATIONAL Furniture Company is one of the younger companies in the furniture line and is officered by men who have had experience in the trade and are in a position to place the line before the trade in its best condition, with full knowledge of the conditions. The concern is officered entirely by men with large experience in the furniture manufacturing and full knowledge of the Rockford lines of goods. It is among the larger plants and has a large force of men and a handsome set of designs that have been successful from the start. The National has proven that there is room for more in this line in Rockford. The success of the National has been unusual and its progress has been watched with interest to note how it would be received by the furniture buyers. The experiment is now past and the National is established on a basis as strong as any plant in Rockford, while its trade is steady and increasing each season.



FRIED-OSTERMANN COMPANY

FRIED-Ostermann Company, makers of gloves of superior design and workmanship, have a business that was established in Rockford more than fifty years and always has been growing and expanding. The company is incorporated and has a capital of \$75,000. The building in South Wyman street is of three stories and basement, a pretentious structure that houses the entire business and centralizes it into one compact institution. The floor space is 35,000 square feet. Two hundred employes are engaged in the making and distributing of the gloves and mittens and to them is paid annually about \$75,000. About half a million dollars worth of the product is put out yearly. A number of lines are represented and the company has originated several designs to meet new conditions in the glove business and new demands from users. Automobile gauntlets in great variety, gauntlets for firemen, mittens and gloves for motor and linemen are specialties and all ordinary forms of gloves and mittens are manufactured.



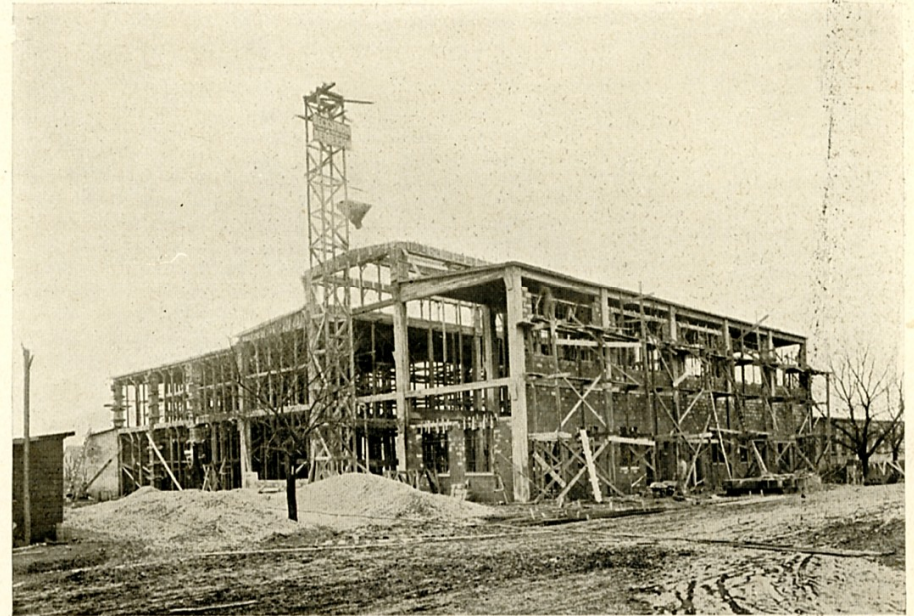
UNION OVERALL COMPANY

UNION overalls from the plant of the Union Overall Company have covered workers for many years in an ever increasing number. The Union Overall Company was organized in 1897 and incorporated the following year. Its capital stock is \$30,000. Its purpose was and is the manufacture of working garments, overalls, jackets, shirts and the like. The employes number 75 and they earn \$23,000 a year in wages. The plant, which is located close to the downtown district on the east side of the river, has 12,800 feet of working space. The value of the products yearly is \$100,000. The company always has had its factory maintained in a sanitary condition and has conformed to all the requirements of the state laws in regard to factories, often making changes before the state has got to the point of requiring them, doing so that the employes might be better accommodated while at work. The materials used in making the garments are the best obtainable for the purpose and add beauty to the utility they represent.



ROCKFORD ART GLASS WORKS

ROCKFORD Art Glass Works has turned out some of the most artistic work in this line ever seen in Rockford. Starting in a small way and with few employes the plant has been enlarged until now it occupies a large place in the city's business. It occupies a distinctive position in this city of manufacturing plants and stands alone. It was organized in July, 1904, and is owned and managed by J. P. Woolstadt. The demand for its goods has been increasing as the possibilities of the use of art glass in constructive work has been recognized. Among the work done in Rockford recently may be mentioned the ornamental windows in the new Elk Club house, including one unusually large design on the grand staircase. The company also has furnished the glass for Westminster Presbyterian church, the Jewish church, and the Christian Science church, the dome being one of the handsomest in the state. Art glass work in public and private buildings is on the increase and the local concern is in a position to fill the demand that is growing up. The contracts taken by this company are executed with the greatest care whether they be large or small.



ROCKFORD DROP FORGE COMPANY

ROCKFORD Drop Forge Company is a new institution whose plant is just completed and will be occupied March 1st, with a full equipment of steam hammers, punches and the like, housed in a concrete structure 100 by 66 feet, fire-proof and modern in every respect. The structure is of solid reinforced concrete and glass, with foundations to support the weight of heavy machines, many of which are of special design for the production of work in which the concern is to specialize. This is the first plant of the sort in Rockford. Its product will be for the use of auto manufacturers and the makers of machine tools, drop forgings, special parts and other articles in this line, and its business will be entirely with manufacturers, a most pleasing sort of business to handle from an office point of view. The company has a capital of \$100,000 and its officers are experienced in this line and men with experience in drop forge work have been secured to operate it when it is opened. The plant will employ twenty-five to thirty men at the start and more when the business grows to greater proportions. Its product is such as is in great demand and the plant will surely grow.

SHANHOUSE & SONS have been in the clothing business for fifteen years and in that time have developed a large trade in their lines, sending the products the breadth of the country and with an especially large trade in the middle west. The company is composed of William, Charles and Harry Shanhouse and now the plant represents an annual output of more than \$150,000. The factory occupies a total of 24,750 square feet for the working space. More than 100 employes are busy at bench and machine and earn annually over \$50,000. The output is more than 30,000 dozens of clothing. The lines consist of many designs of coats, shirts, working pantaloons and overalls. The plant is equipped with the best machinery for the production of the goods, special devices for cutting the material and handling it being installed and power machines sew the parts and participate in the finishing. The operatives are of high class, experienced in garment making and every garment going out has the label of the local branch of the Garment Workers' Union, which is a guarantee of the conditions under which they were produced and an immediate introduction to a large part of the trade. The employes and the employers in this plant always have worked in the closest harmony and conditions have been all that could be desired.



W. SHANHOUSE & SONS



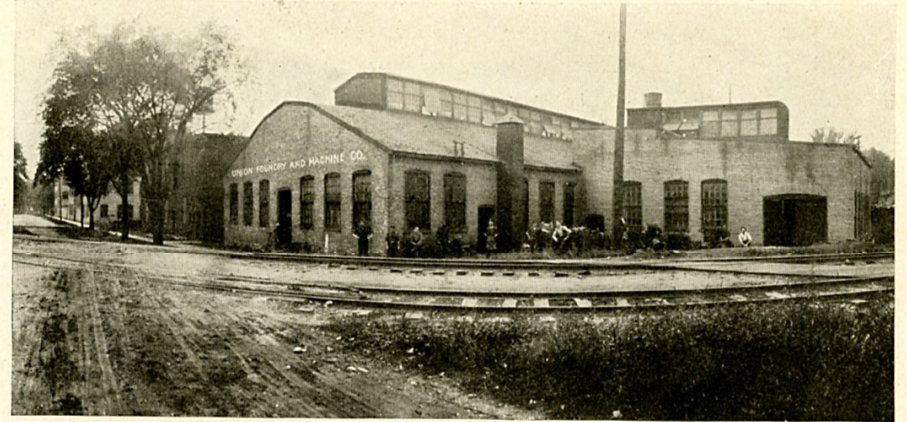
FAY LEWIS & BROS' COMPANY

FAY Lewis & Bros' Company, wholesale cigar and tobacco dealers, with offices and warerooms in the Cook building, South Church street, have been a land mark in Rockford for a generation. The company has been in the wholesale and retail business for many years until recently when the retail stores were disposed of and the entire resources placed in the jobbing business. The Lewis concern has been fortunate in its brands and its methods of publicity have resulted in placing most popular goods before the public and selling them continuously for a long time over a large territory. The "Tom Moore" and "Henry George" cigars have been widely known and universally smoked and recently "The Harvester" has been added to the line.



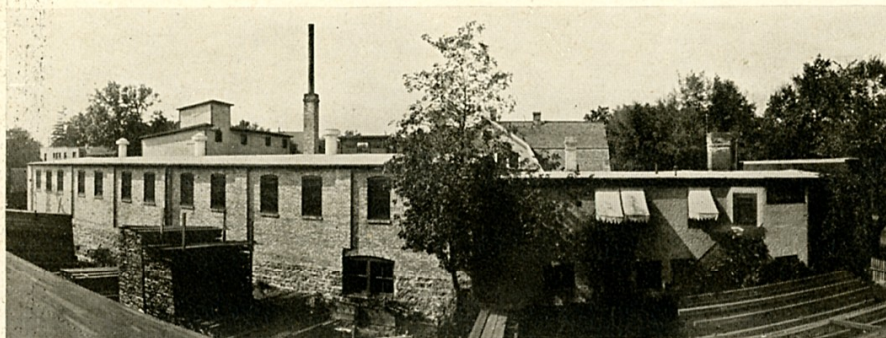
NATIONAL MIRROR WORKS

NATIONAL Mirror Works has a wide business in plate and mirrors. It makes mirrors of all designs and resilver those already in the homes of owners. The company keeps in stock all the time a large supply of plate glass for all purposes, for store fronts, for show cases and other uses. The making of mirrors in special designs for furniture use is a large business and the National supplies a large portion of those used in Rockford—good, adapting designs to those asked by the designers of the furniture. The company has issued a new catalogue recently containing designs in art glass in the most attractive and latest kind. The study of art glass has been a specialty for several years and special attention has been paid to the drawing and finally in the assimilation of colors, as the true value of the product lies in these. Years of study have been given to the success of this part of the company's work. Well chosen designs speak of refinement and culture and so it is necessary to entrust the execution of art glass to a firm which has experience, training, skill and ability behind it. The increased use for art glass in homes and public buildings speaks eloquently of the increasing refinement of homes in this country and the National company has had its part in supplying this need and in fostering the taste that demands it. The National is one of the circle of plants surrounding the furniture business here, supplying the necessary mirrors and plate glass for the makers of cabinets.



UNION FOUNDRY AND MACHINE COMPANY

UNION Foundry & Machine Company is the oldest institution of its kind in the city and probably in this part of the country. It was formerly a stock company and was established in May, 1881. A few years later George Peterson became the sole owner. Mr. Peterson retains his ownership, with W. G. Shapley as manager. The plant is situated on River street from Morhan to Loomis and has about an acre and a half of ground. Under normal conditions it employs about thirty-five hands with an annual payroll of \$25,000. The concern conducts a strictly jobbing business and all customers have the assurance their interests will have first consideration. The firm has had experience in many lines of work and is prepared to make gray iron castings for most all purposes, though castings of medium and heavy weight are preferred. The foundry business is exacting and its product must be equal to the strain the architect and builder estimates or the structure will collapse. The Union endeavors in every case to make a pillar or other casting stronger than had been estimated and thus do its part better than required, preferring to be on the safe side in its work. The company turns out a large quantity of product each year and ships it to great distances, being in the market for contracts from any point where its goods are needed. Columns, pilasters, lintels and other forms of architectural work are turned out and gray castings are made for all purposes and all weights, though most of its work is heavy.



PAUL BENNETT PAPER BOX COMPANY

PAUL BENNETT, paper boxes, a literature that has been made use of to good advantage in advertising, is a name to stick in the memory. Probably scarcely a person in Rockford has failed to have one or more of the paper boxes from Paul Bennett's, as they are used for so many purposes they scarcely could miss many people. As a concern this company is one of the oldest in the city. It was established by Henry Ulrici in 1880 in the basement of the Register-Gazette building. In 1887 it was removed to its present location at 1012 Mulberry street. It was burned out in 1909 and was rebuilt better than before. Paul Bennett bought it in 1905 and has been operating it ever since. It is now the largest and best equipped plant in the central west. The concern specializes on the fancy boxes that have come to be demanded for enclosing so many products in these times. Holiday lines, candy boxes, silverware boxes, leather cases for every purpose, and advertising specialties are among the lines turned out. The plant is equipped to turn out anything desired in the way of paper novelties. About thirty-five employes are engaged in the work and there is 20,000 square feet of working space. The use of machinery has been specialized highly in this business and automatic machines do much that formerly was done by hand and does it better. The large output of the factory is used partly in Rockford and partly shipped, its bulk and lightness making it unusually high class freight matter. The plant has been enlarged under the present management and the business increased largely until it has assumed a leading position among its competitors.



CRUMB-COLTON COMPANY

CRUMB-COLTON Company deals in lumber and fuel with large yards on the tracks of the Illinois Central railroad where that line crosses Main street. The company has been in business several years and has built up a large clientele in that time. There are all sorts of lumber and all sorts of fuel and the Crumb-Colton people have sought all the time to have the best at the price and to keep it up to the best standard all the time. The fuel is bought with the guarantee of quality and sold for what it is represented to be. The yards are ample to hold a large supply and the company never has been embarrassed for supply when the railroads have been slow in delivery. Coal, coke, wood, kindling and charcoal are in its line and then there is the lumber business, possibly the largest part. The assortment of lumber is full and is kept under shed to assure the user of the dryness and seasoned qualities it possesses. The company has large resources and is in a position to give the largest orders their attention and fill them with the minimum of delay. With a large equipment and a large stock the company has taken some of the largest contracts in the city and has filled them to the full satisfaction of the buyers. Special attention has been given recently to the sale of cement, that has been coming to the front as a building material, and a tested brand is sold that has been giving full satisfaction. Roofing material and building paper is carried and everything used in the building line is sold. Estimates of work are given with assurance of prices being as low as quality will permit and buyers are assured they are receiving quality in every load of lumber they have delivered.

The Forest City Fire Insurance Company



ONE of the most substantial and thriving corporations of the middle west is the Forest City Fire Insurance Company of Rockford, Illinois. Its course has been an onward march of progress since its organization in 1874. It was organized and incorporated as a farmers' fire insurance company for Illinois, and Illinois only. Through all the intervening years since its corporation, it has strictly adhered to this class of insurance. It has never had an unsuccessful year. Its growth has been phenomenal. It has long been recognized as the leading Company doing an exclusive farm insurance business in this state. Its method of doing business has always been that of the most careful and cautious underwriting, and is generally so known among the insurance circles throughout the country. Conservatism has been the element of its success. The officers and directors of this well known company have at all times been Rockford men. Its secretary and manager, Mr. A. H. Sherratt, has been in the farm insurance business since his youth, and is thoroughly skilled in its every department from that of solicitor in the field to manager of the company, which position he assumed in 1889, and still occupies with an unbroken record of continued prosperity since his connection with the company. Such a record is marvelous and rarely attained by any company doing a fire insurance business. Thirty-seven years of uninterrupted prosperity in one state, and that in the great and growing state of Illinois requires no further evidence of the popularity of the company, or the honesty, integrity and efficiency of its management.

The Forest City Life Insurance Company



THE Forest City Life Insurance Company is a splendid example of Rockford's enterprise and resource. The founding of a life insurance company is usually accomplished at the expense of thousands of dollars, and the records of the various companies established in recent years show that less than one-third have been able to get their expense accounts inside of their premium receipts for the first two years. The Forest City Life has not only done this, but has in addition to paying its death claims, established the full legal reserve on all of its policies, and made a handsome surplus besides. It ranks among the best in its cost of production of business, and has in a remarkably short time established a reputation for solidity and conservative methods in handling its business. This company was organized through the efforts of a number of Rockford's business men, supplemented by leading citizens throughout the state of Illinois who recognized in Rockford a logical center for a successful life insurance company. It was incorporated and began business July 21st, 1909, on the mutual plan until one million of life insurance had been placed on its books. When its capital stock of \$100,000 was placed on the market and disposed of without expense, thereby effecting the first great saving in the starting of a life insurance company. It has been prosperous from the first, and has increased steadily. After complying with all the requirements of the state of Illinois, the business of the company was transferred to the present stock company, which began operation in March, 1911, having deposited \$100,000 of the state of Illinois as a guarantee to its policy holders. The company makes a splendid showing for each year of its existence especially for the year which ended on December 31st last. It has made gains in every item, increasing its business in force and its premium income by a large percentage, all of which was accomplished at a cost which left the company with a handsome earned surplus to its credit. The future of this company presents a most brilliant prospect. It has distributed the sales of its capital stock, so that about seven hundred individuals are interested in promoting its welfare. It is backed by the loyal support of Rockford, supplemented by powerful interests throughout the state, which enables the company to secure its business at a moderate cost, which does not compel it to draw upon the large savings from mortality in its earlier years to meet an excess expenditure in the expense account. The capital stock is \$100,000.00. Officers: Theodore V. Engstrom, president; Arthur D. Warner, vice-president and general manager; George W. Brearley, secretary; William H. Keig, treasurer; Frank H. Kimball, medical director; Bruce H. Garrett, attorney. Directors: Len Small, banker, Kankakee; Chas. Bent, U. S. Pension Agent, Chicago; W. H. Fitch, physician, Rockford; J. C. Foote, capitalist, Belvidere; J. B. Blackman, banker, Harrisburg; T. V. Engstrom, investments, Rockford; B. H. Garrett, attorney, Rockford; F. H. Kimball, physician, Rockford; W. H. Keig, wholesale bakery, Rockford; C. J. Warner, banker, Prophetstown; M. A. Kjellgren, assistant cashier, Rockford; J. S. Mason, physician, Urbana; A. E. Patten, tax agent C., B. & Q. Ry., Chicago; Henry Hafer, wholesale coal, Chicago; R. W. Phillips, implements, Lostant; A. D. Warner, vice-president, of company, Rockford; O. E. Landstrom, secretary Central Furniture Company, Rockford; Geo. W. Brearley secretary of company, Rockford.

ROCKFORD Life Insurance Company is an Illinois corporation, formed in Rockford and controlled by Rockford and Illinois capital and officered by Rockford citizens. The home office thus is located in the very midst of the growing, rich, intelligent middle west where is experienced the lowest mortality in general, where, by personal supervision of loans, they have the greatest efficiency and safety and secure the highest possible rates of interest. It is a location where people believe in and practice those old-fashioned principles of honesty which always are free from speculation. And as to its management so is this company which is possessed of a high class official board and directorate. As an institution it has established and consistently maintained the highest individuality for sound and ethical practices. It is one of Rockford's most progressive and growing institutions, strictly old line or legal reserve and under the strict supervision of the insurance department of this state, which works under the best insurance laws in the country and watches with jealous eye all that is done in this line of endeavor. It writes non-participating policies, which embrace monthly income, guaranteed premium reduction, coupon bond, term, full return premium and the usual standard forms, carrying all the new and many exclusive features, including total disability. Its rates are moderate and in keeping with safety and business judgment and are as low as can be maintained. These vital facts are given the public freely and openly and have won for the company the confidence of banks, business men and the general public at large. In addition, and it is a prime factor in the business, it has won the respect of life insurance men generally. This model company is expanding its territory as it grows in strength and is on the lookout all the time for capable men to represent it in new communities. Rockford has been an insurance center from an early day, but in recent years by the formation of new companies, which always have been successful through honest dealing and capable management, it has grown in this line of business and strengthened its standing and reputation for this class of activity and with the addition of life insurance it has begun to occupy a new field which it promises to develop to a large extent and to make this city in fact as well as in name an insurance center.

SWEDISH-AMERICAN National Bank has been a gratifying surprise to its founders and a matter of surprise to others who watched with interest its foundation and progress. With six strong banks in the community many believed the territory had been covered adequately and that a seventh bank was not needed. But those who were acquainted with the great section tributary to Seventh street, a business district, a manufacturing district and a residence district peopled by thrifty, careful, saving people, believed that banking facilities were needed for them and the bank on Seventh street resulted. It was established so recently that it still is an infant financial institution judged by the age of its fellows. Yet it is a lusty infant and has been growing apace. It has secured deposits to a large aggregate, has been earning an income and a surplus has been started, it has a good line of loans and in every way is a solid institution in its early days, far more firmly established now than its founders had hoped would be the case in so short a time. It has in its officers and directors men active in business who can lend a hand to its development and aid its growth of business and this they have done. Their influence has been to increase its strength and establish it on a foundation that will not be shaken. It has earned confidence and its showing on successive reports to the comptroller of the currency has been all that could be desired. Its stock is held at a premium and its list of patrons indicate that it has earned the full confidence of the public. It has brought close to a large population the possibilities of banking facilities and thus has started many on the road to saving by calling attention to the fact that a bank is a safe place for idle money and that it can be set to work in a bank and give a return, as well as being safeguarded from loss or idle expenditure. Seventh street, the name applied commonly to the whole territory east of Kishwaukee street, a community with great resources and latent power, has needed a bank. The need was felt for long and the possibility of an institution there was recognized long before the actual move was made. The field was looked over carefully, men of worth were interviewed and every point was argued and set down for its exact value before the move was made. The conservatism of the bank's founders is shown in the fact that results have far outrun their expectations.